

YWCA IS ON A MISSION

Mission-Based Programs

- Aid to Victims of Violence (AVV)
 - 24-Hour Crisis Hotline
 - Crime Victims Assistance
 - Domestic Violence Shelter
 - Educational Programming
 - Support and Advocacy Services
 - Women's Alliance
- Child Care
 - Drop-In Care
 - Licensed Child Day Care
 - School Age Care
 - Summer Care and Recreation
- Health and Fitness
 - Aerobics
 - Aquatics
 - Children's Recreation
 - Cycling
 - Karate
 - Silver & Fit
 - Silver Sneakers
 - Weight Training
 - Yoga
- Mentoring
 - Bridges for Kids
 - GEMS (Girls: Empowered, Motivated, Successful)

YWCA Cortland

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eliminating racism
empowering women

ywca



November 15, 2021

Dear Community Business Leader,

Get comfortable being uncomfortable; that's how you break the plateau and reach the next level. —Charlene Johnson.

For the past year and a half, we've frequently heard the coined phrase, "When we return to normal." Many are still waiting for normal to return as the second anniversary of COVID-19's emergence quickly approaches. At YWCA Cortland, we've accepted that the landscape we are in today will be the new "normal" as we start to find some comfort in the uncomfortableness of our operations.

The beginning quote reflects the YWCA's work over the last 19 months. The term "essential services" took on new meaning, with Child Care and Domestic Violence services now being recognized nationwide as critically important. The value of the work YWCA brings to Cortland County is visible to community members now more than ever. One example is how people now view child care as a critical infrastructural piece to a vibrant and effective workforce.

YWCA Cortland has been actively addressing our community's needs for over 100 years, and, pandemic or not, it is no different now. We recognize that needs are changing and growing and that the work of our mission-based programs must evolve to the next level to meet those needs. The next level of services may look different, require more technology, require new systems, require more staff, but none of that scares us. Every day the YWCA leadership perseveres and gets up and does the work to fulfill our mission, and we will continue to do that despite the obstacles COVID keeps placing in our way.

Never can the work of the YWCA be done alone. It takes the entire community to sustain vital programs and services. More importantly, it will take all our community's stakeholders to move programs and services beyond the plateau to the next level so YWCA Cortland can build capacity to meet emerging needs.

The local business community continues to support us, and we remain awed and grateful. We recognize that COVID-19 has changed your landscape, but we hope you will consider joining our efforts by including YWCA Cortland in your corporate giving plans for 2022. To become a YWCA Corporate Partner or Event Sponsor, please review the attached list of sponsorship opportunities and send us your completed form.

By investing in our programs and initiatives, you will directly impact families and other community members who need our services now more than ever. You'll also give your organization the visibility and the recognition it deserves. We look forward to creating a partnership with you. If you wish to discuss these opportunities further, please feel free to contact us. Thank you in advance for your generosity and support.

Sincerely,

Handwritten signature of Kelly Tobin in black ink.

Kelly Tobin, Executive Director

Handwritten signature of Robyn Hayes in black ink.

Robyn Hayes, Development Director

Enclosure