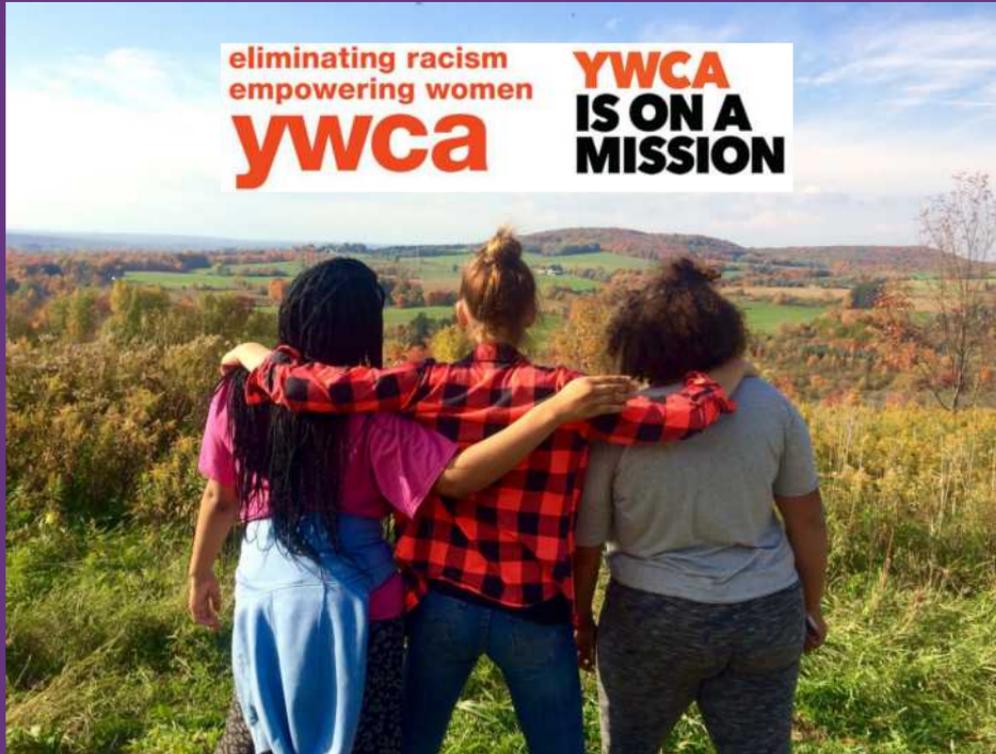


YWCA Cortland

ANNUAL REPORT 2017



FROM THE EXECUTIVE DIRECTOR

The YWCA has been on a mission for over 103 years in the Cortland Community. We take great pride in continually assessing the needs of the community and in determining how we can adapt and respond while staying true to the powerful mission of the organization. The YWCA's mission is to eliminate racism AND to empower women, children and families. We deliver this mission through our four core programs: Mentoring, Health and Fitness, Child Care and the Aid to Victims of Violence program.



This year, we've made particular efforts to respond to and address the local and statewide childcare crisis, specifically for infant and toddler care. YWCA Cortland sees child care as a vital part of our mission and we are committed to keeping these services in the community to support working families. We have a vision to relocate two licensed daycare centers into one location, which saves one of the centers from closing (70 licensed childcare slots) and most importantly, provides a sustainable business model for the childcare services at the YWCA.

At this same location, in a separate building adjacent to the new childcare center, the YWCA is planning to build a 20-25 unit permanent supportive housing complex for women and children with

From the Executive Director continued

the priority of serving victims of domestic violence. This new housing facility will be in partnership with Christopher Community, a nonprofit housing developer, and will provide the transition for the domestic violence clients residing in our emergency housing. A special thank you to the donors and volunteers who have supported the Homer Avenue project.

Also on the horizon this year is to begin the work which was funded by the Governor's Nonprofit Infrastructure Capital Improvement Program (NICIP) grant of \$278,000. This grant will improve the 14 Clayton Avenue location, upgrading a failing 100-year-old steam heat system and bringing the YWCA into ADA compliance with new handicap accessibility door levers, bathrooms and a new ramp. Our goal is to start the improvements as soon as possible while ensuring minimal impact upon services at the YWCA. We ask for your patience through these necessary renovations.

There is always a lot happening at the YWCA, but the next few years will be critical to the success and expansion of our vital programming. As you look through this report, you will quickly see the impact we make on the lives of women, children and families daily and understand we have to be bold as we forge forward to ensure the vitality of the YWCA Cortland.

Kelly Tobin

Mentoring

- 241 families enrolled
- 171 children enrolled
- 15 family events
- 227 children given holiday gifts
- 76 mentors:
- 36 community mentors
- 40 SUNY Cortland student mentors



SUNY Cortland male Recreation majors provide weekly activities for BFK boys seeking positive male role models.

Boys' Club

Bridges for Kids

BFK is an individual mentoring program for young children who live in stressful home situations. Adult volunteer mentors are trained and matched with a child with whom they meet weekly. Together they participate in enrichment activities designed to increase confidence and resiliency skills in youth.



GEMS

Girls:
Empowered
Motivated
Successful



The GEMS group began in early 2016 as a result of a summer 2015 Bridges for Kids photography class. These ten girls are now in 7th-9th grade and continue to meet weekly for opportunities to learn about nutrition, conflict resolution skills, community service, goal setting, art, healthy relationships, confidence and leadership skills.

A new group of fourteen 5th-6th grade girls began their Smith School lunch group in January 2018. The YW hopes to expand GEMS into all schools.



AVV provides free, confidential services to victims of sexual assault, rape, and other crimes. The YWCA third floor is a safe, secured area where seven YW advocates assist clients on a drop-in or appointment basis. Services include: accompaniment, advocacy, crisis intervention, legal referral, phone counseling, and prevention education. AVV also staffs a 24-hour crisis hotline. The YW operates an off-site safe dwelling for temporary housing of victims of domestic violence.

Aid to Victims of Violence

706 clients in 2017
3,985 calls for information or referral

The Women's Alliance (formerly Model Moms) is an educational support group for mothers. AVV offers several support groups for life enhancement skills.



A week-long summer workshop for teen girls taught sexual assault prevention skills and created confidence in the young women.





Two licensed childcare centers
Drop-in Care
School-Age Care and Summer Camp
Nursery School

Child Care



804 children served

69 Drop-in Care
328 School-Age Program
207 Summer Camp
22 Nursery School
97 Learning Adventure
81 Here We Grow

**The YWCA is the largest
provider of child care in
Cortland County.**



Health and Fitness

Aquatics

- 90 degree therapeutic pool
- 95 water exercise members
- 8 distinct adult water classes
- over 100 children learned to swim through Red Cross lessons
- Family Swim 5 days per week
- Pool parties
- Lifeguard training



Exercise



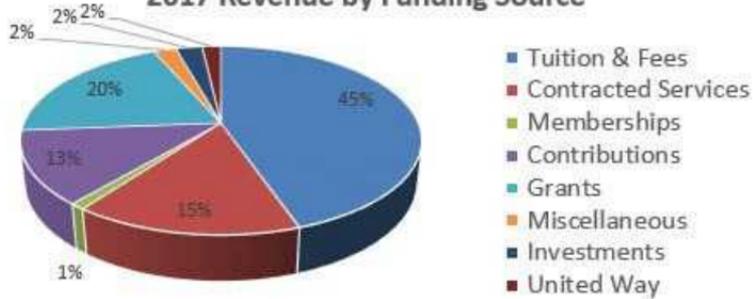
- 260 people per week used our fitness facilities
- 2 weight rooms: Co-ed and Women's-only
- 15 different exercise classes
- Cycling
- Yoga and Chair Yoga
- Personal training
- "Strive" nutrition/weight management program
- Diabetes prevention
- Partnered with 4 insurance programs to cover senior exercise



FINANCIAL STATEMENT

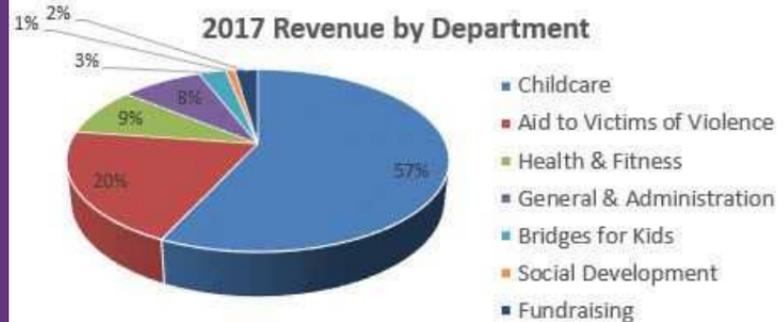
REVENUE

2017 Revenue by Funding Source

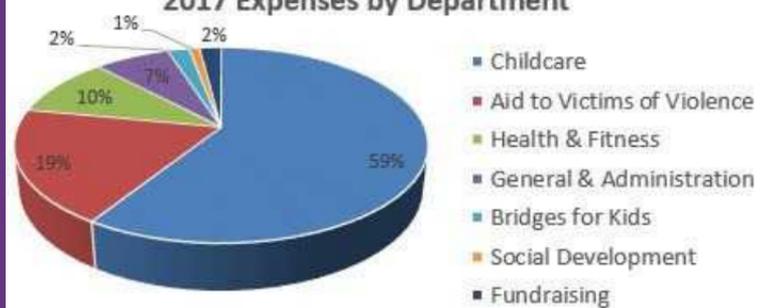


EXPENSES

2017 Revenue by Department



2017 Expenses by Department



From the Development Office

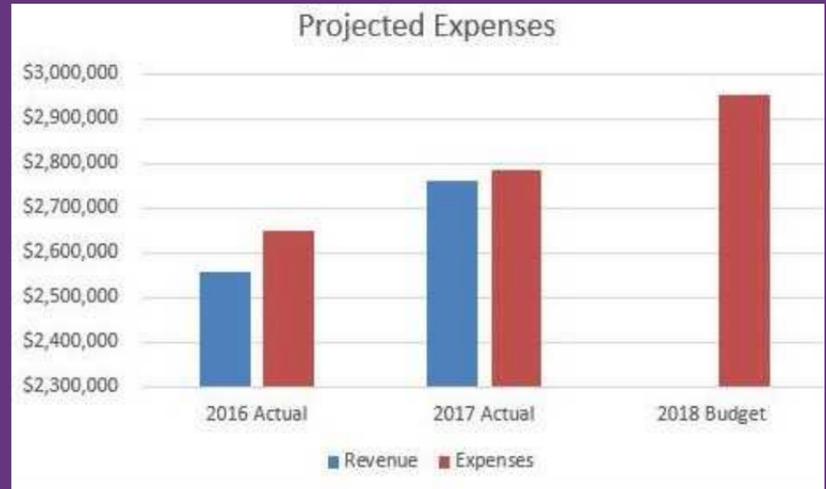
The 2017 fiscal landscape for nonprofits was unsettled, with the increase in minimum wage severely affecting budgets. The YWCA, however, weathered the year with the assistance of our members and the community, and we support the increase in pay for our many minimum wage employees.

Seeking new avenues to raise needed operating funds is an integral part of Development, but fundraising certainly is not a staff effort alone. The Giving Committee, which is comprised of Development staff, Board and community members, works tirelessly to increase Annual Giving and to initiate new fundraisers like the Kitchen Tour (which doubled its profits in 2017, earning \$8000 for the YW). The Golf Committee does an amazing job organizing a successful golf tournament that yields a profit of about \$15,000 each year. In November, the YW won the \$10,000 prize in the Cortland Community Foundation's Philanthropy Contest with the highest dollar amount in donations. Local businesses have stepped forward to sponsor YW events at a rate that is an all-time high. The Community Relations Committee has created a brochure and published articles to market the YW, and the committee is exploring ways to increase membership. Our new Supportive Membership is especially for those individuals who may not use the YW programs, but who believe in the mission of eliminating racism and empowering women and who wish to support advocacy and programming that promote that mission. Many individuals volunteer their time and skills to ensure that the YW programs remain viable.

Development continued

Although 2017 saw increased revenue, all funds went to sustain quality programming and to keep the doors open. The budget for 2018 is challenging, if not daunting. Annual Giving is budgeted to raise \$80,000 more than in 2017. As you read in Kelly Tobin's letter, the YW is embarking on courageous new projects designed to solve community issues and to meet local needs. With new programs and the raise in minimum wage, the need for additional funding from varied sources is more important now than ever. We are aggressively seeking local, state and federal grants; however, community donations have an enormous impact on the YW's ability to continue critical services. The bar graph below illustrates the financial challenge ahead.

We thank you for your past gifts and hope that we can count on your continued support. Together, as a team, we will spearhead positive change in our community.



2017 Board of Directors

Rose Bergeron- Corresponding Secretary
Frances Bonarti
Richalle Cicioni
Catherine Cullen
Jessica Daily
Mary Ann Discenza
Kelly Foster- Treasurer
Gonda Gebhardt- Recording Secretary
Merissah Gilbert
Regina Grantham

Christine Hannon
Kathy Hemingway-Jones
Alison King
Nancy Kroot
Angela Loh- Vice President
Christine Matos
Jackie May
Julie McChesney
Elizabeth McGrath

Camilla Morgan
Nan Pasquarello- President
Ellen Paterson
Andrea Rankin
Kathy Sharer
Dana Smith
Lima Stafford
Angela Stevens
Carol Van Der Karr
Dianne Webster

YWCA Executive Staff

Kelly Tobin- Executive Director
Julie Ryan- Finance Director
Peg Davis- Assistant Finance Director
Sara Earl- Director of Development
Mary Coffey- Director of Events
Adam Tryon- Buildings and Grounds

Jami Bistocchi- Child Care Director
Liza Fuller- Drop-in Supervisor
Janice Meyer- School Age Supervisor
Meryl Fish- Health & Fitness Director
Laurie Greene- Assistant
Health & Fitness Director

Mindy Gardner- Mentoring Director
Lori Quail- Aquatics Supervisor
Linda Glover- AVV Director
Tara Larrabee- Office Manager
Camille Goyette- HWG Supervisor
Terissa O'Gorman- LA Supervisor

Other Activities

Martin Luther King, Jr. Day - Speaker Luncheon

Domestic Violence Awareness Month

Social Justice Advocacy

Girls' Day Out

Bridge

Stand Against Racism

Women Working Together Luncheons

Pig-N-Par Golf Tournament

100 Women Giving Circle

Kitchen Tour

Cookie Extravaganza

National Mentoring Month

Children's Birthday Parties

Clinics and recreational basketball, volleyball, pickleball

Children's programming including:

dance, gymnastics, karate, piano and guitar lessons





YWCA Cortland
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Cortland, NY 13045
607-753-9651
www.cortlandywca.org



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



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