



ywca **Believes**

2014 ANNUAL REPORT



eliminating racism
empowering women
ywca
central carolinas

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Our Mission

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

Our Vision

YWCA Central Carolinas will be the community's leading nonprofit agency for empowering women, strengthening youth and families and working toward racial justice. We will:

- **Lead** in the services we provide
- **Partner** to extend and strengthen our reach
- **Respond** to unmet needs
- **Innovate** with new and creative solutions to community issues
- **Impact** current and future generations

Dear ywca FRIENDS & FAMILY

Eliminating racism. Empowering women. Promoting peace, justice, freedom and dignity for all people.

Each statement, aspirational on its own. Taken together, they articulate the bold mission of YWCAs across our nation and in this community. As we say, “strong alone...fearless together.”

Looking at the year in review, 2014 offered powerful and humbling reminders of how fragile race relations can be, and how peace is vulnerable when dignity or justice is violated. Economic empowerment is a continuing struggle for so many women and families. Many of us pushing to advance this inspiring mission felt, in a word, fearful. Do we believe we can create our own success, or are we in the camp of “it doesn’t make any difference?”

Looking ahead, we see people in our own community and across our country that will turn to the YWCA for critically needed support in their journeys. What an act of courage to ask for help in creating the destiny they desire! We are reminded that it is often when we feel most vulnerable that we are able to find our strength renewed. Your partnership is such a testament to being fearless together as we advance this mission.



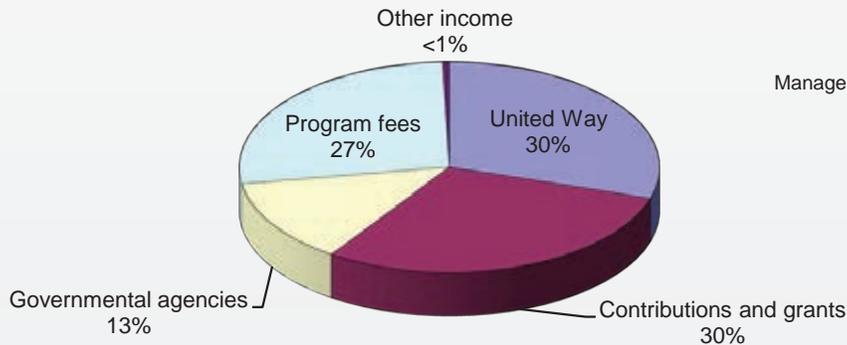
Marvette Monroe
Board President
YWCA Central Carolinas



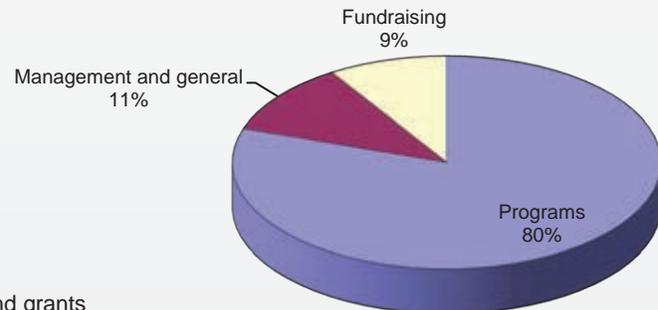
Kristen D. Sikkelee
Chief Executive Officer
YWCA Central Carolinas



Sources of Support & Revenue



Use of Operating Dollars



YWCA Central Carolinas Condensed Audited Financial Information For The Year Ended June 30, 2014

SUPPORT AND REVENUE

SUPPORT:

United Way of Central Carolinas, Inc.	\$ 901,168	30%
Contributions and grants	899,170	30%
Governmental agencies	392,520	13%

REVENUE:

Program fees	818,523	27%
Other income	15,748	

Total Support and Revenue	3,027,129	100%
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EXPENSES

Program services		
Youth Learning Centers	1,047,038	33%
Health and Fitness Center	584,059	19%
Women In Transition	561,475	18%
Families Together	309,343	10%
Management and general	338,992	11%
Fundraising	280,988	9%

TOTAL EXPENSES	3,121,895	100%
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GAIN ON INVESTMENTS	848,437	
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CHANGE IN NET ASSETS	\$ 753,671	
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Information taken from audited financial statements issued by C. DeWitt Foard & Company, P.A. and dated October 30, 2014. A copy of the complete audited financial statements and IRS Form 990 is available online.

Families TOGETHER

In October, Kenya Henderson, director of Families Together, appeared on WFAE's Charlotte Talks radio show to discuss the psychology behind spanking. A professor at Queens University heard the program and invited Kenya to speak to a class on "Parenting in Contemporary Society." The talk led to conversations about ways to provide Queens students with field experiences at YWCA Central Carolinas.

This is just one part of how Families Together made an impact in 2014. The program provides safe, affordable housing and intensive support services for homeless families with children.

Made possible by numerous donors and friends, YWCA Central Carolinas opened this 10-unit housing complex on our Park Road campus in 2008.

Families Together participants have access to case management, computer instruction, education and job training programs, career counseling, financial planning services and volunteer-facilitated social activities. Each family can remain in the program for up to 18 months to prepare for permanent housing.



By the Numbers

100%

Participants who moved into permanent housing.

100%

Participants who remained permanently housed after six months.

65

Number of families served since 2008

“I had a chance to learn and grow.”



Families TOGETHER

ShaDonna Hill, Graduate Families Together

ShaDonna Hill set a goal for herself soon after she enrolled in Families Together: to develop skills for a good-quality job in the health care field.

She wanted to advance professionally and provide for her four young children.

“I was trying to get focused,” she said. “My housing situation held me back.”

ShaDonna’s path to success illuminates the life-changing work of Families Together. After earning an advanced certificate as a nursing assistant, ShaDonna, 33, works full-time at Sunrise Senior Living in southeast Charlotte, where she takes care of residents with dementia.

These achievements required a coordinated effort.

With help from Michelle Webster, her Families Together case manager, ShaDonna found a federal job training program that helps people enhance their career prospects through service and training. She earned, at no cost to her, certification in Phlebotomy and

Medication Aid (which means she can draw blood from patients).

ShaDonna took budgeting and parenting classes at YWCA Central Carolinas to get help on how to balance her priorities.

ShaDonna demonstrated strength during a time of crisis when she had to travel out of state due to her mother’s passing. She took charge of helping with the arrangements. ShaDonna remained in good standing with her nursing school and also maintained her commitment to Families Together.

Today, ShaDonna and her family live in a three-bedroom apartment in east Charlotte. Jaylen, 11, is about to start a new baseball season, and the coach says he’s destined for stardom.

ShaDonna dropped by her old home one recent afternoon to share a family photo. She reflected on her new direction.

“I was able to set goals,” she said. “I am so proud that I had a chance to learn and grow.”

Women in TRANSITION

More than 120 guests filled a reception in December to honor retiring director Ligia Mason. For an hour, friends stood to share tributes – in both word and song – to Ligia’s commitment to lift up women marginalized for too long.

Dotting the audience were current participants in Women in Transition – a reminder that our important work continues.

Celebrating nearly 20 years in Charlotte, Women in Transition meets a critical, unduplicated need in the community by providing safe, transitional housing for individual women.

A well-planned transition occurred as Ligia retired Dec. 31 and handed leadership of WIT to Carrington Cosby, who worked in the program as an assessment specialist and case manager.



By the Numbers

85%

Women participating four months or longer who exited into permanent housing.

66%

Women participating four months or longer who maintained or increased their incomes.



***“I got my
self-respect
back.”***

**Wanda Jones, Participant
Women in Transition**

***“What got me the most was, I’m
actually homeless.”***

Wanda didn’t stay anywhere for long. She moved from South Carolina to New York and back, often knocking on the doors of relatives or friends to find shelter. She struggled with drug addiction and spent time in an abusive relationship.

After returning to Charlotte, Wanda found her way to uptown’s Urban Ministry Center, where she met with a counselor who told her about the Women in Transition program. Wanda called the YWCA to express interest. Within a week, she moved into her own room.

“I got my self-respect back.”

Wanda listened to guidance from Carrington Cosby, her case manager, and the staff of Women in Transition. She followed their advice on how to develop a healthier lifestyle and be more disciplined in saving and spending habits. Last year, she underwent successful treatment for breast cancer.

“My prayer was that God would give me some place where I could be stable,” she said. “I couldn’t have asked for a better support team.”

Women in TRANSITION

“I want to help youth.”

Wanda takes online courses through Liberty University to earn a degree in religion. She spends most mornings at a computer in the resource center and returns to her room to read and work on assignments.

Wanda hopes to become a youth counselor in a church or hospital.

“I chose youth because they’re dealing with things that adults should be dealing with,” she said. “It shouldn’t be that way. They should be able to enjoy their stage of life.”

***“For me, this is a
safety zone.”***

Wanda feels bittersweet about graduating from Women in Transition in October. She’s proud of her progress, but will miss the feeling of home. Wanda will move into an apartment with help from the Charlotte Housing Authority.

***“God has blessed me with
another opportunity to get it
together and keep it moving,”
she said.***

“That is what I’m doing.”

Youth PROGRAMS



Every afternoon when school lets out, more than 300 children enter YWCA Central Carolinas out-of-school learning centers, where they spend crucial time working on their reading and character skills.

A milestone occurred this year as YWCA Central Carolinas, with a grant from IBM, launched a computer-based program called Reading Companion, which “listens” and provides immediate audio feedback on pronunciation and accuracy. This approach helps early readers to build a solid foundation for literacy, recently called the “North Star” priority for Charlotte-Mecklenburg Schools.

A Day in the Life

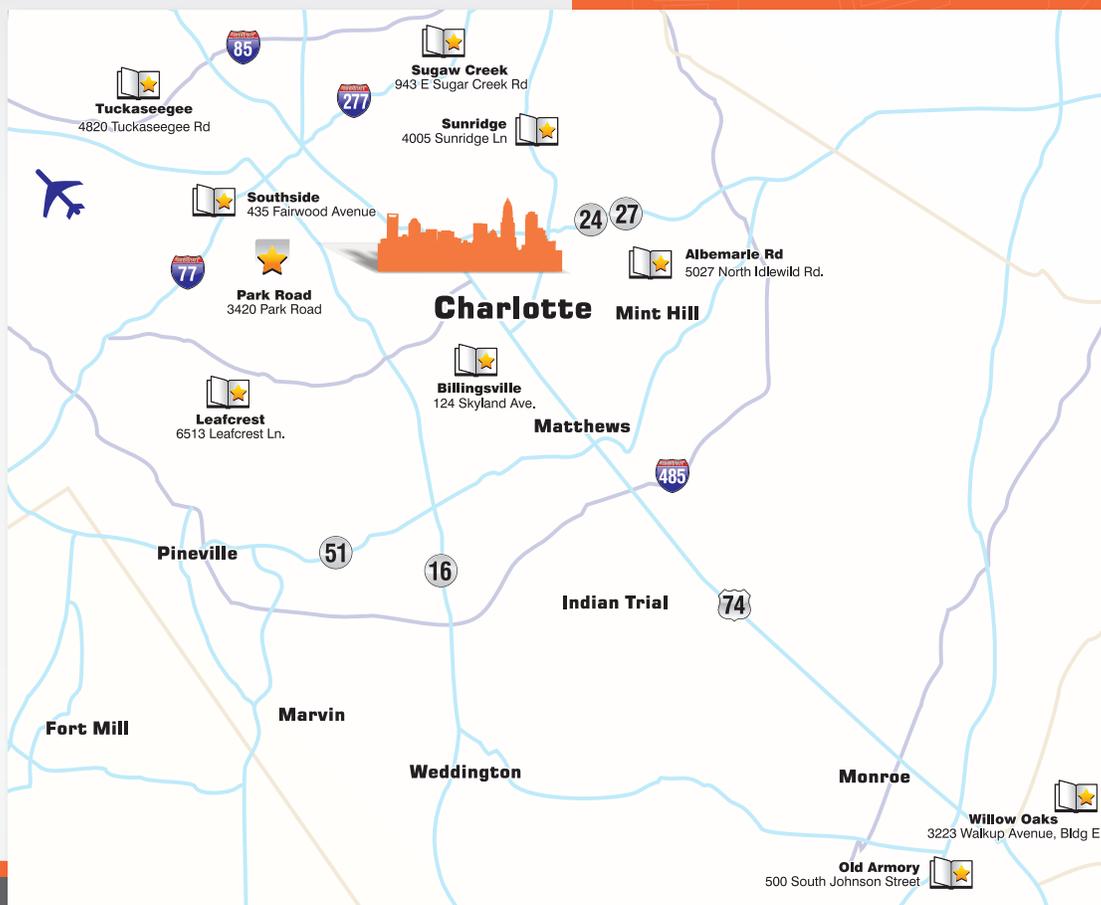
Snack time: 3:15 to 3:45 p.m.

Literacy activities: 3:45 to 4:45 p.m.

Character development: 4:45 to 5:15 p.m.

Health and fitness: 5:15 to 5:45 p.m.

Homework assistance: 5:45 to 6:15 p.m.



Racial JUSTICE



YWCA hosts lively discussion on payday lending

A panel discussion on the cycle of debt facing millions of Americans turned into a call to action at YWCA Central Carolinas.

The Nov. 13 gathering began with a screening of *Spent: Looking for Change*, a documentary that traces the lives of everyday Americans without bank accounts or access to traditional financial services. They turn to alternatives like check cashers and payday lenders.

The panelists at YWCA Central Carolinas were:

- **Laura Clark**, executive director of the Renaissance West Community Initiative
- **Raquel Lynch**, chief program officer for Crisis Assistance Ministry
- **Keisha Moss**, manager at Bank of the Urban League
- **Tahira McCoy**, participant in the Families Together program

These issues are particularly relevant to those we serve. A recent study on economic mobility found that Charlotte ranks last out of 50 metro areas in the nation.

“This is an economic imperative to take care of our city,” said Laura Clark. “Do we want to be last in economic mobility? That doesn’t make any sense. We have to speak out in a way that our business community and civic leaders hear it.”

A quick glance at the headlines can often reveal the breadth of racial disparities in America.

The YWCA believes communication and relationships are the keys to progress. That’s why we bring together concerned citizens throughout the year for rallies and community discussions to advance the cause of racial justice in Charlotte and beyond.

YWCA Central Carolinas offers a safe, supportive space for people of all backgrounds and perspectives to share difficult conversations.

2014 Events

- **Stand Against Racism:** Discussion on economic mobility with Dr. Owen J. Furueth of UNC Charlotte
- **Stand Against Racism:** Rally on the sidewalk in uptown Charlotte at the crossroads of Trade and Tryon streets
- **Racial Justice Forum:** Discussion on the film *Spent: Looking for Change*

Health & FITNESS

Whether your passion is competing in Triathlons, practicing meditation or gliding through the water, the Sarah Belk Gambrell Fitness Center is the place to reach your goals.

Director Julianna Canfield and the fitness team led an exciting year with highlights such as:

- ***Holiday Hustle Boot Camp:*** Fitness friends of all ages and experience levels shared a fun, co-ed, 9-week training program with running, plyometrics and total body drills.
- ***Orange Crush Swim Team:*** Young people quickly filled up the slots on our 112-member swim team, which competes every winter against recreation centers in the Charlotte area. Our five-person coaching staff helps children of all skill levels to improve their swim strokes while building confidence and sportsmanship.
- ***Industrial Strength Fitness:*** This certified personal training team has had a presence at the YWCA for many years, but in 2014, the team moved all of its services to our location. Whether working with individuals or small groups, the team listens first and then creates programs that integrate stretching, aerobic activity, weight training, core conditioning and nutrition.



A newcomer to Charlotte found friendship at YWCA

Kacie Cope didn't know many people in town when she moved to Charlotte for a job with Teach for America.

After settling in the Madison Park neighborhood, Kacie began looking for a gym. She found the fitness center at YWCA Central Carolinas. The choice brought more to her life than she could've imagined.

Kacie became a regular in boot camps and Triathlon training sessions. Along the way, she met other young women and formed friendships that have blossomed over the past six years.

"My best friends are from the YWCA," she said. "We go to each other's weddings. We celebrate birthdays together."

Kacie, 28, now serves as chief of staff in Teach for America's Charlotte office. She recently brought her 25-person group to the YWCA for a day of team-building and tutoring sessions with children.

There's another big change in Kacie's life. She's engaged to Josh, who got acquainted with the YWCA after Kacie convinced him to take part in the Holiday Hustle boot camp.

The last few months have been busy as Kacie and Josh prepare for a March ceremony in Charlotte. Kacie will be joined by her closest friends, including those she met as a newcomer at the YWCA.

"It's really the place where she found her home in Charlotte," Josh said.



Advocacy SPOTLIGHT

YWCA connects adults, families with health coverage

In her role at YWCA Central Carolinas, Allison Mojica delivered on the promise of health care for Americans in need.

“I like the fact that I can help people,” Allison said of her time at the YWCA. “I didn’t realize how health insurance can change so many lives.”

Allison was stationed at the YWCA two days a week for three months during open enrollment, a time when people shopped for insurance on the Affordable Health Care Act marketplace. Allison works for Cognosante, a company hired by the government to help customers find the right plans for them.

“Affordable health care is a huge barrier for so many,” said Kirsten Sikkelee, CEO of YWCA Central Carolinas. “Connecting adults and families with quality coverage will have an immediate impact on their ability to work, raise their children and lead healthy lives.”

During appointments, Allison helped families to figure out whether they qualify for a health plan through the marketplace, Medicare, Medicaid, or CHIP (Children’s Health Insurance Program) – often figuring out a solution in an hour or less depending on the complexity of the family situation.

A custom tour bus pulled into YWCA Central Carolinas one afternoon in October, prompting applause and waves from the waiting crowd. Instead of rock stars, the bus carried women on an important mission.

Nuns on the Bus, a group of Catholic nuns, stopped by our campus while traveling the country to speak out against big money in politics. Sister Simone Campbell and the nuns hosted a talk with women and invited supporters to sign the bus.

Since its founding in Charlotte in 1902, the YWCA has proudly stood for women’s empowerment and racial justice. We look forward to working with Democrats, Republicans and Independents to support legislation that aligns with our mission.

Among our priorities over the past year and moving forward:

- The need for guaranteed paid sick days and family leave
- The need for a higher national minimum wage
- The need for women and men to be paid equal wages for equal work
- The need to protect the assurance of affordable health care
- The need for race equity and reform of the criminal justice system
- The need for access by all working parents to affordable, quality child care

1902 SOCIETY

Who we are:

Co-ed young professionals who promote volunteer work, encourage philanthropy and build civic engagement around the causes of the YWCA.

What we do:

We gather for networking events, volunteer projects and fun cultural outings.

For example, every December, we team up with volunteers from Banana Republic to put on a holiday party for children at a YWCA after-school learning center. Every summer, we join with the United Way Young Leaders to host a Saturday picnic for youth and families served by the YWCA.

Join us:

To become an affiliate, simply make an annual gift of \$30 or more to YWCA Central Carolinas. The average gift is \$150. Contact Marianne Schild, director of donor relations, at mschild@ywcacentralcarolinas.org.



“The first time I toured YWCA, it felt right.”

Summer Nichols

Senior Diversity Sourcing Specialist for Piedmont Natural Gas

Affiliate since 2012

It’s an organization that really supports its mission. The first time I met Marianne and Kirsten (director of donor relations and CEO, respectively), they were so welcoming and accepting. There’s a family vibe. That atmosphere and their mission made me want to get involved.

“We had a huge kickball game.”

My favorite 1902 Society experience was the first year we had our annual summer picnic. We had a huge kickball game, and you could tell the kids really had fun. The next year, I invited my mom to volunteer with me. She had lunch with a woman in the Women in Transition program. They just sat and had a real conversation. My mom was really drawn in by the experience, too, and it came full circle.

“I had no idea what YWCA did.”

I go to a lot of luncheons, and I thought, ‘I’ll go. It’s just another free lunch.’ I had no idea what YWCA did. I was impressed so many people in Charlotte are involved with the mission of eliminating racism and empowering women.

It’s a great place for young professionals to get involved.



Sarah's LEGACY

George and Susanne Sawyer *Longtime friends of the YWCA*

The YWCA organization worked during the civil rights years to fight for equality and to eliminate racism and its ugliness. It continues to keep this vision of a better world at the forefront of its strategic plan.

We feel fortunate to be able to leave something in our estate plan to help the YWCA continue its mission. The need for its services will expand as Charlotte continues to be the fastest-growing city in the Southeast.

This organization comes closest to reflecting how we feel about service to others. We are grateful for its consistency and constancy. It is our hope that donors and others who have been involved with the work of the YWCA will take the time to add a gift to their estate plans. There is no amount too large or too small.

In the fall of 2003, YWCA Central Carolinas formed Sarah's Legacy, a planned giving society, to honor Sarah Belk Gambrell, a longtime local and national YWCA board member whose family has a long tradition of philanthropy.

The Society is our way of permanently acknowledging individuals who include the YWCA in their estate plans. With the support of generous friends, the YWCA can continue its mission of strengthening women, children and families for the next 100 years.

Please consider leaving a gift to the YWCA in your will or estate plan. We are able to accept bequests, cash, appreciated stock, insurance policies, appropriate real estate, and IRA's. Marianne Schild, our director of donor relations, will be happy to meet with you to discuss these options.

*Special thanks to our Signature
and Presenting Sponsors*

**WELLS
FARGO**

American Airlines



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