

**YWCA Tri-County Area**

# 2019 ANNUAL REPORT

eliminating racism  
empowering women  
**ywca**

**DARE TO BE POWERFUL:  
THE POWER OF EDUCATION**

eliminating racism  
empowering women  
**ywca**  
Tri-County Area

**YW3CA IS ON A MISSION TO ... EDUCATE COMMUNITIES**

[www.ywcatricountyarea.org](http://www.ywcatricountyarea.org)



@ywcatricountyarea



@yw3ca

# THE POWER OF EDUCATION

**“Intelligence plus character – that is the goal of true education” - Martin Luther King Jr.**

Education gives us power – the power to grow, the power to change, the power to understand, the power to achieve. At YWCA Tri-County Area, we dare to be powerful with education as our platform to lift children, families, and our entire community.

Education has always been at the forefront of our programming—from book clubs and lectures in our earliest days to today’s full-service adult education program. In 2019, core programs continued to emphasize education for everyone, from infants through senior adults.

**YWCA Tri-County Area finds power in education through direct service.** Our classrooms prepare children for kindergarten and help adults improve basic academic skills. Our youth programs offer STEAM enrichment for school-age children, and help them gain life skills that build resilience and enhance their ability to learn.

We believe education is more than book learning, more than a classroom. Our trauma-responsive, whole-person focus meets children, adults, and families where they are so they may move forward. We help children gain social/emotional skills on which to build lifelong healthy habits and behaviors. We emphasize relationships of trust and rapport that support communities of lifelong learning.

Every moment is an opportunity for learning. Conscious Discipline as our social/emotional learning tool recognizes that behavior, both positive and negative, can be an opening to teach a new skill. At mealtime, young children learn counting and math as they serve themselves; their vocabularies grow as they try new foods.

**YWCA Tri-County Area finds power in education through advocacy.** Our advocacy programming breaks down barriers and begins conversations surrounding racial and social justice and the empowerment of women and girls. We joined with POWER organizations in Montgomery County and Philadelphia to push for equity in state education funding. We developed an issue education series designed to begin the conversations that will lead to examining practices and policies that perpetuate racial and other biases. The annual Week Without Violence promotes a just and violence-free society.

**YWCA Tri-County Area finds power in education through collaboration.** For more than 110 years, YW has partnered with community organizations, businesses, schools, and all levels of government to improve how we deliver our services, empowering the entire community. In 2019, we increased our capacity to fulfill our mission through:

- RISE Partnership, which will help YW anticipate trends and changing needs in youth programming;
- VISTA Youth Empowerment Study, with TriCounty Community Network and Green Allies, designed to increase the impact of youth programs in the Pottstown area;
- HealthSpark Safety Net initiative, bringing together Montgomery County nonprofits and other organizations to reduce reliance on safety net services and;
- P-3 Governor’s Institute, teaming with Pottstown and Pottsgrove school districts to emphasize high-quality learning from birth through 3rd grade and to ensure kindergarten readiness.

Education gives us power. Education gives us opportunity. Education gives us new ideas and new ways of doing things. Education gives us perspective, empathy, the desire to do better and to be better. By daring to be powerful through education, we can eliminate racism, empower women and girls, and promote peace, justice, freedom, and dignity for all.



## OUR MISSION

YWCA Tri-County Area is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all.

## OUR VISION

YWCA envisions a world that holds equal promise for every person. We stand in solidarity with our community members against racial injustice and work towards a world where equality exists in every facet of our society.

Through our collective work, YWCA Tri-County Area will be known as an organization where all people, but especially women, girls, and families of color receive trauma responsive, culturally competent education services that will support the enrichment of their lives.

## CORE VALUES

- YWCA is committed to drive change, to listen, facilitate discussion, support, and most importantly, act.
- YWCA board of directors, staff, and volunteers serve our community with integrity, courage, accountability, and compassion.
- YWCA celebrates diversity, practices inclusion, and promotes equality.


## A MESSAGE FROM OUR CEO

As I write, the world around us is beset with rage, violence, fear, and pain. The moment we are facing is daunting and the immediate future looks less than promising. I find myself reflecting on the enduring history of this organization and those women who came before us who also faced inequality, racism, and adversity. Those women overcame the challenges of their personal circumstances and created a national movement that would support women and families to achieve peace, justice, freedom, and dignity. Those women navigated the flu pandemic of 1918, both World Wars, the segregation of our country, and economic depressions, both great and small.

As YWCA Tri-County Area begins its navigation of a new normal, a world where six feet and a face mask shows you care about the health of your community members, and the message that Black Lives Matter has to be explicit to be heard, I couldn't be prouder of this YWCA, its staff or its constituents. However, being proud will not be enough! We have work to do.

YWCA is on a mission to ensure that our dedication to the elimination of racism is visible to all. We are committed to making "racial justice" a standing agenda item on every meeting within the organization, regardless of department. We will be powerful in our pursuit of racial justice and the empowerment of women. We will seek partnerships with organizations with whom we can make a stronger impact. We will call out conflicts to peace, justice, and dignity for all.

We re-dedicate ourselves to this mission. Let this be the beginning of work long overdue. Hold us accountable. We will DARE TO BE POWERFUL!



Stacey Woodland, CEO







# EARLY EDUCATION CENTER

YW's Early Education Center believes a child's preschool experience establishes a foundation for future success in kindergarten, and beyond. Each facet within our pre-kindergarten curriculum uses this vision to offer educational and development activities that help children build the skills necessary for success. The Early Education Center emphasizes:

- Learning to work independently and in small and larger groups;
- Fostering relationships of mutual respect and valuing those relationships to support the whole child;
- Providing equitable educational opportunities and experiences for all children, regardless of which classroom they attend;
- Providing consistency in daily routines and expectations to create an environment of trust and safety so that children may concentrate on learning.

Beginning in 2019, Early Education Center teachers and staff applied Conscious Discipline as a learning tool which recognizes all behavior, both positive and negative, as a moment to teach a new skill. Instead of suspending or expelling a child – with the risk that the child may not learn from the experience – teachers and staff use the principles of Conscious Discipline to model positive behaviors designed to defuse emotional situations, teach positive communications skills, help children develop and practice skills to control their emotions and reactions to others' behavior, and give dignity to all children so that all have opportunity for success.

The Early Education Center expanded in 2019, moving some classrooms into the adjacent school building at the First Baptist Church, and participating in a pilot program for infants and toddlers based on the Pre-K Counts model. The statewide Early Learning Resource Center model for infants and toddlers provides early education opportunities for children 1-3 whose families meet income and other criteria.

**Before/After School**, out-of-school time enrichment for children K-6, includes homework help and tutoring, physical education, creative expression, and STEAM exploration. The program supports positive learning outcomes and delivers a safe and structured environment for children between the time school ends and when parents are finished with their workday. Children in the after-school program choose from a variety of activities, from science- and technology-based workshops, and physical activity programming through the Nike Community Ambassador program, to nutrition education sessions.

## 2019 Enrollment

**23 Infants/Toddlers**  
(This does not include EHS/ITCS)

**22 Early Head Start Children**

**16 ELRC infant/Toddler Pilot Program Children**

**114 Pre-K Counts Children**

**43 Preschool Children**

**31 Children Continuing on to Kindergarten**

**96 School Age Children**

**91 Camp Adventures Children**



# EARLY EDUCATION CENTER (CONT.)

## CAMP ADVENTURES

**Camp Adventures** moved to French Creek State Park for 2019, allowing children to explore STEAM enrichment, language and creative arts, physical activity, and life skills through activities designed to stimulate learning and curiosity, all while having fun at the same time. Children learned through participation in team and individual sports, daily swim and water safety lessons, and daily hikes through the woods and fields, where they could observe wildlife. Camp Adventures gives children the opportunity to gain knowledge, experiences, and skills outside their daily living environment. Experiences gained at Camp Adventures enhance campers' learning throughout the upcoming school year and beyond.



## NICKY'S SUCCESS STORY

Nicky has faced many obstacles in his four years. On top of developmental delays typical to twins, Nicky is faced with physical challenges. But nothing holds Nicky from smiling, laughing, and being the best brother to his two sisters.

Choosing a preschool for Nicky that focused on his academic and social needs was a prime concern for Nicky's parents. They found a comforting home for Nicky and his sister Alexis at YWCA Tri-County Area's Early Education Center.

Every parent wants their child to succeed and grow, despite whatever developmental challenges might be present. In just a few months after enrolling at YW's Early Education Center, Nicky did just that, making noticeable improvements in every aspect of his life.

"(Nicky's doctor) was shocked about how much he had improved," said his father, Nick Perich. "She claimed his improvements were miraculous."

A child's abilities to communicate and socialize is so crucial to overall development. YW's trained teachers use a curriculum that helps each child grow academically and socially, and Nicky is no exception.

"Verbally he's been able to express himself like he hadn't been able to do for the first part of his life," his father said. "He takes home what he learns. He's able to put together words he's learned throughout the program and communicate at home so much better."





# YOUTH EMPOWERMENT PROGRAM

YW's Youth Empowerment Program nurtures the physical and emotional well-being of the "whole child." From mastering a coding sequence to mastering a yoga pose, youth explore the changes in themselves and in their world through activities designed to achieve optimal social-emotional health, wellness, and success.

## PERCENT OF STUDENTS WHO MADE GAINS IN THE FOLLOWING SOCIAL EMOTIONAL LEARNING CATEGORIES:

**65%**

**Social Skills**

**62%**

**Social Capital**

**68%**

**Positive Identity**

**82%**

**Academic Self-Efficacy**

**75%**

**Self-Management**

More than 500 youth, from toddlers to beyond high school, find empowerment through the prevention, wellness, and leadership skills that will foster their success in school and into adulthood. Components of the Youth Empowerment Program include:

- Girls in grades 4-12 learn about themselves, one another, and their world in **Healthy Choices for Girls** group mentoring sessions that emphasize healthy lifestyles, positive communication, decision making, leadership, and advocacy. They explore careers by meeting with professionals from the community.
- Youth Empowerment gained **STEAM Enrichment** in 2019, exposing youth to science, technology, engineering, arts, and math concepts and careers. STEAM enrichment – supported by Home for Orphans Foundation, Edmund Eisenberg Memorial Foundation, and Dow Chemical Co. Impact Fund – encourages youth to understand, become comfortable with, and use science- and technology-related terms, language, and concepts. STEAM programming doesn't leave out the arts, emphasizing the many ways arts contribute to technology and engineering projects. As youth gain STEAM skills, mentors help students connect those skills to everyday life – for instance, using math when baking a cake, or using design concepts while rearranging their bedrooms.
- **YW CHAMPS** believes children are never too young to learn about nutrition and fitness. Preschoolers learn fitness activities they can take home to their families and try healthy new foods and new ways of eating favorite foods. YW CHAMPS is supported by the Edna G. Kynett Memorial Foundation.
- **Girls Today, Leaders Tomorrow**, a United Way signature program, prepares girls to enter college through college tours and leadership activities; leadership and advocacy opportunities for teens that engage youth in working toward peace, justice, freedom and dignity for all; and parent programs that encourage positive communication between parents and teens.
- Parents, of course, are vital to their children's education and well-being. **YW's parent engagement programming** helps parents understand the everyday challenges their children are faced with in school, among their peers, and in the community, and helps parents and youth build positive communication and trust. Parent engagement was presented through the Pottstown School District's 21st Century Community Learning Center.



# YOUTH EMPOWERMENT PROGRAM (CONT.)

## All.Girl! Leadership & Wellness Convention

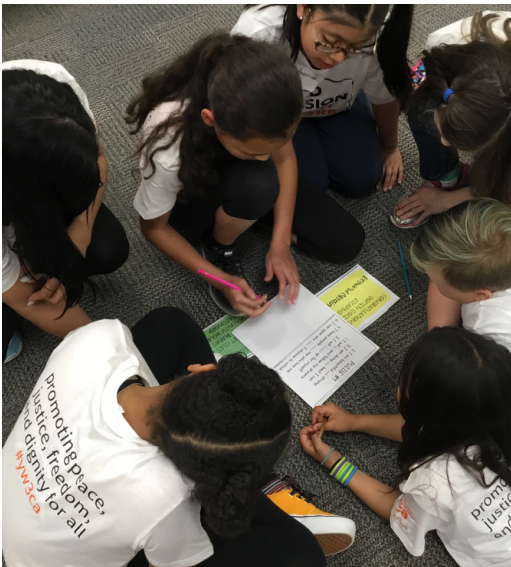
YW's annual All.Girl! Leadership and Wellness Convention, at Montgomery County Community College West Campus, brings more than 100 girls together for a day of workshops focusing on healthy lifestyles, life skills, and self-discovery. Sponsors in 2019 included the Arbonne Charitable Foundation, Montgomery County Drug & Alcohol Prevention Project, and Montgomery County Community College.

## The Art of Yoga

Youth Empowerment Program introduced The Art of Yoga Project to girls; YW was selected to participate in a nationwide expansion pilot of the program in 2019. The Art of Yoga Project combines yoga practice, mindfulness, and creative arts to promote mind-body awareness, stress management, physical fitness, and self-expression. Studies have found that teens who practice yoga develop skills that help them navigate challenges, resist impulsive behaviors, reduce stress and anxiety, improve focus and self-esteem, improve self-discipline and self-regulation, and improve overall health. Yoga has been an increasing component of youth program activities; YW values yoga practice as a strategy to help youth manage stress, stay fit, and focus their thoughts. Youth say the yoga practice helps them feel more relaxed and positive.

## Superstar Award Winner

Kelly Grosser, YWCA Tri-County Area's Director of Youth Empowerment Programs, earned third place in the 2019 Superstar Awards competition, sponsored by Hello Insight and Youth INC. The 2019 Superstar Awards recognized the work of outstanding practitioners who use data to improve the lives of young people. YWCA Tri-County Area, with the support of the Pottstown Area Health and Wellness Foundation, uses Hello Insight's platform to determine the needs of youth, design meaningful programming, evaluate both the effectiveness of the programming, and the achievements of the participating youth.



## YWCA World Council

Kelly Grosser, Director of Youth Empowerment Programs, gained a fresh perspective on gender equity and empowerment as one of 35 U.S. delegates to World YWCA's 29th World Council in Johannesburg, South Africa. World YWCA has set a goal to impact 100 million women 30 and younger by 2035, challenging them to work locally and globally toward justice, gender equity, and a sustainable YWCA movement that is inclusive of all women. Kelly was a non-voting delegate at the World Council, which occurs every four years as more than 300 delegates from local YWCA associations meet to exchange ideas and set priorities for the global YWCA movement. World YWCA unites women in 120 countries who work for women's empowerment, leadership, and rights.





## ADULT EDUCATION & TRAINING CENTER

Obtaining a high school diploma is more important than ever. According to a recent study, people who did not complete high school had a 16.3% unemployment rate eight years later.

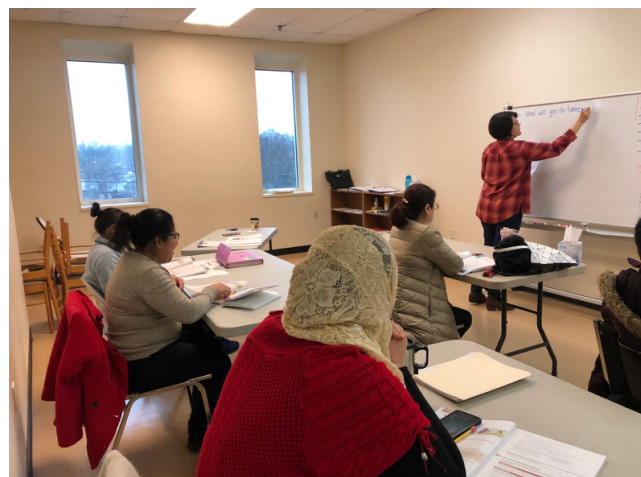
YW's Adult Education and Training Center (ETC) offers adult learners opportunity to earn a Pennsylvania Commonwealth Secondary School Diploma, increasing their prospects for living-wage earnings and for additional education and training. Newly arrived residents of the United States gain confidence through improved reading, writing, speaking, and listening in English, which in turn helps them obtain jobs or continue their education so they may work in their chosen profession in the United States.

But an adult learner with small children at home, who is worried about making ends meet or who doesn't have reliable transportation, may not be able to participate fully in the classroom. In 2019, ETC instructors and staff increased emphasis on the whole student, breaking down barriers to participation and creating a community of learning. Before each class session begins, instructors and case managers meet with students individually to discuss any issues beyond the classroom that may prevent regular attendance. Instructors and case managers also meet with students as a group, building rapport and trust, and finding common ground, both between the students and staff, and among the students themselves. Not only do adult learners have the support of their instructors and case managers, they also have support of one another.

Supported by the Pennsylvania Department of Education, Dollar General Literacy Foundation, Caroline J.S. Sanders Trust #2, and Thomas Taylor Trust, ETC prepares adults for the workplace through free adult basic education, high school equivalency education, case management and job search assistance, and credential training.

ETC expanded in 2019, opening the Norristown center in the Montgomery County Health and Human Services Center on DeKalb Street. Adult education and English as a Second Language classes in Norristown served 86 students in 2019.

Adult learners also gained industry-specific credentials through a pre-apprenticeship program in construction trades, in partnership with MontcoWorks NOW and Associated Business Contractors. Three pre-apprenticeship students gained entry level skills in carpentry, plumbing, and electrical work while earning a high school diploma.



# ADULT EDUCATION & TRAINING CENTER (CONT.)

## NICOLE'S SUCCESS STORY



Nicole Scott was inspired by her daughter to earn her high school diploma. She didn't know where to start, so she searched for "adult GED classes near me." What she found ended up changing her life for the better.

Nicole, now a human services major at Montgomery County Community College, has plans to earn a master's degree. A mother of four and owner of two businesses, she still made time to earn a Commonwealth Secondary School Diploma with the help of YWCA Tri-County Area's Adult Education and Training Center.

Nicole first enrolled in YW's adult education programs almost two years ago. She had previously tried to earn a GED on her own, but became overwhelmed with starting her second business and the high school diploma's math requirements. So, she stopped attending class.

In a flash of self-knowledge, Nicole realized a second business was not as fulfilling as completing her education. She also realized her daughter would be earning a high school diploma before she did. Her daughter inspired her to go back to class.



She enrolled again and everything was different. The math tutors were extremely helpful. "It also made a huge difference to be around other students that were at the same educational level as me," Nicole said. "Once you feel good with what you're learning, and you feel like you know what you're learning, it's easy to want to do the work and get it done. I was truly inspired to learn once I got the confidence in myself in what I was learning."

She enjoyed the small classes, never feeling overwhelmed or nervous about attending. She enjoyed her math tutor sessions so much that she stayed up late into the night to study.

"(The Education and Training Center) made me feel like I could do anything. I felt empowered to finish my education."

## 2019 Enrollment



**67 HSE students in Pottstown**  
**27 HSE students in Norristown**



**65 ESL students in Pottstown**  
**59 ESL students in Norristown**

**3 Students Completed the Construction Pre-Apprenticeship Program**

**8 Students Earned the Commonwealth Secondary School Degree**

**8 Students Earned the Child Development Associate (CDA) Credential™**





# AMERICORPS DAWN

## DIGNIFIED ADVANCEMENT WORKFORCE NAVIGATION



Adults in Montgomery County have new opportunities to forge a path to sustainable employment through a partnership between YWCA Tri-County Area, AmeriCorps/Corporation for National and Community Service, and Montgomery County OIC SOAR program.



Launched in 2019 with AmeriCorps member orientation, AmeriCorps DAWN (Dignified Advancement Workforce Navigation) works with job seekers in 1-on-1 settings to build skills that will help them gain and maintain employment. AmeriCorps is a network of national service programs aimed at improving lives and fostering civic engagement.

Workforce Navigators help job seekers assess their skills and needs, developing an Individualized Employment Plan with each job seeker that will lay out the steps needed to achieve one or more goals. Workforce Navigators assist adults as they craft strategies for job searches, resume writing, interview skills, and build “soft” job skills such as interpersonal communication, time management, and work ethic.

In return for their service, the seven AmeriCorps members gain work experience and professional development, and receive a stipend and an award which may be used toward education and training after their AmeriCorps service ends.

# AMERICORPS VISTA

## VOLUNTEERS IN SERVICE TO AMERICA



VISTA Youth Empowerment Study is a Corporation for National and Community Service project designed to increase the impact of youth programs in the Pottstown area. Collaborating with TriCounty Community Network and Green Allies, the study at the end of the three-year project will recommend a path toward increasing the quality of and access to community-based opportunities for youth.



Through outreach to youth, their families, youth-serving organizations, school districts, police, and other government organizations, VISTA members gather data on the needs of youth in the Pottstown area, services provided by current youth programs and how youth participate in them, barriers that prevent youth from participating, and any unmet needs.

VISTA members have learned during Year 1 that youth do not participate in available out-of-school-time programming because of cost and transportation, while others had responsibilities at home or were unaware a service or activity was available.

Youth-serving organizations surveyed revealed the youth and their families experience multiple challenges, including nutrition, housing, mental health, abuse and neglect. Youth-serving organizations indicate they lack resources needed to serve as many children as they would like. More than 90% of the organizations saw enrollment increase or remain steady the previous year.

VISTA members will use the data collected to craft innovative solutions designed to improve the effectiveness and efficiency of more than 30 youth-serving organizations, benefiting more than 8,000 youth and their families in the Pottstown area.



# FOSTER GRANDPARENTS PROGRAM

As the Foster Grandparents Program grows in Montgomery County, volunteers provide one-on-one support to children and youth in child care centers, elementary, middle, high schools, and residential youth centers. Current Foster Grandparents sites include elementary and child care centers throughout Montgomery County, including the Pottstown, Norristown, and Upper Merion school districts, and Head Start classrooms throughout Montgomery County. Volunteers in the Foster Grandparents Program receive a stipend if income-eligible. Foster Grandparents also receive continuous support, training, and meals during their volunteer shifts and transportation if needed.

The Foster Grandparents Program is a part of Senior Corps along with RSVP and Senior Companions. Senior Corps is administered by the Corporation for National and Community Service, the federal agency that supports service and volunteering programs to improve lives, strengthen communities, and foster civic engagement.

Phyllice Jackson, who prefers to be called PJ, compares children to “buds on a tree, and I love to see them bloom.” PJ has volunteered with the Foster Grandparents program for over 7 years and currently works with third and fourth graders at Franklin Elementary School in Pottstown, helping them with reading and literacy. “The extra time they get with their Foster Grandparent helps them build confidence in their own abilities,” Jackson said. “When the children realize that there’s more than one way to learn, it’s amazing what they can accomplish.”



**14 Stations**



**40 Volunteers**



**64 Students**



# MATURITY WORKS

YWCA Tri-County Area is happy to be a host agency for Maturity Works in Montgomery County. As a host agency, we provide skill-development opportunities in positions that increase our capacity to mature workers who are interested in re-entering the workforce. Each adult works 15-20 hours a week and receives guidance, training, and assessment and development as needed. YW3CA's Facilities & Operations Team manages the Maturity Works employees for our organization. Steph Pennington, Operations Assistant, oversees the Maturity Works and clean up team. She helps take care of the daily routine of cleaning and maintenance for each of the buildings.

# CLEAN UP DAY

The YWCA Tri-County Area Team spent a beautiful Saturday morning cleaning up the 4 surrounding blocks around our Administration Building and Early Education Center in Pottstown for the 1st Annual YW3CA Clean Up Day. Over 20 YW3CA staff and board members cleaned up the neighborhood and collected over 12 bags of trash.



**Top:** Wells Fargo Branch Managers volunteer at YW3CA's Early Education Center helping to organize after school storage space.



**Bottom Right:** Nathan and Erin Lenker stopped by YWCA Tri-County Area to give our Youth Empowerment Program a donation from Nathan and Jensen's Bike for a Better Tomorrow fundraiser. Nathan and Jensen biked over 600 miles to raise money for local nonprofits in and around Pottstown. We can not thank them enough for their kind generosity and hard work to fundraise for our organization.

**Bottom Left:** Luis Ortiz and Kaelyn Jones, colleagues at the Nike Factory Store in the Philadelphia Premium Outlets in Limerick, were at YWCA Tri-County Area measuring children for their shoe sizes as part of the Nike Community Ambassador Program, in which store employees as part of their work day provide sports, physical activity, and mentoring programming for kids in the community. The store recently had donated more than 40 pair of shoes and two boxes of clothing to YW's after-school program, and the children were being matched with the available shoes. Building positive relationships and empowering kids to stay active is the goal of the Nike Ambassador Program. Each Tuesday afternoon, Ortiz and one of his co-workers, known as "athletes", visit YW's after-school program, for children in kindergarten through sixth grade, for a few hours of games and sports.



# ADVOCACY & EMPOWERMENT

## TRIBUTE TO EXCEPTIONAL WOMEN

Tribute to Exceptional Women raises awareness of the accomplishments and achievements of women in the Tri-County community. The 24th Annual Tribute to Exceptional Women Awards banquet honored 28 women, nominated by community members for their achievements in their careers and in their communities in 10 categories: Arts, Business, Education, Health, Racial Justice, Non-Profit, STEM (science, technology, engineering, and math), the Rising Star Award for women 18-30, the Coretta Scott King Award for an agent of change, and Sally Lee Lifetime Achievement Award.



## TRIBUTE TO EXCEPTIONAL GIRLS

The 4th Annual Tribute to Exceptional Girls honored our community's girls for their academic achievements as well as for their involvement in school and community activities. Twenty girls were nominated by family, friends, teachers, and parents for awards in the arts, STEM, health and wellness, Coretta Scott King Award for agent of change, and Rising Star Award for leadership. Girls and their families were treated to a keynote address by Andrea Garner, former WNBA player, educator at Mastery Charter School, and founder of Developing Virtuous Adults (DIVAs) and Molding Gentlemen of Distinction (MGD).

## SENATOR BOB CASEY: ROUNDTABLE DISCUSSION

U.S. Sen. Bob Casey visited YWCA Tri-County Area in March and met with about a dozen parents, teachers, and community members in YW's gym in light of two proposed bills: Child Care for Working Families Act, co-sponsored by U.S. Sen. Patty Murray of Washington and Casey, and the Child and Dependent Care Tax Credit Enhancement Act, sponsored by Casey. "We have the belief that every child is born with a light inside them," Casey said. "We cannot talk about building a strong America without investing in our kids." Parents told Casey how the costs of child care affect their families' decisions on where to live, whether to add to their families, where to work, what jobs to accept, and how many hours they work. Parents who receive state child care subsidies especially weigh those decisions.





# ADVOCACY & EMPOWERMENT



## WEEK WITHOUT VIOLENCE

Each October, YWCAs across the country take part in a global movement, Week Without Violence, to raise awareness about the devastating effects of domestic violence across our nation and our world. This year, YWCA Tri-County Area is focusing on an issue closer to home. A shared experience across generations, gun violence has impacted countless members of our community. We demand a world of equity and human civility. We work every single day to build an educated community that is safe for our future generations to thrive and excel. We work to raise awareness of the impacts that gun violence has had in our own community, by focusing on those working toward a better, brighter future for generations to come.

### RALLY AGAINST GUN VIOLENCE FOR POTTSTOWN

This year, for YWCA's annual Week Without Violence campaign, YWCA Tri-County Area focused on the impact gun violence has had in our community. YW3CA hosted a Rally Against Gun Violence for Pottstown on October 17 that included guest speakers, a moment of silence for victims of violence, resources provided by local community organizations, and a 'light up the night' march around the block. Rally attendees were also invited to vote for their favorite piece in the Youth Art Contest, take the Week Without Violence Pledge, and participate in the Week Without Violence video campaign.



### YOUTH ART CONTEST

YW3CA's Youth Empowerment Program sponsored the 3rd Annual Youth Art Contest in support of YWCA's annual Week Without Violence campaign. Youth grades 5-12 were invited to submit unique artwork centered around the three distinct themes: Indigenous People's Day, Ending Gun Violence, and Promoting Peace, Justice, Freedom & Dignity for All. The 1st, 2nd, & 3rd place winners from each age category (5th-8th and 9th-12th) were celebrated at the YW3CA Artist Reception on December 3, 2019.

## HERBERT MORRIS MAKING A DIFFERENCE AWARD

YWCA Tri-County Area every day makes a difference in the lives of children, youth, and families and was honored on March 20 for its work by the Montgomery County Office of the Public Defender. Chief Public Defender Dean M. Beer and Deputy Chief Public Defender Keisha Hudson presented the Herbert Morris Making a Difference Award to YW CEO Stacey Woodland. The award was named after the late Herbert Morris, an employee of the Community Action Development Commission.



# ADVOCACY & EMPOWERMENT

## EQUITY IN EDUCATION WORKSHOP

YWCA Tri-County Area hosted an “Equity In Education” community discussion at Montgomery County Community College West Campus funded through On The Table Philly through Philadelphia Foundation. Participants discussed how funding for public education in Pennsylvania is sourced, distributed, and how poor urban school districts such as Pottstown – and other school districts across the state, urban and rural – are left underfunded by the combination of state funding distribution formulas and by the inability of homeowners to pay increased property taxes. YW joined the interfaith organization POWER in attending a day-long rally at the state Capitol in Harrisburg. Four buses took Pottstown residents to join more than 1,000 others from across the state in advocating for equity in education. YW staff met with Gov. Tom Wolf and with State Rep. Joe Ciresi to add Pottstown’s voice to the movement to ensure fair funding for Pennsylvania’s public schools.



## YWCA USA CAPITOL HILL DAY

YWCA leaders joined together to fill the halls of Congress during our 2019 Capitol Hill Day, “Our Power, Our Congress.” More than 250 advocates from over 110 local associations raised our collective voice to promote the importance of the policies, programs, and funds needed to ensure a safe, economically secure future for women and girls. Specifically - YWCA leaders advocated for the reauthorization of the Family Violence Prevention and Services Act and encouraged Congress members to pass the Violence Against Women Reauthorization Act of 2019 in the Senate. In addition, YW3CA's Chief Mission Impact Officer, Sheri McDonald, participated in the Women of Color and Native Women’s Leadership Cohort. This Cohort was comprised of 15 women of color who convened for a powerful pre-session exploring the critical needs of women of color leaders.



## IMPLICIT BIAS TRAININGS

YW3CA's Advocacy team has developed an Implicit Bias Training curriculum, providing professional development for educators, community groups, and employee groups. All change begins with a conversation, and YW's implicit bias workshops start the conversation about race, gender, and other biases. The goal is to help community members understand how racial and social stereotypes and implicit biases can affect every aspect of our lives, and understand that while we all carry biases, we can overcome them if we are aware of them and their origins. Small-group discussions and exercises and all-group discussions are designed to help community members develop tools to address race and racism and gender biases, and build strategies to support a culture of respect, equity, and inclusion.

# **DARE TO BE POWERFUL: DRIVING OUR MISSION FORWARD**

## **MESSAGE FROM YW3CA BOARD PRESIDENT**

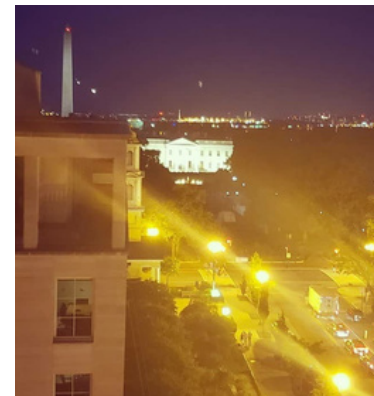
I have had the pleasure of serving as the chair for our Board of Directors for the last two years. I want to share some of the accomplishments of this past year.

First and foremost, thank you to the incredible staff of the YW3CA. This has been a strange and challenging year. Against the backdrop of a global pandemic, the murders of George Floyd, Breonna Taylor, and Ahmaud Arbery and so many others, and the fight against racial injustice that is taking place right now, you are showing up every day. Whether virtually and/or in person, you have continued to educate, nurture, and support families in our community and to drive forward the mission of our organization.

To Stacey, our fearless CEO, I am in continued awe of your leadership, your vision, and your passion. It has been a pleasure to work alongside you; your tireless dedication to our families is inspiring to me as a leader, and is a model of commitment I aspire to.

To our Board of Directors, thank you so much for your support, and for the hard work that you have put in over the last 12 months.

About one year ago, I attended my first YWCA USA conference in Washington, DC, with several YW3CA staff members. It was a transformative experience. On our last evening, we attended an event on a rooftop with a clear view of the White House. Alejandra Castillo, YWCA USA CEO, shared that the location was purposeful - she asked us: "How do we center ourselves in the halls of power?" She implored us to visualize what we are seeking and where we are going.



View of White House from YWCA USA's National Conference Closing Event

We engaged Saida Agostini from YWCA USA's Capacity Building Institute. Our purpose was to strengthen our commitment to board service and to support the organization as a whole; to build the board's capacity, and take greater responsibility in the areas of governance and development; and to position the board as true thought-partners with Stacey and other members of senior leadership. Our Board of Directors has undergone a huge transition, one that is still ongoing - from it, we have emerged as a stronger collective, dedicated to serving YW3CA.

We planned and participated in two retreats. In collaboration with Saida, we developed a work plan with three primary goals: strengthening board infrastructure; developing a board recruitment strategy with a focus on succession planning to ensure the continuity of activities; and ensuring strong board committees with active participation and concrete deliverables. We have revised board committees' missions, visions, and objectives, and are creating strategic work plans for 2020. We have re-envisioned what board service requires, outlining time and financial commitments, as well as event participation; and we are establishing a process to promote accountability. We took a critical look at who is represented on our board and who is not; who we want and need to invite to the table. This work is ongoing and will shape our goals for 2020; it is steady, it is intentional, and it is incremental, but it is work that is in service to supporting the organization. YW3CA deserves a board that is vital, active, and engaged in the incredibly important work that you do.

And so, as we close 2019, I am proud of the board for what we've accomplished - it has required both time and effort, and I am so appreciative. I am grateful; though my term as board chair is coming to an end, I am thankful that I still have one more year in my term as a board member. I know that the work is not done and I look forward to continuing to drive it forward; I can't wait to see where we are one year from today. And finally, I am hopeful: Our organization has persevered, especially in these last 6 months; we continue to drive our mission forward through all of countless and impactful ways we do this work every day.

Sara Wein, 2019 Board President



# BOARD OF DIRECTORS

## 2018-2019

It is a privilege to work alongside all of you as we drive forward our mission of eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all. Our impact is great because of you and we are truly appreciative of your support!

- Sara Wein, 2019 Board President



Name	Affiliation	Appointed
Sara Wein, President	Health Federation of Philadelphia	2016
Monica Beistline, Vice President	Exelon Generating Station	2015
Pauline McGibbon, Secretary	Women's Center of Montgomery County	2015
Tara Smith, Treasurer	Vanguard	2016
Calista Boyer	Pottstown School District	2017
Chelsea Camson	AmeriSource Bergen	2018
Lucretia Coleman	Jameri Enterprises Inc.	2016
Danielle McCoy	Pottstown School District	2018
Dr. Karen McDougal	Penn State Brandywine	2017
Marta Stanley Pecho	Family Services of Montgomery County	2018
Sheria Somerset	Pottstown School District	2017
Landa Washington	Phoenixville Hospital	2016
Dr. LaTanya White Springfield	Pottstown School District	2013

## COMMUNITY SUPPORT

YWCA Tri-County Area is grateful to all our generous annual donors. It is with the support of a caring community that we are able to impact Tri-County Area families through education, empowerment, and advocacy. Listed below are gifts received between July 1, 2018 and June 30, 2019.

### Gifts from Corporations, Foundations, and Organizations

Anonymous	Colebrookdale Railroad Preservation Trust
Arbonne Charitable Foundation	Coventry Parlor at Laurel Locks
Arnold's Family Fun Center	Dancing Tree Creations LLC
Art Fusion 19464	Delta Sigma Theta Valley Forge Alumnae Chapter
Bartram's Garden	Diaz Painting
BB&T	Dollar General Literacy Fund
Beverly's Pastry Shop	Dow Impact Fund
Business & Professional Women of Pennsylvania	Drumheller Construction Co.
Caroline J.S. Sanders Trust #2	Edmund Eisenberg Memorial Fund
Chester County Best Kept Secrets Tour	First Presbyterian Church of Pottstown

# COMMUNITY SUPPORT (cont.)

## Gifts from Corporations, Foundations, and Organizations (cont.)

Giant Food Stores LLC  
Herbein + Company  
Home for Orphans Foundation  
Jay Lanes Bowling  
JBS Janitorial Equipment and Supplies  
John Middleton, an Altria Company  
Kimberton Whole Foods  
Kriebel Security Inc.  
Lehigh Valley Iron Pigs  
Lifetouch Preschool Portraits  
Limerick Bowl  
Limerick Generating Station Employees Association  
Lindsay Insurance Group  
Maturity Works  
Montgomery County Drug & Alcohol Prevention Project  
On The Table Philly  
Philadelphia Flyers  
Philadelphia Phillies Community Outreach  
Pittsburgh Steelers  
PNC Charitable Trusts  
Pottstown Area Health & Wellness Foundation  
Pottstown Carousel  
QVC, Inc.  
Raven's Claw Golf Club  
Reading Fightin Phils  
Scattergood Foundation  
Steel River Playhouse  
Studio B Boyertown  
TD Charitable Foundation  
The Art of Yoga Project  
The Edna G. Kynett Memorial Foundation  
TriCounty Community Network  
uFinancial  
Ugana, LLC  
United Way of Greater Philadelphia and Southern New Jersey  
Upper Perkiomen Business & Professional Women/PA  
Vanguard Matching Gift Program  
Velvet Crown Restoration  
Wawa Foundation  
Wegmans Collegeville  
Yucha Chiropractic Health Center

## Gifts from Individuals

Anonymous	Towahna Holdren
Veronica A. Barna	Cheryl Knight
Jane Bennett	Jean Kowalski
Kristen Bissinger	Gretchen Lea
Calista Boyer	Nathan Lenker
Chelsea Camson	Lisa M. Lightcap
Lauren Chestnut	Jeananne Lockey
Lucretia D. Coleman	Cynthia Logan
Jonathan Corson	Sheri McDonald
Kevin Cromwell	Karen McDougal
Carol Daniels	Pauline McGibbon
Zelidy Diaz	Catherine McManus
Kelly Earnshaw	Ashley McPherson
Laura English	Judith Memberg
Anthony Fletcher	Tracie M Miranda-Hess
Lara Kitain Flynn	Stephanie Mitchell
Myra Forrest	Sue Outland
Richard and Mary Frantz	Marta Pecharo
Dominick Gallardo	Stephanie Pennington
David and Nancy Garner	Kristie Piacine
Sharon Gill	Ilene Pipano
Kelly Grosser	Cassandra Seals
Diane Lauer Hallman	Kathleen Seeley
Evvie Harrison	Kim Seslow
Tumeka Henry	Dawn Short
Judi Himes	Tara Smith



**Members from Exelon Limerick Generating Station's Employee Association donated hundreds of Christmas gifts to our Early Education Center students.**

Denise Snowden  
LaTanya White Springfield  
Beth Stump  
Adrean Turner  
Kahterina Ulricky  
Mary Jo Valko-Warner  
Wendy Vargo  
Wendy Watters  
Sara Wein  
Stacey Woodland  
Susy Yerger



# FINANCIAL SUMMARY

<b>Assets</b>	<b>June 30, 2019</b>	<b>June 30, 2018</b>
Current Assets	289,377	208,946
Investments	1,908,112	2,107,533
Property and Equipment	846,571	795,143
Beneficial Interest in Perpetual Trusts	6,083	6,002
<b>Total Assets</b>	<b>3,050,143</b>	<b>3,117,624</b>
<b>Liabilities and Net Assets</b>		
Current Liabilities	588,798	349,018
Notes Payable	492,836	513,012
Total Net Assets	1,968,509	2,255,594
<b>Total Liabilities and Net Assets</b>	<b>3,050,143</b>	<b>3,117,624</b>

<b>Revenue</b>	<b>June 30, 2019</b>	<b>June 30, 2018</b>
Contributions	281,608	355,741
United Way	62,000	37,302
Membership/Special Events	7,023	8,442
Grants (Federal/State/Local)	1,406,085	636,410
Earned Income	1,243,240	1,031,417
Investment Gains (Losses), Net	120,661	110,114
Other Income	2,622	765
<b>Total Revenue</b>	<b>3,123,239</b>	<b>2,180,191</b>

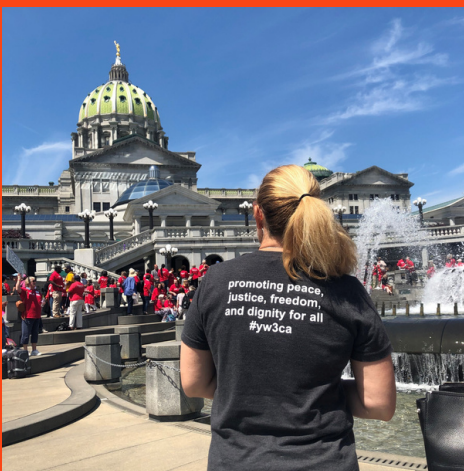
<b>Expenses</b>	<b>June 30, 2019</b>	<b>June 30, 2018</b>
Program Services	3,098,386	2,181,206
Support Services	320,938	429,833
<b>Total Expenses</b>	<b>3,410,324</b>	<b>2,611,039</b>



# DARE TO BE POWERFUL: THE POWER OF EDUCATION

## OUR MISSION

YWCA Tri-County Area is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all.



**Pottstown Centers**  
300 and 315 King St.  
Pottstown, PA 19464  
610-323-1888

724 N Adams St.  
Pottstown, PA 19464  
610-326-7323

**Norristown Center**  
1430 DeKalb St.  
Norristown, PA 19401  
610-427-5830

eliminating racism  
empowering women  
**ywca**  
Tri-County Area

**YW3CA IS ON A MISSION TO ... EDUCATE COMMUNITIES**

[www.ywcatricountyarea.org](http://www.ywcatricountyarea.org)



[@ywcatricountyarea](https://www.facebook.com/ywcatricountyarea)



[@yw3ca](https://twitter.com/yw3ca)