



Impact Report

**YWCA IS ON
A MISSION**

2024



**eliminating racism
empowering women**

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High Point

Core Values

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Movement making

We lead with vision, leaning in, working alongside, sparking others, being effective and relationship focused.

Passion that leads to action

We radiate passion for our mission. Service is alive!

Exuding Joy!

Play is important, even for adults. You'll find us rolling in laughter, with levity and hope, even when our work is hard.

My family. My Place. My community.

We have a long-term commitment to each other and our community. In a place where you are known, our work is strengths-based, with genuine and authentic compassion. We are willing to work hard for each and every person.



YWCA High Point is dedicated to eliminating racism, empowering women and promoting peace, justice, dignity and freedom for all.

Reflections from Heidi



As we reflect on the YWCA's mission to eliminate racism, empower women and promote peace, justice, dignity and freedom for all, I am filled with deep gratitude.

Gratitude, not only for the leaders who have come before us, but for the incredible work we continue to do every day in our communities. The past 104 years have been filled with progress, but we know *there is still much work to be done*. As we look forward, we are committed to continuing the vital work of promoting peace, justice and equity for all.

I want to highlight a few of the many ways the YWCA is making an impact, both through direct service and ongoing advocacy for systemic change.

The **Positive Children Alliance of North Carolina** has recently named YWCA as a **Tier 1 Family Resource Center** -- a recognition of the outstanding work we are doing through programs like **Parents as Teachers**, the **Women's Resource Center** and the **Latino Family Center**. This distinction acknowledges our commitment to supporting families and helping them thrive.

Our youth-focused programs are thriving as part of the **Youth Enrichment Education Collaborative**, a partnership led by the Greater Education Alliance. Through these collaborations, we are strengthening opportunities for young people across our community to grow, learn and achieve their full potential.

We are excited about a new partnership with **Reading Connections**, utilizing our teaching kitchen to offer **ESOL (English for Speakers of Other Languages)** classes while students work toward **SafeServe Certification**. This helps adult learners with language skills while also providing valuable job readiness.

A highlight for our **Latino Family Center** was that students traveled to **Washington, DC**, in August where they learned firsthand about advocacy to our legislators.

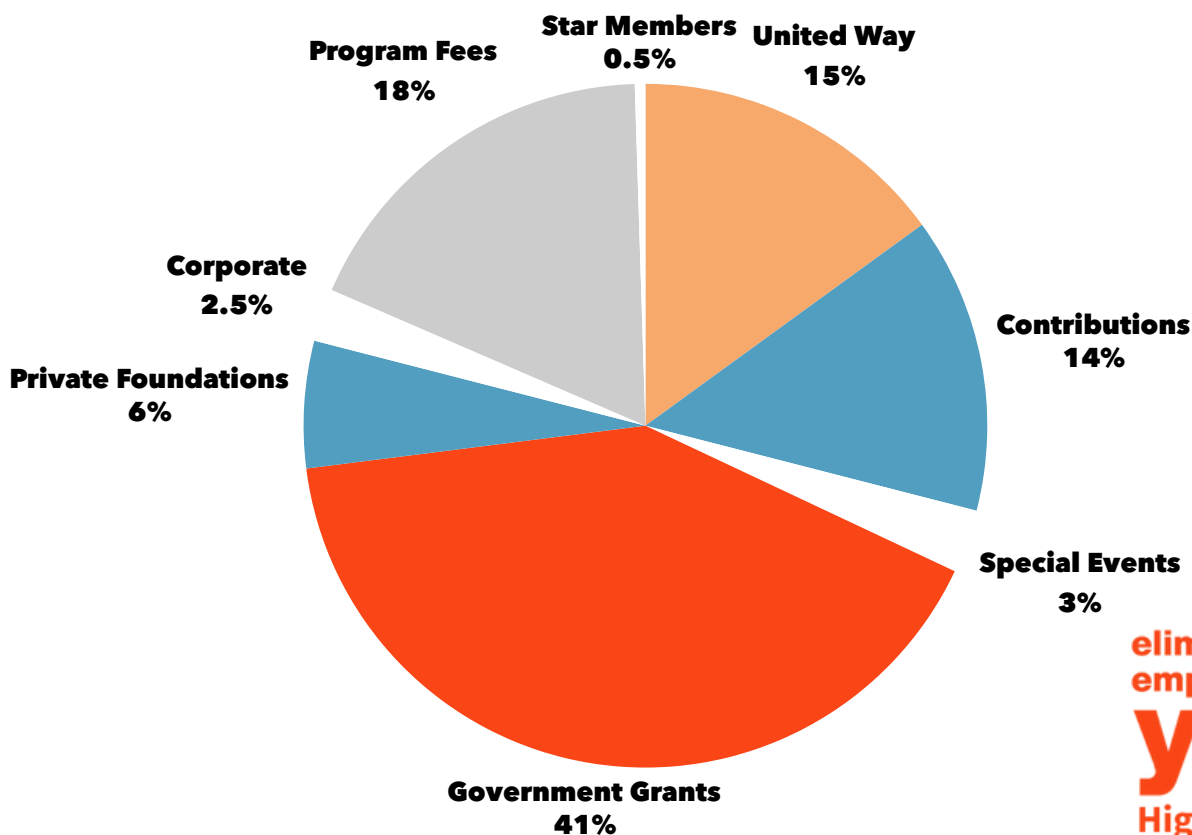
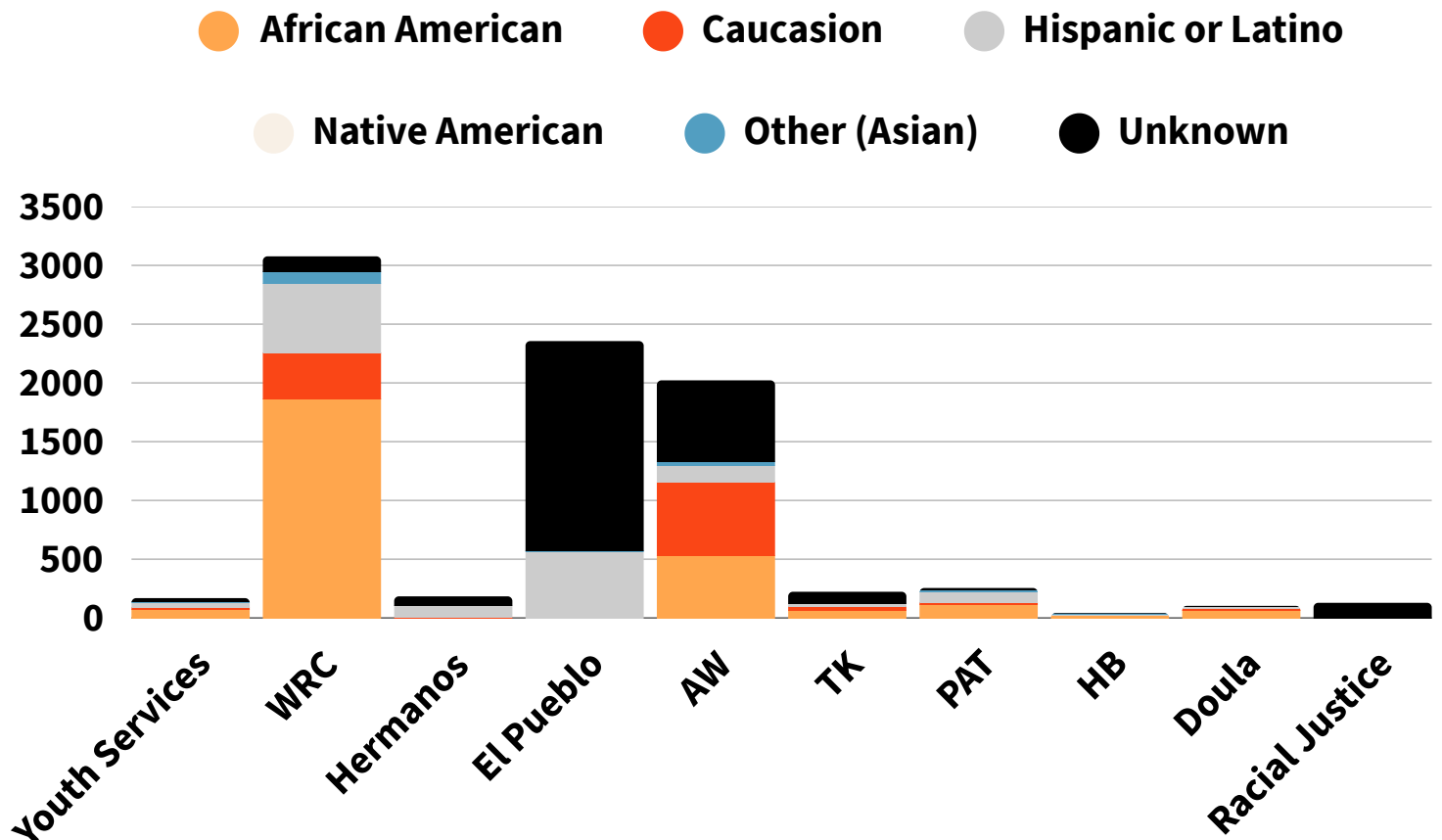
As part of our ongoing commitment to racial equity, we released the **High Point Racial Equity Scorecard**. The scorecard provides a comprehensive snapshot of the disparities that exist in High Point, and it was created by a dedicated task force representing a broad range of community sectors. We are proud that many organizations are already using it as a resource in their own strategic planning efforts.

These are just a few of the many ways the YWCA is making a difference, but our work doesn't stop there. We stand on the shoulders of those who came before us, and we are proud to continue this important work. Together, we will keep fighting for a world where racism is eliminated, women are empowered, and peace, justice, dignity and freedom are truly available to all.

Thank you for your continued support and dedication to the YWCA's mission.

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By the numbers..



Awards and Recognition



YWCA: Leader in Diversity from the Triad Business Journal



**Heidi Majors:
Triad Business Journal
Outstanding Women
in Business**

Awards and Recognition



**Laura Godinez-Arce:
LatinxEd Fellow**

**North Carolina
Campus Compact
Partner of the Year
NC Campus
Engagement**



Events

Heart of the Community

YWCA held the Heart of the Community lunch at Congdon Yards in November to celebrate our work.

Thank you to our sponsors!

Platinum Sponsors

Captivate Media
Painted Plate
The Buzz Effect



Gold Sponsors

CareShare
Shelley and Bob Hutchens
Northwood Animal Hospital
Signature Wealth
Smith Gardner Engineers
David S. Thompson, Thompson Wealth Management
Triad Adult and Pediatric Medicine

Jodi Dixon was awarded the **Woman of Achievement Award** as she exemplifies the YWCA's mission of empowering women through her leadership and commitment to creating better care opportunities for all of her patients.

As a role model, Jodi has influenced countless women and minorities by assisting in their personal and professional development. She has demonstrated her abilities by contributing to successful programs across multiple departments including:

- The growth and success of Joint Camp, emphasizing strong rehabilitation and education support for orthopedic joint-replacement patients.
- Emergency Department Fast-Track Program to improve triage and patient care efficiency.



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Events

Noche de Baile

We celebrated our **third year** hosting Noche de Baile in partnership with Visit High Point and High Point Discovered. The event took place at Stock and Grain Food Hall and Son Soneros led the dancing outside on the plaza, featuring a live DJ to keep the energy going.



"This event is a wonderful opportunity for the community to come together, celebrate diverse cultures and learn more about each other in a festive and welcoming environment."

Laura Godinez-Arce
YWCA Latino Family Center Director



Party with the YWCA

One core value of the YWCA High Point is to **exude joy**, both at the workplace and into the community. Our 4th annual Party with the YWCA is an event that does just that! In May, we had over 150 friends of the YWCA together for an evening full of good food, drinks and fellowship. The board hosted a silent auction to raise funds for a diverse range of YW Program needs.

This year's party was presented by TowneBank at Nomad WineWorks.

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Community Impact:

Programs & Services

How we do what we do:

Can you spy these components throughout our work?



Aquatics and Wellness

Teaching Kitchen

Youth Empowerment

Women and Family

Latino Family Center

Racial Justice and Advocacy

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Aquatics and Wellness

The unique experience of discovering wellness at the YWCA allows for our members to be treated like family when they attend fitness classes on land (or in the water) and when they work with our personal trainers and fitness associates to meet their goals.

Movement is often recommended for individuals with diagnosed heart disease, pre-diabetes or diabetes symptoms. High Point rates of diabetes deaths disproportionately affect black residents, at a rate of **42.2 deaths out of 100,000** (as indicated by our Racial Equity Scorecard).

Our pool, **warmed for arthritis accreditation**, continues to foster community and growth in and out of the water. Students across our additional programming can swim and we also partner with local schools and other organizations to share our pool.

We continue to teach the High Point community the JOY of swimming!

1511
Members
Served

145
Individuals
Improved
Swim Skills

14,000+
hours of
movement

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Success Story

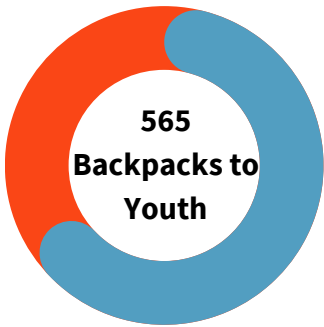
Wilma Addie is a participant in the YWCA Diabetes Prevention Class. Addie says, **“the classes have helped me to become more focused on improving my health. The encouragement that I receive from the instructor and fellow participants helps to keep me mentally strong so that I can keep my eating habits under control.”**

Wilma finds that she is learning to make better choices with food and in her lifestyle that will help her become healthier. The accountability portion of the class encourages her to come to the fitness center regularly, or as work allows. Wilma also stated that Rebecca, the instructor, is genuinely interested in the success of the participants.



Teaching Kitchen

Food is an essential part of life together, and an essential part of all programs at the YWCA.



The Teaching Kitchen remains a beautiful “heartbeat” of our YW home for many of our members and guests. Many residents of Guilford County experience food insecurity, with means they do not know where their next meal will come from.

19% of Guilford County residents are Food Insecure

31% of food insecure residents are not eligible for Food and Nutrition Services



We couldn't do this without our partners who help to lead classes, like Reading Connections teaching English AND workforce development skills through SafeServe.

Additional Partners: Little Tastebuds, UNCG Recipe for Success

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Youth Empowerment

Our Youth Empowerment Programs have been working to reduce disparities of our minority students by improving graduation rates and increasing the percentage of students reading at grade level as well as encouraging college preparation.

Our After School Program serves students weekly and runs the entire academic year. Students experience a supportive tutoring environment, the all-important snack and learning through additional STEM and leadership programs.

92% of students receive financial assistance



We work to reduce the disparities of our minority students, both in Youth Services and in the Latino Family Center, to improve graduation rates and increase the percentage of students reading at grade level and enrolled in college preparation classes.

90% of participants displayed consistent positive academic performance

95% of students gained new skills and knowledge through participation in art, STEM and Leadership Programs

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Women and Family

We have been serving women and families since our early beginnings in the High Point community, so we are thrilled to share that we have been named a **Tier 1 Family Resource Center** by the **Positive Alliance for Children, North Carolina**. As such, our direct support to families through evidence-based programs as well as our advocacy efforts have been acknowledged, and we hope will be enhanced by greater opportunity to network with centers engaging in similar work across the state.

Healthy Beginnings:

Home Visiting services for pregnant and parenting minority individuals



4 mothers received additional support from **Mothers and Babies Curriculum**, with nine sessions of content focusing on three foundational areas for addressing postpartum depression: healthy thoughts, pleasant activities and relational support.



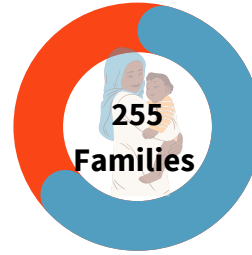
All four reported that increasing their self-care practices helped their mood and allowed them to **BETTER CONNECT** to their babies.

All four participants tried mindfulness for stress relief for the first time -- and enjoyed it.

Women and Family

Parents as Teachers:

Home Visiting services for pregnant and parenting individuals, prenatal-5years



Each month, the program hosts a Group Connection for families, and they visited many local friends and partners, like Nido and Mariana Qubein High Point Children's Museum and Greensboro Children's Museum, as well as baseball games, parks and Tanger Center to see Paw Patrol Live.



Women's Resource Center

3,490 Adult Incontinence Products

106,030 Diapers

3,000 Period Products

Baby Basics Closet

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Women and Family

Educational Workshops

Financial Literacy
Life Balance
Personal Brand Courses
Networking Opportunities
Computer Courses



YWCA Doulas

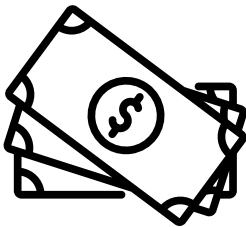
2024 marked the end of our Community Health Worker + Doula Program. We are still celebrating the good work of this program in our High Point community.

103

**Babies born &
Birthing Persons
served**

VITA + City of High Point

Volunteer Income Tax Assistance



\$91,963

**Total Refunds
dispersed to taxpayers**



3 Preparers

48 Volunteer hours



65 Returns Prepared

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Racial Justice and Advocacy

Until Justice Just Is Campaign

The campaign engaged over **100 individuals in 4 weeks** of daily emails with relevant articles, videos and podcasts. Topics this year included:

- Bodily Autonomy
- Financial Empowerment
- Gun Violence
- Transportation

YWCA hosted a panel about Gun Violence in High Point with guests from Guilford County Health Department and Guilford County Family Justice Center.



Candidate Forum

We hosted a candidate forum in October where local candidates were invited to answer public questions about their campaign platforms and vision for Guilford County.

Get Out to Vote

We promoted voter registration at various events in the community. We love to spread the message that your vote counts!

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Hermanos/Hermanas Growing Advocates



This summer, Avance students traveled over **600 miles** to Washington, DC, with some going outside of NC for the first time!

They volunteered at DC Central Kitchen and learned about sharing their story as advocates for themselves and others.

El Pueblo

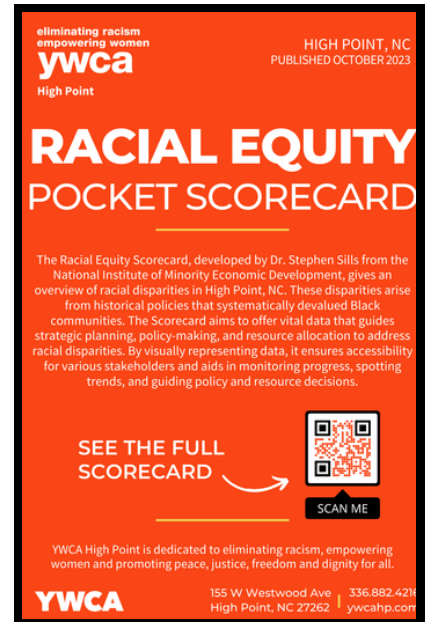
This program provides access and information to adults regarding community resources. A leadership program, LEAD, was offered to individuals to encourage participation with the community on boards and committees.

Through the support of the Congdon Family Foundation, YWCA LFC continued to support the Latino Community, serving more than **2530 individuals.**

Racial Justice and Advocacy

Justice, Diversity, Equity and Inclusion (JEDI) Summit

150 individuals joined us for our JEDI Summit in September at Congdon Yards. We heard from Tyronne Stoudemire about “Doing Diversity Right.” All attendees received a copy of his book and enjoyed networking and learning together. Participants also received a pocket-sized version of our Racial Equity Scorecard.



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YWCA Board of Directors



Thank you for your continued support; our community needs it now more than ever.

YWCA of High Point will continue to lead the charge and do the work in 2025.

Your dedication to the community is truly inspiring. Every bit of support counts, and it is heartening to see such commitment to making a difference.

Anca Matache, Board President

Kendra Adams, President Elect

Sharon Cass, Treasurer

Alice Owens, Secretary

Viviana Dinan, Past President

Karen Barksdale

Dana East

Elma Hairston

Misty Holt

Shelley Hutchens

Monika Stanley

Raven Jefferson

Dorothy Johns

Kristen Moore

Karen Royster

Natalie Smith

Amber Williamson

Ann York, Emeritus



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YWCA Staff

Heidi Majors, Executive Director

Alice Owens, Operations Director

Betsy Richter, Aquatics and Wellness Director

Regina Johnson, Women and Family Director

Laura Godinez–Arce, Latino Family Center Director

Liz Como, Aquatics Manager

Angie Andrade, Latino Family Center Manager

Pam Horn, Women's Resource Center Manager

Katelynn Finfrock, Healthy Beginnings Manager

Kimmie Nauman, Parents as Teachers Manager

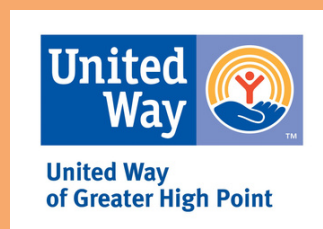
Kayla Brown, Youth Manager



**We thank you for your
ongoing support of our
mission.**

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