eliminating racism empowering women **YWCA** 

St. Paul

**strong, determined, tenacious** 2014 Annual Report



## **Our Mission**

# YWCA St. Paul is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

Through programs and services in Housing & Supportive Services, Youth Development, Employment & Economic Development and Health & Wellness, YWCA St. Paul changes minds, bodies and lives.

## **Service Area**

Collaborating with a broad east metro referral network, YWCA St. Paul anchors the Summit-University community and reaches out to its neighbors in Greater St. Paul and Ramsey County.



## Letter From the Board Chair & Chief Executive Officer



Shawntera Hardy



Gaye Adams Massey

Strong. Determined. Tenacious.

These three words represent the spirit of so many. In fact, they accurately describe each of the 6,300 people who came to the YWCA looking to change their minds, bodies and lives last year. Whether they came for help overcoming homelessness, racial disparities, poverty or a sedentary lifestyle, at the YWCA they achieved incredible things.

Of the more than 2,200 people who participated in our social service and outreach initiatives, 92 percent were people of color and 98 percent were living in poverty. Some overcame homelessness; others earned new credentials. Many underwent a physical transformation and all began to realize their potential. Despite daunting odds, a challenging economy, an affordable housing crisis and an array of challenges and obstacles, they persevered and achieved ambitious goals.

In the following pages you'll meet a mother who found the strength to overcome domestic violence and homelessness, and a young woman who is determined to help others learn and grow. You'll see the tenacity of a man who battled unemployment and a woman determined to overcome chronic pain.

Each of them reminds us of the possibilities. If you are starting over with nothing; if people say kids like you don't make it; if you are facing seemingly impossible odds—you can do it. You are strong, determined and tenacious. And at the YWCA, you'll find the help you need to change your life.

With this report we celebrate not only achievement and tenacity, but also your support. Our members, donors, funders, volunteers and community partners help make every success possible. On behalf of those featured in this report and the thousands of stories still to come, thank you for making the extraordinary possible. Thank you for investing in the women, children and families we serve.

Sincerely,

Shawntera Hardy/ Chair, Board of Directors

Jage Adame Marsey

Gaye Adams Massey Chief Executive Officer



## **2014 Board of Directors**

Vice President Mickey Moore Treasurer

**President** Deborah Montgomery Tina Grant Secretary Melissa Weldon

*Members-at-Large* 

Todd Axtell Renee Dotson-Gill Kerry Geurkink Steve Halvorsen Shawntera Hardy **Beverly Jones Heydinger** Robin Hickman Allen Krug Lisa Lissimore



*"It was a very big risk to do something. Now I realize it was a bigger risk to do nothing."* 

Irina, Transitional Housing Program



To learn more about Irina's success, watch her video at www.bit.ly/YWIrina Far away from friends and family, Irina spent seven years in an abusive marriage. "It was like living on a volcano," she recalls, "never knowing when it would erupt." With two children to think about, she knew she had to make a change.

Irina and her children sought refuge at a local domestic violence shelter. With just three dollars in her pocket and limited language skills, starting over seemed impossible. By enrolling in the YWCA's Transitional Housing Program (THP), she was able to make a new start.

At the YWCA Irina found not only a safe place to call home but also the ongoing support she needed to heal, build new skills and move forward. Over the course of two years, she set and achieved ambitious goals like learning English, becoming financially independent and learning to drive. It's now been a year since she completed the program and Irina continues to thrive.

Like many single parents, Irina's days are busy. She works as a personal care attendant, volunteers with a Russian language program and sings in her church choir. In the future she hopes to attend college, but for now she's satisfied seeing her children healthy and happy. Thinking back to where they were just three years ago, she's proud she was able to change their lives. "It was a very big risk to do something," she says. "Now I realize it was a bigger risk to do nothing."

# housing & supportive services

## **Fighting Homelessness One Family at a Time**

YWCA St. Paul combats homelessness by providing affordable housing and housing-related services for homeless women, children and families. More than simply providing a place to live, our programs and services empower families to stabilize their lives, build new skills, decrease their dependency on emergency services and keep their families united and safe.

#### Building New Lives for Homeless Women & Children

Transitional Housing Program (THP): Creates a path out of homelessness for single parents and their children. Families spend up to 24 months building skills and stabilizing their lives while living in one of the three YWCA Transitional Housing sites.

#### **Positioning Families to Succeed**

Permanent Supportive Housing (PSH): Combines safe, affordable housing and supportive services to help families who have experienced long-term homelessness to build stable, productive lives.

### Helping Families Move Beyond Crisis

Rapid Re-housing (RRH): Reduces the length of emergency shelter stays by providing a jumpstart of supportive services and other resources that empower families to move out of shelters and into stable housing.

Last year 736 people—236 families overcame homelessness at the YWCA.

# youth development

## Empowering At-Risk Youth to Reach Their Full Potential

Our Youth Development programs empower youth ages 8-24 to build bright futures. Within our walls, youth are safe and supported as they overcome challenges, build new skills, gain experiences and develop the habits and attitudes that will help them to achieve success in the classroom, workplace and community.

## **Promoting Positive Choices**

Youth Achievers Program (YAP): Equips atrisk youth ages 8-14 with the skills, attitudes and experiences they will need to succeed and grow. After-school and summer programming focuses on life skills, academic enrichment and healthy minds/bodies.

#### Keeping Teens in School and Focused on the Future

IMPACT: Prepares at-risk youth ages 15-24 for post-secondary education, training and work. Activities focus on expanding aspirations, building academic skills, fostering personal/social responsibility and improving work readiness.

### Helping Youth Grow Strong, Fit & Healthy

Youth in Motion (YIM): Combats the growing problem of childhood obesity and Type 2 diabetes by helping youth ages 11-18 to build active, healthy habits. Youth meet regularly for fun classes and activities led by fitness professionals. The program is administered by the Health & Fitness Center and serves youth enrolled in YAP and IMPACT.

## **Providing Program Leadership**

YWCA St. Paul partners with schools and community organizations to facilitate services for youth and to provide program leadership. 2014 projects included an Evening Learning Center and a summer fitness challenge.

Last year 631 young people were empowered to reach their full potential.



When Shay was 10 she witnessed the murder of her mother, father and sister. Reeling from the trauma and grieving the loss of her family, she went to live with a relative. The next few years were challenging and Shay felt herself getting off-track.

"I guess you could say I went out of control," she remembers. "I started sneaking out of the house. I was going to parties. I was drinking. It was just a really bad situation." Struggling to find her footing, she spent several years moving between group homes and foster care.

With encouragement from her social worker, Shay came to the YWCA and enrolled in the IMPACT Program. Through IMPACT, she's gained paid work experience and so much more. "I've met awesome people here," Shay says. "The YW has given me a lot of opportunities to learn and grow."

Working as a program aide in the YWCA Youth Achievers Program (YAP) Shay discovered a passion for youth work. Whether assisting with homework, providing encouragement when someone is having a rough day or helping kids to try new things, Shay loves her work and thinks it may be her calling. "I want to help youth grow up and get the help they need," she explains.

Having attended 10 schools over the course of 12 years, Shay is proud to have graduated from high school on-time. She recently completed her first year of college, and is looking forward to discovering what's next. "I was stuck in misery for a long time," she says. "Now I'm out of it and I'm loving my life." *"I want to help youth grow up and get the help they need."* 

Shay, IMPACT Program

To learn more about Shay's success, watch her video at www.bit.ly/YWShay





## *"Having my CDL helped me get my foot in the door."*

Curtis, Commercial Driver's License Training Program

To learn more about Curtis's success, watch his video at www.bit.ly/YWCurtis For four years, Curtis worked at a local meat packing plant. The shifts were grueling and conditions difficult, but it was steady work. "Making \$15 an hour, I was struggling to make ends meet," he recalls.

When the plant started to cut their production schedule, bills began to stack up. Already stretched thin, the reduced hours were devastating for his family's finances. They did their best to get by, and struggled to hang on when temporary layoffs were announced. Weeks later, Curtis learned the layoffs were permanent—the plant would never reopen.

Determined to find a better opportunity, Curtis enrolled in the YWCA's Commercial Driver's License (CDL) Training Program. While earning his CDL, he was also learning about how to stand out during the interview process and how to succeed in the workplace.

With his eyes on the prize, Curtis worked hard to earn his credentials and made his job search a top priority. Through networking, he connected with a local construction company who promised a job once he earned his license. "Having my CDL helped me get my foot in the door," he says.

Today Curtis is employed full-time with a local construction company. He's now earning more than twice what he made packing meat and is thrilled to have permanent, fulltime work. "At the YWCA I learned it's not who you are or where you've been," he says. "It's where you want to go."

## employment & economic development

## **Building Skills to Support Self-Sufficiency**

Employment & Economic Development empowers people to build skills and overcome barriers to employment and selfsufficiency. Providing employment and training services, the department helps people to experience success and provides ongoing case coordination, training and support as they strive to gain new credentials, maintain employment or move from welfare to work.

#### **Moving People into Work**

YW Works (YWW): Breaks the cycle of poverty by helping people move from welfare to work. As a contractor of Workforce Solutions, a department of Ramsey County, YWW delivers culturallyspecific employment services to African American participants of the Minnesota Family Investment Program (MFIP).

## Building Success in the Workplace

YW Jobs (YWJ): Provides customized services and ongoing support focused on helping participants overcome barriers to obtaining and sustaining employment. Serving both job seekers and area employers, YWJ makes good employees easier to find and good jobs easier to keep.

#### **Driven to Succeed**

Commercial Driver's License (CDL) Training Program: Helps people train for and obtain a CDL so that they can improve their employability and earning potential. The project provides training at no cost to eligible participants.



Last year 894 people acquired skills and worked to overcome barriers to employment and self-sufficiency.

# health & wellness

## **Putting Better Health Within Reach**

The Health & Fitness Center (HFC) offers a wide variety of individual and group activities to support good health. A welcoming, inclusive atmosphere and professional staff empower people of all ages to live an active lifestyle, prevent and manage chronic medical conditions, reduce stress and grow strong in both body and mind.

#### **Providing More Than a Workout**

Health & Fitness Memberships: Grant unlimited access to the HFC's cardio and strength training equipment, pool, sauna and group fitness classes. Frequent fitness discounts and financial assistance help keep fitness accessible.

## Keeping Members Moving and Motivated

Group Fitness Classes: Led by certified instructors and free to members, Group Fitness classes offer a range of fun and challenging workouts.

\*Additional fees apply for optional services.

### Expanding Options and Providing New Choices

Specialty Fitness Classes: Offer specialized and/or advanced instruction to members and non-members of all ages.\*

## Building Skills and Welcoming the Community

Aquatics Program: Provides expert swim instruction, coaching and water exercise as well as opportunities for lap swimming, competitive swimming, open swim and pool rental.\*

#### Helping People Reach New Heights

Personal Training and Fitness Services: Provide instruction, support and coaching to help individuals meet their fitness goals. A variety of training packages and assessments are available and delivered by nationally certified personal trainers.\*

## Investing in Health, Investing in Community

Financial Assistance and Outreach: Make healthy living accessible to individuals and families in the wider community as well as those enrolled in YWCA social service programs.

## Last year 4,097 people grew strong in body and mind.



Frankie is a lap swimmer. It's not always easy, but for 45 years the sidestroke has been her therapy. "I swim because it's something that keeps me healthy," she explains. "I swim, because as a result of spinal surgery, it's something I both need and love to do."

As a teen, Frankie was injured in a car accident. The trauma to her back resulted in severe scoliosis, and when she was 16 she had surgery to correct the curvature of her spine. Frankie learned to swim in her twenties and got started with the sidestroke on the advice of a physical therapist. "She told me I should be swimming on my right side to compensate for my curvature," Frankie says. "So that's what I've been doing all these years."

Despite her good health and active lifestyle, over the past decade, Frankie battled crippling sciatic pain. When conservative treatments failed, the pain became unbearable and she was sidelined from swimming. "My life was out of balance without swimming," she remembers. "I was worried that I'd never be able to get back to it."

Another surgery brought relief, and after nearly a year away, Frankie returned to the pool. It took some work to regain her strength and stamina, but today Frankie is back to swimming at least three days a week. "It's not magic," she says. "You work and you see the results. If I can do it ... anyone can."

*"I swim, because as a result of spinal surgery, it's something I both need and love to do."* 

Frankie, Health & Fitness

To learn more about Frankie's success, watch her video at www.bit.ly/YWFrankie



## **Summary of Financial Activity**

## Public Support & Revenue

Public Support	
Contributions	\$1,423,524
United Way	\$614,560
Government Grants	\$1,679,981
Total Public Support	\$3,718,065
Revenue	
Health & Fitness Center	\$1,443,819
Program Service Fees & Miscellaneous	\$411,967
Professional Services	\$587,279
Rental Income	\$210,705
Investment Income	\$19,358
Debt Forgiveness	\$117,504
Total Revenue	\$2,790,632
Total Public Support & Revenue	\$6,508,697
Expenses	
Program Services	
Housing & Supportive Services	\$2,328,759
Youth Development	\$726,330
Employment & Economic Development	\$1,091,529
Health & Wellness	\$1,726,527
Special Projects	\$309,661
Total Program Expenses	\$6,182,806
Supporting Services	
Fundraising	\$316,594
Management & General	\$216,295
Total Supporting Services	\$532,889
Total Expenses	\$6,715,695
Change in Net Assets*	(\$206,998)

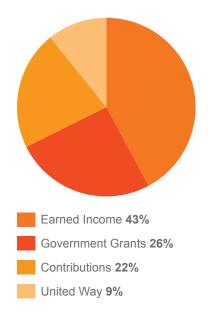
## **Balance Sheet**

Assets	
Current Assets	\$1,801,077
Property and Equipment	\$8,357,071
Total Assets	\$10,158,148
Liabilities/Net Assets	
Current Liabilities	\$358,676
Long-term Debt	\$7,413,757
Net Assets	\$2,385,715
Total Liabilities/Net Assets	\$10,158,148

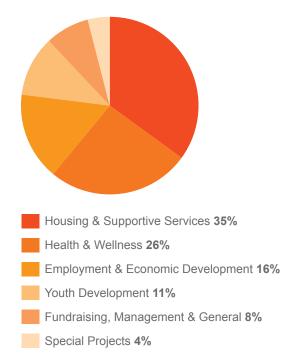
\*Reflects \$650,245 in depreciation including \$336,302 on housing units for homeless families where contracts stipulate no interest and no principal payments are due for the term of the loan. Excludes multiple year grants where revenue was recognized in a previous year.

Supporting documents including the 990 and Audited Financial Statement are available online at www.ywcaofstpaul.org or by calling Stephen Bates at (651) 222-3741.

#### Public Support & Revenue



#### Expenses



## 2014 Leadership Team

**Chief Executive Officer** William Collins, Jr.

**Chief Financial Officer** Stephen Bates

Chief Development Officer Constance Bowers-Capen

Chief Program Officer
Danielle Taylor

**Director of Health & Wellness** Tamara Burch

**Director of Administra**tion Pamela Carter

**Director of Building Operations** Ron Staples

**Director of Housing & Supportive Services** Jaime Stampley

**Director of Employment & Economic Development** Tyrone Terrill

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## www.ywcaofstpaul.org

This document is available in alternative formats.





**Community Partner** 

