

REBUILD
REBRAND
REIMAGINE



ANNUAL IMPACT REPORT
TO THE COMMUNITY
2022

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

2022 NOTEWORTHY EVENTS

YWCA received National Accreditation as an Outstanding Provider by Social Current/Council on Accreditation



Commenced renovation of Historic Phyllis Wheatley Heritage Center

YWCA was featured multiple times on KMOV-TV to educate the community about our programs and services

YWCA's Head Start program received the National Program of Excellence Accreditation from the National Head Start Association

YWCA received a clean financial audit

Lisa Marucci joined YWCA as Chief Marketing Officer

YWCA formed partnerships to bring Early Childhood Excellence to St. Louis Innovation Districts

Dr. Watkins was invited to share important information about YWCA at various companies and civic organizations, and at small gatherings hosted by passionate donors



Aimee Frey was promoted to Chief Development Officer

YWCA received Cigna's Bronze Level Healthy Workforce Designation™

750 attendees enjoyed a revamped Leader Lunch 42 that included a private shopping experience

Hosted Candlelight Vigil to honor domestic violence victims and survivors. Congresswoman Cori Bush attended and shared her story.



Collected oral histories from members of the Phyllis Wheatley Committee on Administration (COA), the amazing women who oversaw the Phyllis Wheatley Branch of the YWCA. The Phyllis Wheatley Branch served African American women and girls during the time of segregation.

FROM THE PRESIDENT

What an exciting year! In 2022, our Executive Leadership Team committed to **REBUILD, REBRAND, AND REIMAGINE** every facet of our agency with the goal of serving more women and children with greater impact.

We have begun to assess every procedure, system and program to ensure that our facilities, staff, clients and children are safe and secure in our care, that we are using current technology, that we are working smart, that we are meeting the requirements of our current funding and actively seeking new funding, that our employees believe YWCA is a great place to work, and that we are able to anticipate and meet our clients' needs today and in the future.

I am extremely proud of two major accreditations we sought and received this year: the National Program of Excellence Accreditation from the National Head Start Association, and national accreditation by Social Current/Council on Accreditation as an Outstanding Provider of human services. We pursue accreditation to assure our community that our services have been evaluated as excellent, and that YWCA is a trustworthy steward of its financial support. Kudos to our amazing team for their dedication to our mission and the 10,000+ women and families we serve each year.

Thanks to our reputation in the region, we have formed partnerships with St. Louis' Innovation Districts to open Early Childhood Excellence Centers in their neighborhoods in the near future. All YWCA schools will receive enhanced curriculum as a benefit of these collaborations, and our centers will support the employers and will help prepare the workforce of the future!

Did I mention this was an exciting year? Thank you for your continued support!



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

Dr. Cheryl Watkins, MBA
President and Chief Executive Officer

YWCA BY THE NUMBERS: 2022 RESULTS

10,132

Women and families received our services



100% Callers to Crisis Help Line (due to sexual/domestic violence) received information or referrals

100%

Rapid Re-housing clients remained in or transitioned to improved living situations



90%

Crisis Intervention clients reported gaining healthy coping and stress management skills

99% Children in our Head Start program met or exceeded goals in Science and Technology, Social Studies and the Arts



89% Children in our Head Start program met or exceeded goals in Mathematics

93% Pre-K students are meeting or exceeding outcomes at age level

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. Clients also benefit from credit counseling/building, asset-building education, financial assistance and micro-loans. YWCA helps pay for needs like transportation, childcare, health care, tuition, and more, allowing participants to focus on their training.

651 women received services this year.



THE POWER OF ECONOMIC EMPOWERMENT

Madison, Raychelle and Francesca each entered our non-traditional careers program making between \$12 and \$15 per hour. After graduating from job training at Ranken Technical College, they now report income from \$23 - \$30 per hour, plus benefits. In addition to a life-changing increase in income, they also received financial education, credit repair, a new bank account, and workforce development (job interview and soft skills). They are now self-sufficient, and they all stated that the support of WESP services was a huge part of their success. Additionally, they volunteered to provide peer support for other women currently enrolled in the program.

RACIAL JUSTICE

It's a fact: racism continues to shape our lives. 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. We are currently examining our racial justice offerings to the community, and continue to help our clients overcome racism by helping them close the wealth gap.

In-person and virtual **Witnessing Whiteness** programs directly served 67 individuals this year. We also continued our 21-Day Racial Justice Challenge with St. Louis County Library, serving more than 200 community members.



CRISIS INTERVENTION SERVICES, RAPID RE-HOUSING,



CRISIS INTERVENTION AND SART

YWCA provides comprehensive services, in person and by phone, for women who have experienced sexual and/or domestic violence.

Ours is the only agency in the area that operates both a Drop-In Center (weekdays) and a 24/7 Crisis Help Line.

We are the only YWCA in the country with a Sexual Assault Response Team (SART). When a woman is brought to the hospital, YWCA is often the first call. Our advocate will meet her there and will walk her through every step of her challenging journey, including the judicial system if that is her choice.

On site, we provide trauma-informed therapy and support services for families. Our staff is also available for community trainings.

A total of 7,435 women and families were served this year.

RAPID RE-HOUSING

Women and children who are homeless due to domestic or sexual violence or stalking can find safe housing with help from YWCA and its partners: rental property location, legal services, and rent assistance.

We placed 116 women (and 119 school age children) in safe housing this year; 47 were able to take over their lease.



SEXUAL ASSAULT RESPONSE TEAM

PREVENTION

YWCA provides tailored training for community members to recognize signs of impending violence to prevent victimization. Because individuals with disabilities are at higher risk for victimization, YWCA offers specific programming through the Sexual Health and Disabilities Education (SHADE) program.

198 (84 individuals and 114 through groups) people were served by SHADE this year.

Other Significant Accomplishments:

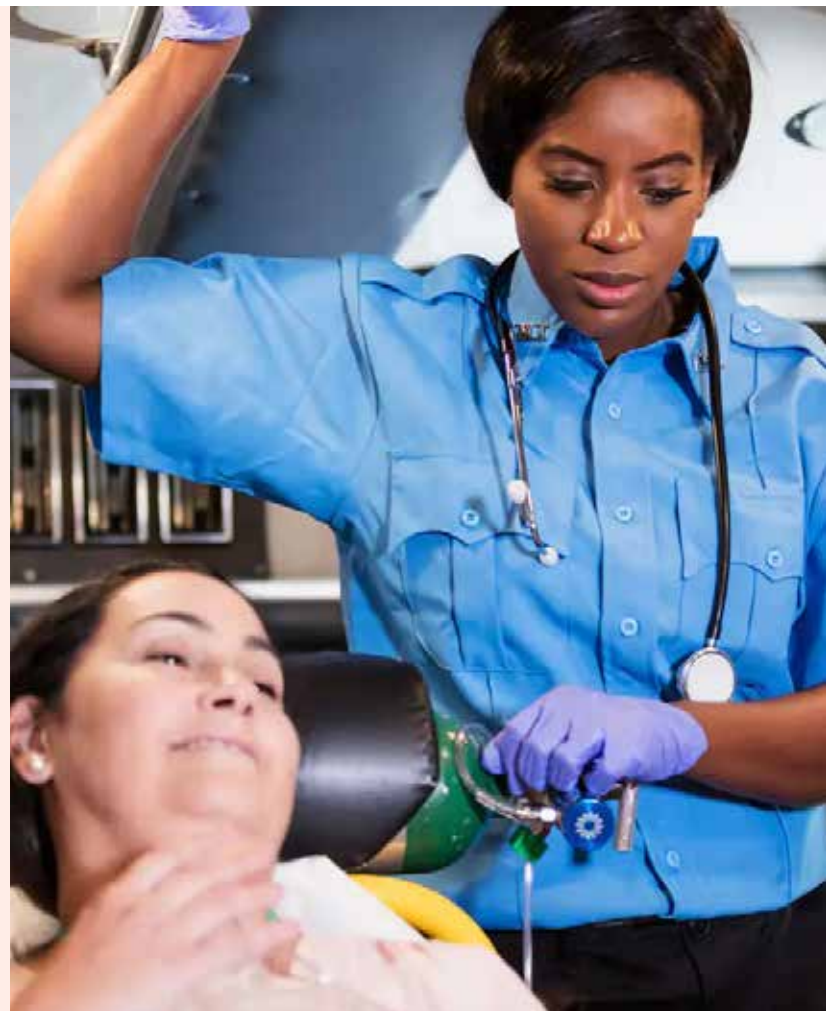
- We increased the depth of our partnerships with St. Louis County Police departments, and based a full-time advocate at St. Louis Metropolitan Police Department
- We conducted three, successful SANE (Sexual Assault Nurse Examiner) trainings with area hospitals and first responders with the goal of continuously improving the experience of victims of violence
- Increased client participation and public assistance:
 - Supplemental Security Income – **523**
 - SNAP (Supplemental Nutrition Assistance) – **1,383**
 - WIC (Women, Infants, Children) – **216**
 - TANF (Temporary Assistance for Needy Families) – **433**
 - Public Housing Vouchers – **173**

ABBY'S STORY

YWCA's SART Team values the coordinated community response to sexual and domestic violence. For more than 30 years, we have partnered with area hospitals and police departments to meet the needs of victims/survivors in our community.

Recently, we partnered with Mehlville EMS, providing “shoe cards” with YWCA and shelter information to keep on their ambulances. These tiny cards are packed with important information about relationships and resources, and are small enough to hide in a shoe.

Shortly after, EMS responded to Abby, a victim who did not wish to go the hospital. EMS was able to leave her with YWCA's shoe card, (before this, they had no resource to share). **Abby reached out to YWCA the next day, when she was able to make a safety plan and obtain safe housing** with the help of our staff. YWCA's shoe cards are now kept on multiple jurisdictions' ambulances in St. Louis County, and the ambulance district of St. Louis City.



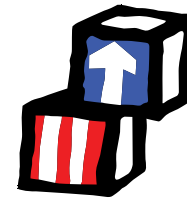
YWCA HEAD START AND EARLY HEAD START

2022	ELIGIBILITY	101-130%	OV185 & OV200	FOSTER CHILDREN	HOMELESS	PUBLIC ASSISTANCE
EHS ELIGIBILITY ENROLLED	42%	8%	1%	2%	5%	43%
HS ELIGIBILITY ENROLLED	39%	7%	4%	2%	4%	44%
COMBINED HS/EHS YTD %	40%	8%	3%	2%	4%	46%



2022-2023 EARLY HEAD START ENROLLMENT

ENROLLMENT CATEGORY	ENROLLMENT NUMBERS YTD
FUNDED ENROLLMENT	257
ACTUALLY ENROLLED	363
ACTUALLY ENTERED	363
% OF CHILDREN ENROLLED TO RECEIVE SERVICES	100%
(+) FUNDED ENROLLMENT	(+106)



2022-2023 HEAD START ENROLLMENT

ENROLLMENT CATEGORY	ENROLLMENT NUMBERS YTD
FUNDED ENROLLMENT	1,205
ACTUALLY ENROLLED	1,032
ACTUALLY ENTERED	1,032
% OF CHILDREN ENROLLED TO RECEIVE SERVICES	100%
(+) FUNDED ENROLLMENT	(-173)



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empowering women

ywca

Metro St. Louis



YWCA EARLY EDUCATION PROGRAM ACHIEVES NATIONAL PROGRAM OF EXCELLENCE ACCREDITATION

As our program’s vision has always been to be recognized as an exemplary Early Childhood Education Program, we were thrilled to receive the **National Program of Excellence Accreditation** from the National Head Start Association for a period of five years. Programs must be invited to apply for this accreditation and demonstrate that they are meeting 41 Indicators of Excellence. Out of more than 2,800 programs in the U.S., only 25 were invited to apply and only 13 were selected! Ours is the only program in the state and the only YWCA to receive this designation!

The YWCA Metro St. Louis Early Education Program provided services to 1,979 children – 1,392 pre-school aged students through Head Start and 587 infants and toddlers through Early Head Start. As the largest Head Start grantee in the St. Louis area, we operate our program through a network of YWCA Early Childhood Education Centers and childcare partner sites throughout St. Louis City and County.



PERCENTAGE OF ALL CHILDREN WHO MET/EXCEEDED GOALS

93% Social Emotional

97% Physical

95% Gross Motor

94% Language

93% Cognition

95% Literacy

89% Mathematics

99% Science & Technology

99% Social Studies

99% The Arts

PERCENTAGE BY AGE OF CHILDREN WHO MET/EXCEEDED GOALS

91% 3-4 year olds are meeting or exceeding outcomes at age level

91% Children 6 weeks – 24 months are meeting or exceeding outcomes at age level

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

PERCENTAGE OF CHILDREN WHO RECEIVED HEALTH CARE

100% Received Medical Exams

100% Received EHS Well Baby Exams

96% Received Immunizations

87.2% Received Dental Exams

YWCA HEAD START AND EARLY HEAD START



INNOVATIVE SUCCESSFUL PATHWAYS® APPRENTICESHIP SERVES TWO PURPOSES

Like the rest of the nation, YWCA's Early Education Program is directly impacted by the shortage of qualified staff, which impacts our program's ability to meet the demand for childcare. By the summer of 2023, it is estimated that **50,000 preschool-aged children will go unserved.**

To solve for this deficit, YWCA developed a pre-credentialing program to identify individuals who are interested in serving young children and families in our region. The apprenticeship serves two very important populations: first, our own program. This innovative model allows us to "grow our own" staff. Second, we can offer this program to our parents and other community members who are interested in early education – by enrolling in the apprenticeship, they can earn a paycheck while they learn and work in our schools. This strategy was recognized by YWCA USA as a model for childcare providers across the nation and for the childcare industry itself!



Hello, my name is Shontae Wilson. I have 7 children and 1 granddaughter that had the opportunity to attend the YWCA Head Start Program. My children having this opportunity has allowed them to stay on track and grow a strong foundation for striving for good grades and to understand the importance of education.

While my children were in school, I was an at-home mom, which gave me the opportunity to explore my passion, working with children. I opened my own home daycare which I was blessed to run for 23 years.

I was so excited when the staff at YWCA Pagedale Head Start Center informed me about the newly developed Successful Pathways Program. I know that my 23 years as a daycare provider had prepared me for this great opportunity to come to the YWCA Head Start Program to further my passion. Through my acceptance into the Successful Pathways program, I have had many opportunities to further my knowledge of the early childhood field through training, coaching and hands-on experiences. By doing so I have reached a very important milestone by working toward and receiving my CDA (Child Development Associate) credential.

I enjoy coming to work where the staff is very supportive and encouraging regardless of the situation. The children are amazing and so full of knowledge that needs to be nurtured by the adults in their life, and this is what I experience as a staff member among great teachers and leaders within this program.

My plans are to receive further education and become a teacher within the YWCA Head Start program. I enjoy being an assistant teacher; however, the sky is the limit, and I will reach it. The Head Start program has been a "Pathway To Success" for my entire family.



2022 FINANCIALS

ASSETS

Cash and Cash Equivalents	3,705,595
Grants Receivable, Net	2,576,430
Promises-to-Give, Net.	1,026,131
Promises-to-Give, In-Kind - current	915,644
Investments.	5,241,943
Prepaid Expenses and Other.	277,372
Beneficial Interests in Trusts.	1,296,306
Total Current Assets	15,039,421
Property and Equipment, Net.	6,342,310
Other Assets:	
Promises-to-Give, In-Kind - long term.	1,569,479
Right of use asset - operating.	4,519,846
Right of use asset - finance	181,671
Total Other Assets	6,270,996
Total Assets	27,652,727

LIABILITIES

Accounts Payable	963,330
Accrued Expenses	769,168
Contract Liability.	19,577
Security Deposits	16,627
Building Loan, current portion	106,874
Operating lease liability - current.	672,269
Finance lease liability - current	55,320
Total Current Liabilities	2,603,165

LONG-TERM LIABILITIES

Building Loan, net of current portion	3,893,126
Operating lease liability - noncurrent	3,862,339
Finance lease liability - noncurrent	114,729
Total Long-term Liabilities	7,870,194
Total Liabilities	10,473,359

NET ASSETS

Without Donor Restrictions	
Undesignated-general operating.	4,475,726
Board-designated-endowment.	1,066,992
Board-designated-capital projects.	3,817,542
Net investment in property and equipment	2,342,310
Total without donor restrictions	11,702,570
With Donor Restrictions	5,476,798
Total Net Assets	17,179,368
Total Liabilities & Net Assets	27,652,727

Financial information used in this report was obtained from the 2022 YWCA Metro St. Louis audited consolidated financial statements.

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

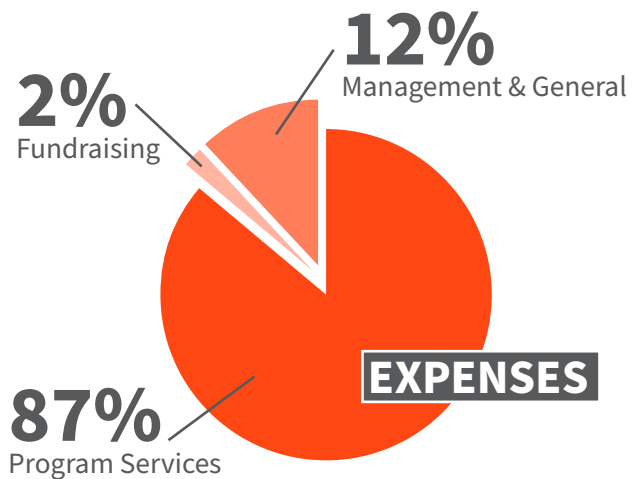
FUNDING SOURCES

Government Grants	24,024,320
Contributions - United Way	973,096
Contributions - In-Kind	820,476
Contributions - Other	865,133
Program Fees, Housing & Rental	2,367,100
Total Public Support & Revenue \$	29,050,125

EXPENSES

Program Services	25,823,201
Fundraising	526,930
Management & General.	3,459,887
Total Expenses *	29,810,018
Total Change in net assets from operations	(759,893)
Change in value of beneficial interest in trusts	(309,988)
Net Investment Loss.	(1,001,992)
Total Other changes in net assets.	(1,311,980)
Total Change in net assets.	(2,071,873)

* Includes \$842,826 of depreciation and amortization



HEAD START & EARLY HEAD START 2022 FINANCIALS

Public Funds Received	
Federal Grants HHS	20,173,929
Federal Grants USDA	579,362
State Grants.	2,318,753
State Fees	1,138,123
Other	3,645
Private Fees	410,901
Non-Federal Match	4,340,590

EXPENSES

Salaries and Benefits	11,537,697
Program Expenses	8,890,791
Head Start Administrative Expenses	3,514,711

PROPOSED FISCAL YEAR BUDGET

2022-23 Budget.	23,674,000
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TRUST, FOUNDATION, CORPORATE, AND INDIVIDUAL SUPPORT

FOUNDATIONS

Allstate Foundation
American Family Insurance Dreams Foundation
Commerce Bancshares Foundation
Enterprise Holdings Foundation
George K. and Marjorie McCarthy Robins Fund
Ivy Alliance Foundation
Joseph H. & Florence A. Roblee Foundation
Missouri Foundation for Health
Norman J. Stupp Foundation
St. Louis Association of Health Underwriters, Inc.
St. Louis Community Foundation
Steward Family Foundation
Stupp Bros. Bridge & Iron Co. Foundation
Trio Foundation of St. Louis
United Way of Greater St. Louis

TRUSTS AND ESTATES

Tom W. Bennett Trust
Leo R. Buder Foundation Trust
Susan Buder and H.L. Buder Trust
Viola J. Reynolds Trust
Mary and Simon Tonkin Family Fund

CORPORATE DONATIONS

\$50,000+

Anheuser-Busch Companies, Inc.
Boeing Company
YWCA USA

\$30,000-\$49,999

Bank of America
Bayer

\$20,000-\$29,999

American Direct Marketing
Emerson
Edward Jones
Mercy

\$10,000-\$19,999

Delta Dental of Missouri
World Wide Technology, Inc.

\$5,000-\$9,999

Ameren Missouri
BJC HealthCare
Bunzl Distribution USA, Inc.
CIGNA HealthCare
Graybar
KPMG LLP
PricewaterhouseCoopers LLP
St. Louis Development Corp.
UnitedHealthcare
Webster University

\$1,000-\$4,999

Advantage Capital
Armanino LLP
Barry-Wehmiller Cos., Inc.
Charles L. Crane Agency and Concannon Insurance Agency
Commerce Bank
Dentons US LLP
Dot Foods Inc.
EDCO Realty Co.
Enterprise Holdings
Genective
Girls, Inc.
Guarantee Electrical Co.
Husch Blackwell LLP
Lashly & Baer, P.C.
MilliporeSigma
Parents as Teachers
Pfizer
Protiviti
The Rome Group
Saint Louis University
Simply Strategy
St. Louis City SC
St. Louis Community College
St. Louis County Library
St. Louis Forum
Technology Partners, Inc.
Tri-Tec, Inc.
UHY LLP
US Bank
Washington University in St. Louis
Weber Shandwick
Wipfli

\$500-\$999

Faith Group LLC
Kwame Building Group, Inc.
Laborers International Union of North America
Standing Partnership, Inc.
Teamsters Local Union No. 688

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Arbor Group
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Caroline Mustaine
Commerce Bank
Denise and Chad Irby
Edward Jones
Mercy
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Shana Watkins Photography
St. Louis Blues
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St. Martha's Hall
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UMB Bank of St. Louis

DONORS

\$10,000+

Hazel Donald
Merry and James Mosbacher
Amy Williams

\$5,000-\$9,999

Kimberly R. McBride
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\$2,500-\$4,999

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Gail Childs
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JoAnne Levy
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Renetta Mosley
Rashmi S. Nair
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Maria O'Brien
Laura Owens
Patricia Penelton
Emily and Richard Pitts

THANK YOU

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Diane Sher
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Tom Strunk
Katherine Sundararaman
Sandy Tsai
Mary C. Vander Pluym
Julia T. Warren
Megan T. Wilson

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Kristin Wild
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\$100-\$249

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Shloe Jeffery
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Genetta Robinson
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PriceWaterhouseCoopers

Aisha White
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Stephanie White
Phyllis Wheatley Committee on Administration

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Ruth Saphian
Ernst & Young, LLP

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Aimee Frey

Chief Development Officer

Steven Ingram

Chief Economic Inclusion Officer

Stacy Johnson

Chief Program Officer and Director,
YWCA Head Start/Early Head Start

Lisa Marucci

Chief Marketing Officer

Eulonda Nevels

Chief Administrative Officer

Kimberly Stemley

Chief Financial Officer

Sharon Winfield

Chief Human Resources Officer

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Doretha Hagens
Katherine McHaynes
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Maggie January
Stephanie Bechard
Karin Fleming
Natalie Redmon
Reginald Slaughter

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

YWCA HEAD START CENTERS

Bessie T. Draper Early Head Start & Pregnancy Assistance Center

4642 West Florissant, 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

2212 N. 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, St. Louis, MO 63118
314.389.2809

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