

eliminating racism  
empowering women

**ywca**

St. Paul

# 2015 Annual Report



**YWCA IS ON A MISSION**





# **YWCA IS ON A MISSION TO ELIMINATE RACISM, EMPOWER WOMEN AND PROMOTE PEACE, JUSTICE, FREEDOM & 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*  
Shawntera Hardy  
Chair, Board of Directors

As a friend of the YWCA St. Paul, you know 2015 was a year of transition. We said goodbye to a longtime leader, welcomed a new CEO, and encountered both challenges and exciting new opportunities. As we continued our work to change minds, bodies and lives, we also took stock of who we are, where we've been and where we're headed.

We're on a mission — and although it's not new, it's worth restating. It's a mission to empower, to strengthen and to advance. Whether tackling homelessness, addressing employment disparities, disrupting unhealthy lifestyles or engaging at-risk youth — we're on a mission.

Our mission unites the more than 5,800 people who changed their lives within our walls during 2015, and is bolstered by each of you who supported our work. By striving to empower, to strengthen and to advance, together we accomplished incredible things.

In these pages you'll meet a mother who overcame domestic violence and homelessness, a young man who courageously steered his life in a new direction, a woman who gained stability through employment, and another who transformed her lifestyle and lost more than 100 pounds. With each story, we celebrate all those who achieved positive change at the YWCA St. Paul and all of you who make change possible.

Thank you for joining us on our mission. We're so incredibly grateful to have your support!



*Gaye Adams Massey*  
Gaye Adams Massey  
Chief Executive Officer

## 2015 Board of Directors

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# 612 PEOPLE (176 FAMILIES) OVERCAME HOMELESSNESS

## ON A MISSION TO FIGHT HOMELESSNESS

YWCA St. Paul combats homelessness by providing affordable housing and housing-related services for homeless 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 Families

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.



**“I just never thought it would happen to me.”**

**J'Nae, Housing Participant**

## J'NAE

Having just completed her degree from a prestigious university, J'Nae was excited about her future. As she daydreamed about life after graduation, she imagined a new job and new friends, but never domestic violence and homelessness. “I just never thought it would happen to me,” she says.

Facing mounting violence and threats, J'Nae didn't see many options. “I had to leave,” she explains. “And that's how I became homeless.” For the safety of herself and her children, J'Nae took refuge at a local shelter where she began the work of building a new life for her family.

While living in the shelter, she focused on finding employment and was excited to find work as a pharmacy technician. Soon after, she enrolled in the YWCA's Rapid Re-Housing program. Working with her case manager, J'Nae found affordable housing and received rental assistance. The infusion of short-term help and resources was exactly what she needed to get back on her feet.

Today J'Nae and her children are happy and healthy. With support from her family and the YWCA she's built a good foundation and is determined to keep striving. Already the first in her family to earn a college degree, J'Nae plans to continue her education by attending pharmacy school. To keep herself focused on achieving her goal she has already changed her email signature to read, “future Doctor of Pharmacy”.



 See J'Nae tell her story at [www.bit.ly/YWJNae](http://www.bit.ly/YWJNae)



**449 YOUNG  
PEOPLE WERE  
EMPOWERED  
TO REACH  
THEIR FULL  
POTENTIAL**

## **ON A MISSION TO EMPOWER AT-RISK YOUTH**

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 at-risk 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.



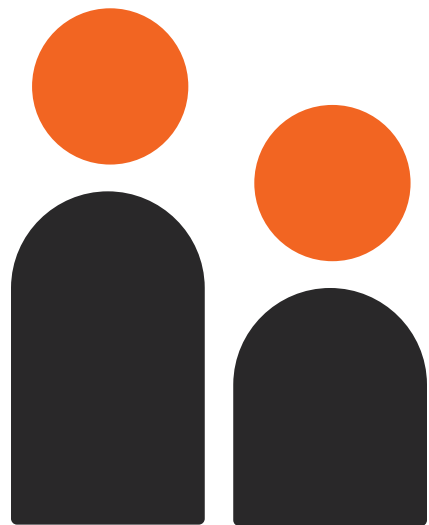
### **Providing Program Leadership**

YWCA St. Paul partners with schools and community organizations to facilitate services for youth and to provide program leadership.



***“I was making bad choices and doing a lot of things I regret now that I’m older.”***

**Jaquon, Youth Development Participant**



 Hear Jaquon share his story at [www.bit.ly/YWJaquon](http://www.bit.ly/YWJaquon)

## **JACQUON**

By the time he entered high school, Jacquon was struggling academically and had already experienced the juvenile justice system. “I was on a very dark path,” he explains. “I was making bad choices and doing a lot of things I regret now that I’m older.”

At age 15, Jacquon made the decision to turn his life around. He began to focus on making different decisions and started participating in the YWCA’s IMPACT Program. “I started off really shy,” he remembers. “But slowly I started to make connections.”

At the YWCA, as he worked to build new relationships, he was also learning new skills and exploring options for his future. Eager to gain paid work experience, Jacquon completed work readiness and customer service training. With his hard work came the opportunity for summer employment at a local nonprofit.

He learned a lot the first summer on the job and worked with IMPACT staff to address areas where he still needed to improve. With continued support and encouragement, Jacquon excelled. He was offered a permanent position with his employer and was recently promoted.

When he looks back on things, Jacquon is struck by how much his life has changed in just a few short years. “I always thought I’d need to turn my life around,” he says. “But still sometimes I’m shocked that I’m doing the things I’m doing now.”

This fall, Jacquon plans to attend Saint Paul College where he’ll participate in a program that allows him to complete his remaining high school requirements while earning college credits. He also plans to complete a training program for computer technicians.

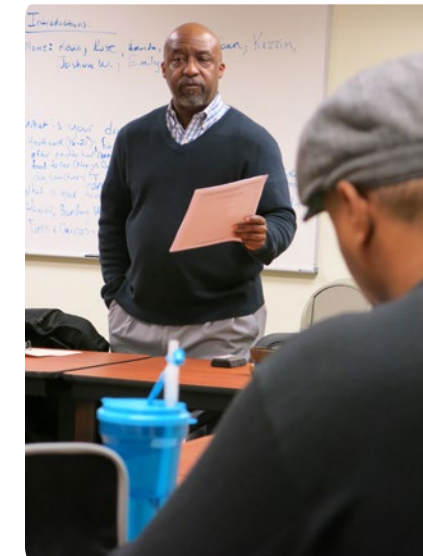




# 960 PEOPLE ACQUIRED SKILLS & WORKED TO OVERCOME BARRIERS TO EMPLOYMENT & SELF-SUFFICIENCY

## ON A MISSION TO OVERCOME EMPLOYMENT DISPARITIES

Employment & Economic Development empowers people to build skills and overcome barriers to employment and self-sufficiency. 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 culturally-specific 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.



**“I’m not afraid of hard work.”**

**Monique, Employment & Economic Development Participant**

## MONIQUE

Monique worked for a nonprofit for ten years. When the organization closed unexpectedly, she went to work as a laborer on construction sites. Although the wages were good, the positions were seasonal and she didn’t have benefits. The layoffs and fluctuations in income made it difficult to provide for her family and make ends meet.

When she learned about the YWCA’s Commercial Driver’s License training program, she thought the credential might help her to be more competitive for full-time, permanent positions. “I’m not afraid of hard work,” she explains. “But I needed the right tools—the education—and credentials.”

Monique excelled in her training classes, but experienced a setback when a major medical crisis left her hospitalized for a month. “I was afraid I wasn’t going to be able to complete my training,” she remembers. “I think I called every day – I didn’t want to lose the opportunity.”

When she was well enough to return to class, Monique resumed her training. She was intimidated by tests and needed some coaching and encouragement, but worked hard. It wasn’t long before she earned her Class B Commercial Driver’s License.

With her new credential and ongoing support from staff at the YWCA, Monique found employment as a bus driver with Metro Transit. She is driving fulltime and is enjoying her work and all that comes with it. She’s relieved to have both the steady income and the health benefits. “This is the first time in maybe 3 or 4 years I can honestly say I have stability,” she reports. “I’m happy for that.”



*Climb behind the wheel with Monique as she navigates the road to success at [www.bit.ly/YWMonique](http://www.bit.ly/YWMonique)*



# 3,789 PEOPLE GREW STRONG IN BODY & MIND

## ON A MISSION TO PROMOTE HEALTH & WELLNESS

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.

### 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.\*

\*Additional fees apply for optional services.

### 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.



***“It got to the point where I couldn’t even walk a half-mile to the grocery store.”***

**Wendy, Fitness Center Member**

## **WENDY**

When Wendy joined the Health & Fitness Center she was more than 100 pounds overweight. Like many Americans, she had steadily gained a few pounds each year. As the numbers on the scale continued to climb, she grew less active and hobbies like hiking, biking and rollerblading fell to the wayside. “It got to the point where I couldn’t even walk a half-mile to the grocery store,” she remembers.

When she received a free trial offer for the YWCA, Wendy decided to give it a try. She had always liked to swim, and thought water aerobics might be a good place to start. In the pool, Wendy found both a great workout, and a welcoming community. She quickly established a routine and began attending classes twice a week.

To add more activity, she committed to walking or biking to work and added bike rides, long walks and hikes on the weekend. As she started to feel better and gain momentum, Wendy decided to challenge herself by adding a boot camp class. The workout was difficult and she needed modifications for many of the exercises, but cheered on by her classmates and instructor, Wendy stuck with it.

After a year of workouts Wendy was much stronger, slimmer and more confident. While focusing on healthy living, she began to imagine the possibilities. “I had this mad idea,” Wendy says. “I decided I wanted to hike to the base camp on Mount Everest in Nepal.”

It took a lot of hard work and determination, but in December 2015, some 400 days after setting her goal, Wendy boarded a plane to Nepal and spent three weeks trekking with her family. As she reflects on all that she’s achieved, it’s not about the 105 pounds she lost or the mountains she climbed. It’s about the transformation. “Today I look at myself and think, I can do anything!”



Learn more about Wendy’s transformation and see photos from her trip to Nepal at [www.bit.ly/YWWendy](http://www.bit.ly/YWWendy)



# SUMMARY OF FINANCIAL ACTIVITY



- 44% Earned Income
- 30% Government Grants
- 18% Contributions
- 8% United Way

## Public Support & Revenue

### Public Support

Government Grants	\$1,901,195
Contributions	\$1,091,203
United Way	\$511,560
<b>Total Public Support<sup>1</sup></b>	<b>\$3,503,958</b>

### Revenue

Health & Fitness Center	\$1,398,728
Professional Services	\$596,262
Program Service Fees & Miscellaneous	\$430,998
Rental Income	\$219,867
Debt Forgiveness	\$128,737
Investment Loss	(\$10,819)
<b>Total Revenue</b>	<b>\$2,763,773</b>

**Total Public Support & Revenue** **\$6,267,731**

<sup>1</sup> Excludes multiple-year grants where revenue was recognized in a previous year.

## Statement of Financial Position

### Assets

Current Assets	\$1,255,393
Property and Equipment	\$7,806,294
<b>Total Assets</b>	<b>\$9,061,687</b>

### Liabilities/Net Assets

Current Liabilities	\$349,078
Long-term Debt	\$7,394,486
Net Assets	\$1,318,123
<b>Total Liabilities/Net Assets</b>	<b>\$9,061,687</b>

Supporting documents including the 990 and Audited Financial Statement are available online at [www.ywcaofstpaul.org](http://www.ywcaofstpaul.org) or by calling Peter Olsen at (651) 222-3741.



- 31% Housing & Supportive Services
- 21% Health & Wellness
- 20% Employment & Economic Development
- 10% Youth Development
- 10% Fundraising, Management & General
- 8% Special Projects

## Expenses

### Program Services

Housing & Supportive Services	\$2,310,592
Health & Wellness	\$1,490,225
Employment & Economic Development	\$1,430,473
Youth Development	\$731,121
Special Projects	\$609,692
<b>Total Program Expenses</b>	<b>\$6,572,103</b>

### Supporting Services

Management & General	\$453,260
Fundraising	\$309,960
<b>Total Supporting Services</b>	<b>\$763,220</b>

**Total Expenses** **\$7,335,323**

**Change in Net Assets<sup>2</sup>** **(\$1,067,592)**

<sup>2</sup> Reflects \$665,560 in depreciation including \$348,615 on housing units for homeless families where contracts stipulate no interest and no principal payments are due for the term of the loan.







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