

ANNUAL REPORT TO THE COMMUNITY 2021

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

eliminating racism
empowering women

ywca

Metro St. Louis



2021 NOTEWORTHY EVENTS

CEO Adrian Bracy retired in June after 11 years with YWCA

YWCA welcomed Dr. Cheryl Watkins, MBA, President & Chief Executive Officer in July

Kimberly Stemley joined the staff as Chief Financial Officer in October

YWCA's main office at 1155 Olivette Executive Parkway received upgrades and updates

Stacy Johnson, Chief Program Officer & Head Start Director, was named 2021 Administrator of the Year by Missouri Head Start Association

YWCA Metro St. Louis officially added Juneteenth as a holiday for the agency

YWCA successfully hosted and facilitated three 21-Day Challenges for Racial Justice involving approximately 800 participants

ERSEA Manager Katie Younglove honored as Support Staff of the Year by Missouri Head Start Association

YWCA received a clean financial audit

Leader Lunch 41 was held in person, with more than 450 in attendance

YWCA became a 100 percent fully vaccinated organization

Hosted first "Start By Believing" campaign, bringing attention to sexual and domestic violence, with local hospitals, St. Louis Metropolitan Police, St. Louis City Mayor's Office, Union Station and Lindenwood University

Hosted Candlelight Vigil to honor domestic violence victims and survivors



A CHANGE IN LEADERSHIP

Thank you, Adrian Bracy!

CEO, 2009 - 2021

Adrian came to YWCA Metro St. Louis after 18 years in financial management with the National Football League. The St. Louis Rams may have brought her to St. Louis, but her call to make a difference in the lives of women and girls is what kept her in our community. She served as Chief Executive Officer of YWCA Metro St. Louis for nearly 12 years, and in that time, she implemented organizational improvements, hired educated and impassioned leaders, and shaped a YWCA with expanded services that enabled the agency to serve more community members than ever before. Her heart for service was always on display; she was never too busy to listen to employees or clients. She kept her eye on business while being a hands-on leader.



She received numerous awards throughout her career, including Black Enterprise 50 Most Powerful Blacks in Sports Award, St. Louis Business Journal's Most Influential Businesswomen Award and St. Louis American's Non-Profit Executive of the Year Award. She is also a member of the YWCA Academy of Leaders, Class of 2006.

After more than 35 years in the corporate and non-profit worlds, Adrian left us to begin the next chapter of her career as an author, coach and motivational speaker. We wish her luck and will continue her legacy of service to women and girls.

Welcome, Dr. Cheryl Watkins, MBA!

Dr. Cheryl Watkins is a champion for women, a serial entrepreneur, and a strategic leader with a proven track record of creating, managing and growing businesses in corporate, non-profit, and start-up environments. She is a physician by training, with an MBA from the Kellogg School of Management, Northwestern University. She is an expert in developing strategies to improve organizations' overall market positioning, profitability, operational efficiency and excellence. Early successes include being part of a leadership team that took a Swedish start-up from \$60,000 to \$60 million in five years, and leading and growing a \$100 million division of Merck in a Vice President/General Management role.

Dr. Watkins joined BioSTL in 2013 as an entrepreneur-in-residence and mentor to start-ups in the region, while leading efforts to encourage women and minorities to develop STEM-focused businesses. This initiative received national best practice awards and was recognized by the Obama White House.

We are eager to watch Dr. Watkins' entrepreneurial spirit and passionate leadership shape our agency and serve our clients.

YWCA BY THE NUMBERS

10,517
women and
families served

36,000 hours
donated by dedicated
volunteers

100 community
education presentations



17,500 hours
of service by YWCA
professional staff



90% Crisis Intervention
clients reported gaining healthy coping
and stress management skills

**100% Permanent
Supportive Housing**
clients remained in or transitioned
to improved/stable living situations
at the exit of our program

COVID IMPACT

In 2021, COVID-19 continued to impact the number of clients served, and the way services were delivered. In 2020, YWCA Metro St. Louis had pivoted to meet the challenges brought by the pandemic. However, the global health crisis continued in 2021, leaving many clients concerned about accessing services safely.

Head Start and Early Head Start

Head Start and Early Head Start saw a decrease in enrollment as services were provided virtually through part of 2021, and classrooms were not fully enrolled to minimize the spread of COVID-19.

Sexual and Domestic Violence Services

YWCA saw an increase in the number of individuals seeking emergency shelter and housing for domestic violence, as well as a continued need for counseling services. There was an increase in both Permanent Supportive Housing and Rapid Rehousing requests as COVID-19 caused loss of employment, delayed opening of schools and childcare facilities, food insecurity and the closing or limited capacity in emergency shelters.

Conversely, we experienced a decrease in calls for the Sexual Assault Response Team to respond to area hospitals. Fewer victims presented to hospitals and those who did opted out of having an advocate present due to fear of exposure to COVID-19, or were prevented from accessing services due to isolation or control by others.

Sexual Health and Disability Education (SHADE)

SHADE saw a decrease in services, as many school districts did not allow in-person visitors for 2021, and many clients in this population preferred to have classes in-person versus virtually. For health and safety concerns, all classes were held virtually in 2021.



Open for Business

YWCA remained open and continued providing vital services throughout 2021. At times, some services were provided virtually, but the agency never ceased operation. As a large employer and the leading provider of Head Start and Early Head Start programs in the region, YWCA Metro St. Louis required all employees to be vaccinated by mid-October.

To assist employees with compliance, we took extraordinary steps to provide both information and access to vaccines. YWCA hosted a panel discussion titled “Debunking the Myths of the Vaccine” led by a diverse group of area physicians representing various specialties, ethnicities and gender. Following the presentation, SSM nurses administered vaccines to staff to ensure a healthy workforce.

WOMEN'S SERVICES

Crisis Support/Sexual Assault Response Team

YWCA services are rooted in safety, and safety remains a primary focus of what we do today. Our therapists are specially trained to treat the trauma of sexual assault and the post-traumatic stress disorder (PTSD) that often accompanies it. Our YWCA is the only Y in the country with a Sexual Assault Response Team (SART) that responds, day or night, to help victims of domestic violence and sexual assault. YWCA also has the area's only Drop-In Center where no appointment is needed, and there are no fees for services.

2021 Highlights (Sexual & Domestic Violence Services):

- **1,492** individuals served
- Over **7,000 hours** of service provided
- **138** individuals received counseling
- More than **800 community members** trained

2021 Highlights (Crisis Intervention Services):

- More than **3,500 SART volunteer hours**
- **1,147** individuals served
- **1,200 hours** of crisis intervention
- More than **1,100 calls** to 24-hour Helpline
- **32 women** completed DV group



Vicky's Story

When Vicky arrived at the hospital, staff immediately called the YWCA Sexual Assault Response Team (SART). With our SART advocate's help, Vicky was connected to a YWCA therapist and subsequently was identified as a victim of human trafficking. YWCA immediately provided safe housing for her and began treatment.

Over the next year, she received intensive treatment for her trauma, assistance with outstanding medical bills through VOCA (Victims of Crime Act), and help purchasing a car so she would have reliable transportation to and from work. YWCA also connected her with resources where she obtained assistance finding an apartment, plus financial assistance for her deposit and three month's rent.

Today, Vicky lives in stable housing, has a good job and has returned to college. She believes YWCA changed her life. We agree. Our holistic approach to supporting victims of sexual assault indeed changes lives and leads to inspiring success stories like this one.



WOMEN'S SERVICES

Permanent Supportive Housing serves single women ages 18 and older, offering indefinite leasing or rental assistance paired with supportive services for qualifying individuals. YWCA Permanent Supportive Housing is actively involved in the St. Louis City and County Continuums of Care, which coordinate services for the homeless and monitor compliance.

Rapid Rehousing serves women and children who are homeless due to domestic or sexual violence or stalking. YWCA and its partners help with rental property location, legal services, and rent assistance.

2021 Highlights:

- **529 individuals served:** 411 heads of households and 119 children
- **19 households** completed the housing program
- **100 percent** remained stably housed, increased income, savings and assets, and gained knowledge about community resources
- **1,800 calls** for assistance were received on our dedicated RRH helpline-many times in crisis with other needs



Prevention Services Throughout St. Louis City, St. Louis County and surrounding areas, YWCA provides tailored training for community members to recognize the red flags of violence, before it happens, in an effort to prevent victimization. Individuals with disabilities are at higher risk for victimization, so YWCA offers specific programming for these individuals through our Sexual Health and Disabilities Education (SHADE) Program.

2021 Highlights:

- **83 clients received** individual and group services, specific to **SHADE**
- Over **300 participated** in community presentations
- Over **450 individuals received training** on topics specific to sexual and domestic violence
- **250+ hours** of community training were provided



ECONOMIC EMPOWERMENT

Women's Economic Stability Partnership (WESP) WESP breaks the cycle of poverty, helping single mothers get certifications or degrees in higher-paying vocations by removing barriers. YWCA helps pay for needs like transportation, childcare, health care, tuition, and more, allowing participants to focus on their studies.

2021 Highlights:

- **552** individuals received services
- **1,572 hours** of services were provided
- **\$28,400 in financial assistance** was awarded to participants
- **54 women opened** new bank accounts
- **34 women participated** in credit counseling
- **87 women completed** financial education programming

Racial Justice It's a fact: racism continues to shape lives in the 21st century. It is part of our history as a community and as a nation. Understanding racism -- its construction, its impact, and our respective roles in dismantling it -- engages us to create a different world; one without racism. YWCA works to eliminate racism every day throughout all our programs, advocacy, and everyday efforts.

2021 Highlights:

- **1,530** individuals served
- Over **1,600 hours** of service provided
- **22** Witnessing Whiteness group discussions
- **Three 21-Day Racial Justice Challenges**, with more than 800 participants
- **71 volunteers** provided over 1,200 hours of service
- Creation of the **"Social Justice Book Club"** in collaboration with St. Louis County Library
- **Served on the Justice for All Committee** for the 2021 Racial Justice Equity Summit
- **Enhanced onboarding training** for all new hires for Women's Services to include "Working with Survivors of Color"

Diana's Story

"I can't say enough kind and thankful words about this program. When I applied for school I had no idea how I was going to afford daycare for two boys. I was barely keeping my head above water while working a full-time job, plus some. Education was the only option at that point in my life. I had to improve my skills and get a long-lasting career that would change the future for me and my small children. This was all made possible by the wonderful people at YWCA's WESP (Women's Economic Stability Partnership). Even through COVID, they provided so much support. This took much weight and worry off my shoulders. I always felt like I had a kind, welcoming and understanding resource to reach out to when I felt like I was falling behind or wanted to quit because it was a lot to take on. With the support, encouragement and resources provided to me I was able to complete my program with honors and gain a job in my field before I even had my diploma! My success is in large part due to WESP. I hope to set a great example of how wonderful this program is for the success of women."

Teens/Future Leaders Our Future Leader Program builds upon and strengthens the leadership capacity of rising high school seniors who exhibit great potential and awards scholarships to support post-secondary education. Our programming went virtual, with limited in-person participation, to provide education for middle and high school girls in St. Louis City and St. Louis County.

2021 Highlights:

- **859 girls** completed services
- **25** girls completed the **Future Leader's program**
- **\$3,500 awarded** in scholarships
- More than **800 girls participated** in International Day of the Girl
- **US Olympic Gold/Silver Track Medalist Dawn Harper-Nelson** was the featured guest speaker for the International Day of the Girl

YWCA HEAD START AND EARLY HEAD START



YWCA Metro St. Louis Head Start and Early Head Start Program provides services to more than 1,500 preschool-aged children and nearly 400 infants and toddlers through a network of YWCA Early Childhood Education Centers and childcare partner locations throughout St. Louis County and the City of St. Louis. As the largest Head Start grantee in the St. Louis area, the mission of our program is to equip children with the building blocks for lifetime success. Our vision is that we will be recognized as an exemplary Early Childhood Education program.

2021 Highlights:

- **1,895** clients were served
- **Stacy Johnson**, Chief Program Officer/Head Start Director Early Education was **named 2021 Administrator of the Year** by the Missouri Head Start Association
- **School Readiness Goal Committee** established
- **19** clients participated in ASSET
- **105** participated in Incredible Years, Nutrition Classes, and Male Activities
- **526 volunteers donated over 32,000 hours** of time to support our children and families

Percentage of all children who met/exceeded goals

90% Social-Emotional

91% Gross Motor

87% Language

92% Cognition

91% Literacy

90% Mathematics

**All percentages include children with diagnosed disabilities.*

Percentage by age of children who met/exceeded goals at their age level

90% of children ages birth to 12 months

90% of children ages three to four

2020-2021 HS Enrollment

Funded Enrollment 972

Actually Enrolled 979

Actually Entered 979

% Enrolled to Rec. Services 100%

+Funded Enrollment (+7)

2020-2021 EHS Enrollment

Funded Enrollment 257

Actually Enrolled 348

Actually Entered 348

% Enrolled to Rec. Services 100%

+Funded Enrollment (+91)

YWCA HEAD START AND EARLY HEAD START

2020 -2021	ELIGIBILITY	101-130%	OV185 & OV200	FOSTER CHILDREN	HOMELESS	PUBLIC ASSISTANCE
EHS ELIGIBILITY	73%	10%	3%	1%	4%	9%
HS ELIGIBILITY	72%	9%	7%	2%	3%	7%
YTD %	73%	10%	5%	2%	3%	8%

PERCENTAGE OF CHILDREN WHO RECEIVED CARE

Head Start

100% Physical exams

97% Immunizations

95.2% Hearing

95% Vision

77.2% Dental exams

Early Head Start

100% Well baby exams

98% Immunizations

93% Hearing

92% Vision

Head Start & Early Head Start 2021 Financials

Public Funds Received

Federal Grants HHS	\$20,606,105
Federal Grants USDA	\$431,172
State Grants	\$1,320,905
State Fees	\$1,206,121
Other	\$27,916
Private Fees	\$439,546
Non-Federal Match.	\$4,713,842

Expenses

Salaries and Benefits	\$12,055,907
Program Expenses	\$8,634,613
Administrative Expenses	\$1,819,606

Proposed Fiscal Year Budget

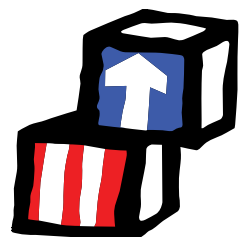
2021-22 Budget	\$23,313,000
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FINANCIALS

Assets

Cash and Cash Equivalents	\$2,464,766
Grants Receivable	\$1,984,556
Promises-to-Give, Net	\$982,945
Investments	\$6,246,888
Prepaid Expenses and Other	\$337,737
Beneficial Interests in Trusts	\$1,606,294
Property and Equipment, Net	\$6,340,520
Total Assets	\$19,963,706

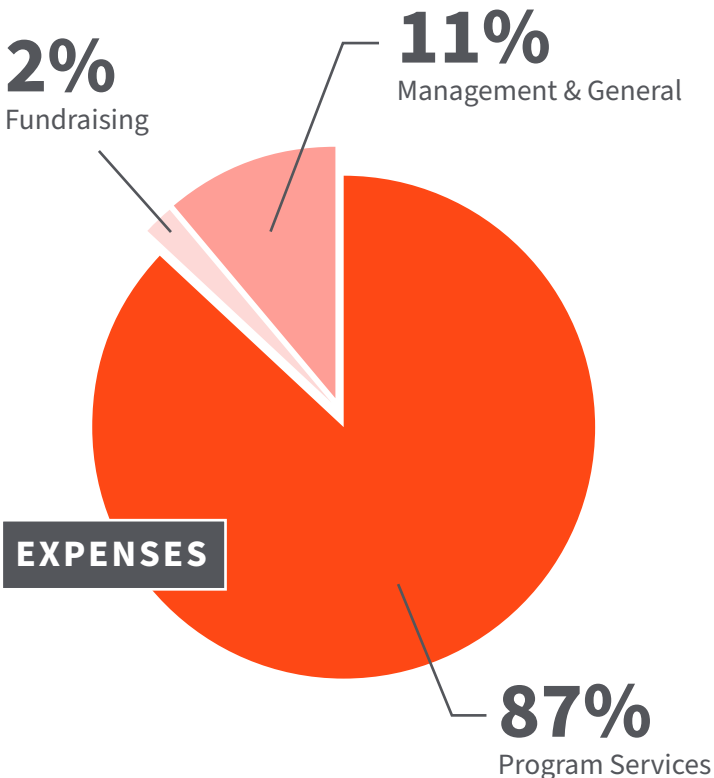
Liabilities

Accounts Payable	\$1,636,591
Accrued Expenses	\$570,469
Contract Liability	\$25,017
PPP Loan	—
Building Loan	\$1,910,466
Total Liabilities	\$4,142,543

Net Assets

Without Donor Restrictions	\$12,417,285
With Donor Restrictions	\$3,403,878
Total Net Assets	\$15,821,163

Total Liabilities & Net Assets \$19,963,706



Funding Sources

Government Grants	\$24,847,557
Contributions - United Way	\$948,452
Contributions - In-Kind	\$2,003,112
Contributions - Other	\$1,073,446
Change in Value of	
Split Interest Agreements	\$165,552
Program Fees, Housing & Rental	\$691,535
Net Investment Gain	\$452,379
Total Public Support & Revenue	\$30,182,033

Expenses

Program Services	\$25,409,275
Fundraising	\$571,637
Management & General	\$3,300,684
Total Expenses *	\$29,281,596

*Includes \$811,239 of depreciation

Financial information used in this report was obtained from the 2021 YWCA Metro St. Louis audited consolidated financial statements.

YWCA Metro St. Louis financial statements were audited by UHY, LLP Certified Public Accountants.

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\$1,000 Donors and above are members of the YWCA 1905 Society

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LEADERSHIP

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LEADERSHIP

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(January to June)

Dr. Cheryl Watkins, MBA

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(July - present)

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Donshali Stallings

Cierra Stewart

Aimee Watson



YWCA METRO ST. LOUIS LOCATIONS

YWCA Metro St. Louis Headquarters

1155 Olivette Executive Parkway, St. Louis, MO 63132
Main Number: 314.531.1115

Head Start and Early Head Start Early Childhood Education Central Office

1770 Beltway Drive, St. Louis, MO 63114
Main Number: 314.427.4940

YWCA DIRECT LINES:

Housing Program: 314.533.9400

Rapid Rehousing Services: 314.726.6665

24-Hour Crisis Line: 314.531.7273

Phyllis Wheatley Heritage Center

Persistence of Spirit Exhibit

Phyllis Wheatley Apartments

2709-11 Locust Street, St. Louis, MO 63103
Apartment Main Number: 314.534.5400



YWCA HEAD START CENTERS

Bessie T. Draper Early Head Start & Pregnancy Assistance Center

4642 West Florissant Avenue, St. Louis, MO 63115
314.388.0974

Educare Head Start/ Early Head Start Center

1101 Milwaukee Street, St. Louis, MO 63122
314.821.7613

North County Head Start/ Early Head Start Center

10725 Vorhof Drive, St. Louis, MO 63136
314.867.9529

Overland Head Start/Early Head Start Center

2212 North Warson Road, St. Louis, MO 63114
314.426.1685

Pagedale Head Start/Early Head Start Center

1436 Ferguson Avenue, St. Louis, MO 63133
314.727.1386

Pine Lawn Head Start/Early Head Start Center

4100 Peyton Avenue, St. Louis, MO 63121
314.382.9138

Betty J. Robinson Head Start/ Early Head Start Center

4146 Garfield Avenue, St. Louis, MO 63113
314.535.9507

South County Head Start Center

4974 Heege Road, St. Louis, MO 63123
314.544.6914

West Florissant Head Start Center

4632 West Florissant Avenue, St. Louis, MO 63118
314.389.2809

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