



WINNER!

**YWCA USA 2023-2024 ASSOCIATION EXCELLENCE AWARD:
MISSION IMPACT IN THE FIELD OF WOMEN'S EMPOWERMENT**

**REBUILD
REBRAND
REIMAGINE**

2023 IMPACT REPORT

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

ywcastl.org

**eliminating racism
empowering women**

ywca

Metro St. Louis

2023 NOTEWORTHY EVENTS

YWCA Metro St. Louis was awarded the YWCA USA Association Excellence Award for Mission Impact in the Field of Women's Empowerment.



Dr. Cheryl Watkins, MBA was honored as one of 2023's Most Influential Business Women by the St. Louis Business Journal.

YWCA hosted the first-ever event for men to teach them how to step up as advocates and allies for women and girls.

Our YWCA was chosen to present our innovative fundraising and childcare strategies to our sister associations at the YWCA National Conference in Washington, D.C.

YWCA joined forces with YWCA Metropolitan Chicago, Ulta Beauty, and I Define ME Movement for Pretty Empowered St. Louis, an inspiring day of STEM and leadership activities that empowered 100 teen girls.



YWCA's Successful Pathways[®] was fast-tracked to become a Department of Labor registered apprenticeship.

We held our first annual peer-to-peer, online fundraiser, bringing in more than \$60,000 in unrestricted support for our programs and services in just 24 hrs.

We completed a major renovation of our historic Phyllis Wheatley Heritage Center and re-dedicated it for use as a community meeting place and event venue.

YWCA Head Start staff members, Jessie Cannamore and Angel Clower were honored with Missouri Head Start Teacher of the Year and Support Staff Member of the Year.

We hosted a candlelight vigil at St. Louis Union Station to honor victims and survivors of domestic violence.



YWCA received Cigna's Bronze Level Healthy Workforce Designation[™] for the second year in a row.

Leader Lunch 43 honored nine amazing professional women, celebrating their achievements and supporting our clients with a sold-out crowd.

FROM THE PRESIDENT

Dear YWCA Metro St. Louis Friends and Family,

We hit the ground running this year and ran straight through the finish line! Our leadership team continued our **REBUILD, REBRAND, REIMAGINE** business plan and began implementing new strategies in operations, programming and service delivery.

One strategy, YWCA Metro St. Louis' Successful Pathways®, was designed to grow our own childcare staff in the midst of a critical shortage. The idea was to employ Head Start parents and provide them a path to earn their Childcare Development Associate® credential and establish a career in education. This also allowed us to keep classrooms open, which left parents free to return to work while they entrusted their children to our high-quality care.

This solution was immediately recognized as a winning strategy, and Successful Pathways was fast-tracked to become a Department of Labor registered apprenticeship. Additionally, Stacy Johnson, M.Ed., Chief Program Officer & Head Start Director, was invited to present the apprenticeship to multiple groups, in the region and nationally, because it was seen as replicable, scalable, and successful.

A program like Successful Pathways can change the trajectory of a family's life. This is just one example of our leadership's innovative thinking, and the excellence of our dedicated staff who provide direct and impactful service to our clients.

And speaking of impact, I am extremely proud to share that **YWCA Metro St. Louis was awarded the YWCA USA Association Excellence Award for Mission Impact in the Field of Women's Empowerment.** Our agency was one of only three (out of 200+) associations in the U.S. to receive the honor!

We are grateful for the continued opportunity to serve families in our community, and grateful for your continued support.



A handwritten signature in black ink, appearing to read 'Cheryl Watkins'.

Dr. Cheryl Watkins, MBA
President and Chief Executive Officer

2023 RESULTS AT A GLANCE

YWCA Metro St. Louis provides crucial programs and services to more than 10,000 women and their families each year. We are pleased to share the impact of our work:

97% domestic violence clients felt more hopeful about their future

100% housing clients remained in or transitioned to an improved, stable living situation

100% sexual assault/domestic violence clients gained knowledge about community resources and healthy relationships



100% economic empowerment clients enrolled in or completed job training, college, or vocational training

93% Racial Justice program participants reported gaining critical thinking and decision-making skills

90% workforce program clients increased income, savings, and assets

99% of all children enrolled in Head Start met or exceeded science and technology goals

93% of pre-kindergarten children met or exceeded goals at their age level



95% of all children enrolled in Head Start met or exceeded their literacy goals

89% of all children enrolled in Head Start met or exceeded mathematics goals

DEMONSTRATING IMPACT: CRISIS SERVICES



WOMEN'S CRISIS AND HOUSING SERVICES

9,180 women and families received YWCA services this year.

YWCA is the only dual services agency in the region serving survivors of sexual assault and domestic violence with a 24/7 Crisis Help Line, a Drop-in Center, and a Sexual Assault Response Team (SART). On site, we provide trauma informed therapy and support services for families.

Our agency provides coordinated services to victims as well as support for their family and friends who are affected by the trauma: medical and/or legal advocacy, individual and group therapy, as well as rent/utility assistance, childcare, transportation, and grocery assistance.

Our therapists are licensed and certified in EMDR, a highly effective and extensively researched psychotherapy technique used to treat sexual assault trauma. Research suggests that EMDR therapy can provide a quicker and more favorable outcome in symptom reduction versus other trauma-focused therapy methods.



HOUSING SERVICES

We placed 75 women and 112 children in safe housing this year. 18 were able to take over their lease.

Our housing program serves individuals and families who are fleeing sexual or domestic violence, trafficking, or stalking. YWCA holds one of the largest HUD contracts in the city, which enables us to offer housing throughout St. Louis City and County. Families are also offered financial assistance to help meet their basic needs, such as grocery assistance, childcare, transportation, rent/utility assistance, and legal assistance.



SEXUAL ASSAULT RESPONSE TEAM (SART)

We are one of only two YWCAs in the United States with a Sexual Assault Response Team (SART). When a woman is brought to a hospital or police station following violence, YWCA is often the first call made. A volunteer SART advocate is dispatched, meets the client where she is with what she needs, and stays with her to ensure she understands her rights and her voice is heard. The advocate will stay with her all the way through the judicial process if she chooses.

This year more than 300 first responders learned how to approach, understand, and provide trauma-informed care to victims of sexual assault.

The combined inter-agency and community efforts continuously enhance and improve the response to survivors of violence.

DEMONSTRATING IMPACT: CRISIS SERVICES AND HOUSING



EDUCATION AND PREVENTION

YWCA offers specific educational programming through the Sexual Health and Disability (SHADE) Program.

Because these individuals are at higher risk for victimization, we educate people with disabilities and community members about the traits of healthy relationships and to recognize signs of impending violence.

We educated 195 people in the SHADE program this year.



ROSE'S STORY*

Domestic violence drove Rose to seek services from YWCA after her abusive husband of 30 years threatened to kill her. She moved in with family and courageously began counseling to address the pain disrupting her life. She barely spoke during the first several sessions. Often, she would only cry, unable to voice what she was feeling except to say, "I'm sad." Rose came to trust YWCA's trauma-informed environment, consistent support, and encouragement, and agreed to participate in group therapy. She realized she was not alone. She cried less, processed her trauma and started to put her feelings into words. She defined goals she wanted to achieve through therapy, one of which was to lease her own apartment. **At 60 years old, she had never lived on her own.** Rose desired privacy and peace, and started to prioritize her mental health. She worked with a YWCA therapist who used Cognitive Behavioral Therapy (CBT) and Eye Movement Desensitization and Reprocessing Therapy (EMDR) during individual counseling. Within six months of committing to therapy, with the help of YWCA's Housing staff, Rose secured her first apartment! At her last session, we were surprised to see Rose cry again. "These are my happy tears," she said.

YWCA transforms lives.



*Name and likeness have been changed.

DEMONSTRATING IMPACT: ECONOMIC EMPOWERMENT

THE EVOLUTION OF WESP: INTRODUCING CREED

CREED (Career Readiness, Economic Empowerment and Development) is a comprehensive workforce program with the goal of helping women who are unemployed and/or struggling financially to achieve employment and walk a new career path that will earn a family wage. CREED is a promise we make to our clients.

Career Readiness

- WorkREADI
- 360° Workforce Development
- 1:1 Coaching and Support

Economic Empowerment

- Financial Literacy
- Banking
- Credit Building, Rebuilding, Education
- Saving and Investment

Development

- Equity & Racial Justice Education
- Entrepreneurship
- Business Development and Coaching

1,055 individuals received Economic Empowerment services this year.



DEMONSTRATING IMPACT: RACIAL JUSTICE



RACIAL JUSTICE

Eliminating racism drives our mission, yet racism continues to be part of our everyday lives. To do the work to dismantle it, we must understand it. Helping empower women and helping them close the wealth gap through our economic empowerment services is one way we work toward racial justice.

Our educational programs also seek to further our mission.

Witnessing Whiteness served 91 individuals through in-person and virtual sessions.

The 21-Day Racial Justice Challenge, in partnership with St. Louis County Library, served 486 participants.

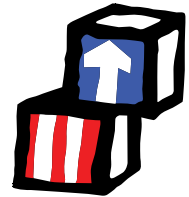
DEMONSTRATING IMPACT: HEAD START & EARLY HEAD START



2023 -2024	ELIGIBILITY	101-130%	OV185 & OV200	FOSTER CHILDREN	HOMELESS	PUBLIC ASSISTANCE
EHS ELIGIBILITY ENROLLED	33%	5%	4%	3%	7%	50%
HS ELIGIBILITY ENROLLED	22%	6%	3%	1%	3%	65%
COMBINED HS/EHS YTD %	25%	5%	3%	1%	4%	61%

2023-2024 EARLY HEAD START ENROLLMENT

ENROLLMENT CATEGORY	ENROLLMENT NUMBERS YTD
FUNDED ENROLLMENT	257 + 4 (EHS State) = 261
ACTUALLY ENROLLED	426
ACTUALLY ENTERED	426
% OF CHILDREN ENROLLED TO RECEIVE SERVICES	100%
(+) FUNDED ENROLLMENT	(+169)



2023-2024 HEAD START ENROLLMENT

ENROLLMENT CATEGORY	ENROLLMENT NUMBERS YTD
FUNDED ENROLLMENT	972
ACTUALLY ENROLLED	1,237
ACTUALLY ENTERED	1,237
% OF CHILDREN ENROLLED TO RECEIVE SERVICES	100%
(+) FUNDED ENROLLMENT	(+265)



eliminating racism
empowering women
ywca
Metro St. Louis

NATIONALLY ACCREDITED PROGRAM OF EXCELLENCE



YWCA's Early Education program continues to foster the development and well-being of children and their families.

Ours is the only program in the state and one of 13 in the country (and the only YWCA) to hold the National Program of Excellence accreditation from the National Head Start Association. We are pleased to have prepared 1,229 children for kindergarten this year!

Chief Program Officer and Head Start Director, Stacy Johnson, M.Ed., presented the Successful Pathways® apprenticeship to the YWCA National Conference as a replicable strategy to open classrooms during the national childcare shortage by recruiting Head Start parents to begin training as childcare professionals. The apprenticeship has also received attention at the state and national level, with Johnson being asked to present at the state Capitol and in Washington, D.C.



PERCENTAGE OF ALL CHILDREN WHO MET/EXCEEDED GOALS

91% Social Emotional

95% Gross Motor

90% Language

91% Cognition

91% Literacy

89% Mathematics

PERCENTAGE BY AGE OF CHILDREN WHO MET/EXCEEDED GOALS

91% Of children ages three to four are meeting or exceeding outcomes at age level.

91% Of children 6 weeks to 24 months are meeting or exceeding outcomes at age level.

93% Of Pre-Kindergarten children are meeting or exceeding outcomes at age level.

PERCENTAGE OF CHILDREN WHO RECEIVED HEALTHCARE

100% Received Medical Exams

87% Received Dental Exams

96% Received Immunizations

100% Received EHS Well Baby Exams

2023 FINANCIALS

ASSETS

Cash and Cash Equivalents	7,562,446
Grants Receivable, net	2,745,008
Promises-to-Give, Net.	1,009,365
Promises-to-Give, in-kind - current.	804,593
Investments.	5,989,408
Prepaid Expenses and Other.	256,756
Beneficial Interests in Trusts.	1,431,613
Total Current Assets	19,799,189
Property and Equipment, Net.	7,940,196
Other Assets:	
Promises-to-Give, in-kind - long term.	803,453
Right of use asset - operating.	3,473,759
Right of use asset - finance	124,059
Total Other Assets	4,401,271

Total Assets 32,140,656

LIABILITIES

Accounts Payable	2,210,660
Accrued Expenses	901,538
Contract Liability.	18,074
Security Deposits	17,516
Refundable Advance	2,902,574
Building Loan, current portion	116,459
Operating lease liability - current.	717,075
Finance lease liability - current	55,320
Total Current Liabilities	6,939,216

LONG-TERM LIABILITIES

Building Loan, net of current portion	3,775,978
Operating lease liability - noncurrent	2,762,504
Finance lease liability - noncurrent	60,772
Total Long-term Liabilities	6,599,254
Total Liabilities	13,538,470

NET ASSETS

Without Donor Restrictions	
Undesignated-general operating.	4,039,808
Board-designated-endowment.	1,207,918
Board-designated-capital projects.	4,374,627
Net investment in property and equipment	4,047,759
Total without donor restrictions	13,670,112
With Donor Restrictions	4,932,074
Total Net Assets	18,602,186

Total Liabilities & Net Assets 32,140,656

Financial information used in this report was obtained from the 2023 YWCA Metro St. Louis audited consolidated financial statements.

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

FUNDING SOURCES

Government Grants	26,795,641
Contributions - United Way	966,739
Contributions - In-Kind	2,191,026
Contributions - Other	1,138,535
Program Fees, Housing & Rental	1,444,301
Special Events	35,297
Total Public Support & Revenue \$	32,571,539

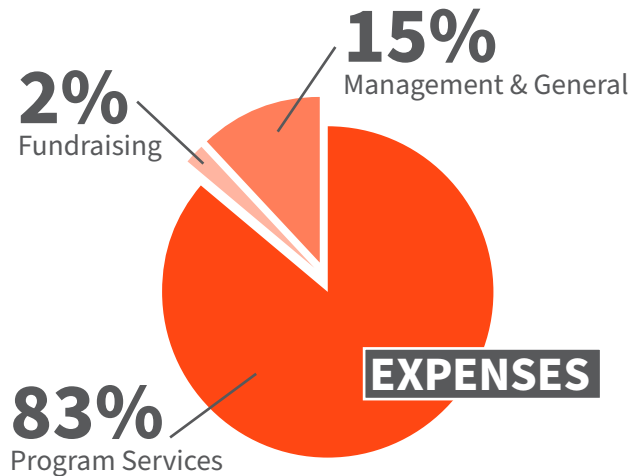
EXPENSES

Program Services	26,735,753
Fundraising	494,739
Management & General.	4,806,602
Total Expenses *	32,037,094

Total Change in net assets from operations . . . 534,445

Change in value of beneficial interest in trusts . . 135,307
 Net Investment Loss. 753,076
 Total Other changes in net assets. 888,383

Total Change in net assets. 1,422,828



HEAD START & EARLY HEAD START 2023 FINANCIALS

Public Funds Received	
Federal Grants HHS	21,474,777
Federal Grants USDA	564,979
State Grants	2,395,244
State Fees	1,175,555
Other	38,112
Private Fees	474,339
Non-Federal Match	5,099,204

EXPENSES

Salaries and Benefits	12,080,562
Program Expenses	8,541,144
Head Start Administrative Expenses	3,905,437

PROPOSED FISCAL YEAR BUDGET

2023-24 Budget. 25,787,000

TRUST, FOUNDATION, CORPORATE, AND INDIVIDUAL SUPPORT

\$100,000 +

Boeing Company
YWCA USA

\$50,000 +

Anheuser-Busch Foundation
Elevance Health Foundation

\$25,000 +

Bank of America
Bayer
Tom W. Bennett Trust
David Bentrup
Rob Goren
Mercy
Norman J. Stupp Foundation
Trio Foundation of St. Louis
Amy Williams

\$10,000 +

Allstate Foundation
American Direct Marketing
Commerce Bank
Delta Dental
Edward Jones
Emerson
Enterprise Holdings Foundation
Carolyn Kindle
Kimberly R. McBride
Merry and Jim Mosbacher
We Rise Up 4 Kids



\$5,000-\$9,999

American Family Insurance Dreams Foundation
American Metals Supply
Susan Buder and H.L. Buder Trust
Julie D. Davidson
Graybar Foundation
Greater St. Louis, Inc.
Laura Kaiser
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World Wide Technology
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\$2,500-\$4,999

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Saint Louis Community Foundation
Saint Louis County Library

THANK YOU

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Patricia Smith Thurman
Rhonda Spencer
SSM Health
St. Louis Forum
Standing Partnership
Mary Tonkin
Mary and Simon Tonkin Family Fund
Tri-Tec, Inc.
UMB Bank
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LEADERSHIP



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- Richaunda Robinson
- Ashley Stovall
- Joyce Theard
- Yolanda West
- Victoria Williams



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 Help Line: 314.531.7273

Phyllis Wheatley Heritage Center

2711 Locust Street
St. Louis, MO 63103
Facility Rental: 314.740.9594

Phyllis Wheatley Apartments

2709 Locust Street
St. Louis, MO 63103
314.534.5400

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eliminating racism
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Metro St. Louis



YWCA HEAD START CENTERS

Bessie T. Draper Early Head Start and Pregnant Women's Center

4642 West Florissant, St. Louis, MO 63115
314.388.2495

Educare Head Start/Early Head Start Center

1101 Milwaukee Street, St. Louis, MO 63122
314.821.4470

Lewis and Clark Center

(located inside Lewis and Clark Elementary School)
10242 Prince Drive, St. Louis, MO 63136
314.302.1267

North County Head Start/Early Head Start Center

10725 Vorhof Drive, St. Louis, MO 63136
314.867.9522

Overland Head Start/Early Head Start

2212 N. Warson Road, St. Louis, MO 63114
314.426.1506

Pagedale Head Start/Early Head Start Center

1436 Ferguson Avenue, St. Louis, MO 63133
314.727.1134

Pine Lawn Head Start/Early Head Start Center

4100 Peyton Avenue, St. Louis, MO 63121
314.382.9041

Betty J. Robinson Head Start/Early Head Start Center

4146 Garfield Avenue, St. Louis, MO 63113
314.535.9501

South County Head Start Center

4974 Heege Road, St. Louis, MO 63123
314.544.8383

West Florissant Head Start Center

4632 West Florissant, St. Louis, MO 63118
314.385.0598