YOUNG WOMEN'S RESOURCE CENTER



2019 - 2020 ANNUAL REPORT

WHO WE ARE

In 2019, the YWRC Staff, Board of Directors and Marketing Committee updated our core statements to better reflect current organizational priorities and positions to the following:

OUR MISSION

To empower participants to be strong, self-confident and resilient.

OUR VISION

For youth of our community to grow to their full potential and realize the life of possibilities they deserve.

WHO WE SERVE

The YWRC serves individuals ages 10 – 21 who have been socialized and/or identify as female. This includes cisgender girls, cisgender women, transgender persons and non-binary individuals. This is who we refer to when we say "girls and young women."

CORE VALUES

- **Equity:** We address the ways overlapping identities impact experiences through the practice of feminism.
- **Resiliency:** We support the development of individual resiliency and follow practices that provide a healing environment.
- Accessibility: We utilize a holistic approach to identify and remove barriers to services.
- Community: We provide a sense of safety and belonging by building connections and celebrating individuality.
- Advocacy: We unite with our participants and community to promote positive change.

YWRC BOARD, STAFF AND ADMINISTRATIVE COMMITTEES

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WHO WE ARE

FROM THE BOARD PRESIDENT



2020 has been a historic year for our country and for our community. The challenges of the pandemic and the reality of the social, economic and racial injustices have weighed heavily on us all. I am proud of how the staff at the YWRC adapted to the challenges and continued to serve our clients by meeting them where they are and

providing them with a sense of safety and community. The YWRC's mission is more important than ever and we appreciate the continued support of our donors, volunteers and community.

In January, the YWRC welcomed a new executive director. Kari Zimmerman. Kari is a Licensed Master Social worker. She is experienced in trauma informed care and has demonstrated leadership in key areas including fundraising, program development and building effective teams and organizational culture. Her passion for equipping young women with the skills and support needed to realize their full potential is a great fit for this role.

While the year has been filled with challenges, I am inspired every day by the strength, resiliency and compassion within our community. The YWRC united with participants and the community to promote positive change. This continues our focus on diversity, equity and inclusion with a collaborative effort by staff and board to review policies and procedures, pursue educational opportunities, and have open and honest conversations to enhance understanding of emerging issues and ways to better serve our clients.

I am confident the YWRC has the talent, programming and financial strength to execute on our mission. This year has been a learning experience for us all and the team has demonstrated great passion, determination and agility throughout. Thank you to the team and to all of you for your commitment to the young women in our community.

RHONDA ELMING

FY19-20 Board President



The best part was getting to meet young moms like myself and actually talking to people who understand me and what I'm going through." - Young Mom

FROM THE EXECUTIVE DIRECTOR



It has been such an honor and privilege to join the YWRC this year. After more than 12 years in the social work field, primarily residential and intense intervention, I am excited to be part of prevention. It is absolutely critical to invest in programs and opportunities that will prevent our participants from finding themselves in

situations of trauma and increase their skills to continue to rise up as empowered women. However, we know we cannot always avoid traumatic experiences - especially as we continue to bear witness to institutional structures that enforce inequity, which leads to public health issues such as racism, mental health and poverty.

We have found ourselves in a very critical part of history. We cannot stay silent and we cannot expect others to do the work for us. This year, the YWRC has taken steps towards putting our equity value into action. Through collaboration with others in the community, we have received guidance and feedback on our internal policies and are dissecting our participant data to be able to provide the best possible programs that truly meet the needs of the community. Furthermore, we have re-established our advocacy committee to guide, influence and initiate necessary steps of action for our agency.

In addition to our work around equity, we continue to keep resiliency at the forefront of all we do. Through YWRC Empowerment groups, After School groups, Young Mom's programming, and counseling, each participant is building a safe, trusting relationship with an adult, a key component of building resiliency. Our programming provided crucial, safe places this year (even virtually) as participants navigated intense new realities.

I have watched the team members of the YWRC with awe. They are incredibly talented and wise. While they all passionately pursue the mission of the YWRC each and every day, they do so with taking great care of one another. It has been quite a challenging year and I am so thankful this is where I landed. I am deeply committed to this mission and to this team.

The YWRC will continue to move forward being an adaptable and transformational agency that will respond to community needs and serve our participants in the best possible way. Thank you to our board, staff, donors and community for all of your support and investing in the lives of local girls and young women!

KARI ZIMMERMAN

FY19-20 Executive Director

IMPACT





971

Individual participants served through Empowerment, Young Moms and Therapy Programs

Types of Empowerment and Young Moms groups provided



Empowerment and Young Moms participants who reported improved resiliency

Schools throughout Greater Des Moines with unique, facilitated YWRC programs

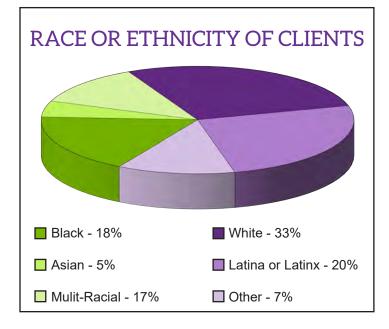
YWRC participants who received group or individual counseling services

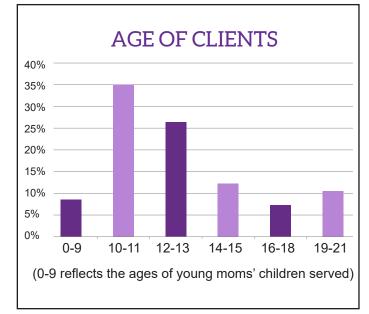
YWRC PROGRAM GOALS

- Provide strategies to build healthy relationships and eliminate risky behaviors.
- · Build self-esteem through curriculum-based activities and community service.
- Deliver developmentally appropriate reproductive health education.
- Support Young Moms through education and high school completion.









IMPACT: COVID-19



The well-being of our participants, staff, volunteers and community is of the utmost importance to the YWRC. With this as our top priority, we determined it necessary to close to the public and started the transition to virtual programming and working from home in March of 2020 due to COVID-19. The remaining months of FY19-20 were full of changes, adaptation and growth. Through it all, our staff continually demonstrated great strength, lasting resiliency and a deep commitment to meeting the needs of our participants. Staff were also encouraged to utilize self-care time and frequent breaks as we navigated the new challenges.

The pandemic magnified risks and stressors, such as mental and emotional health, resource scarcity and overall safety. During a moment when the need for coping skills, trusted peers, safe spaces and basic needs was at its highest, the YWRC was challenged to develop new ways to reach participants virtually while maintaining the same consistency and positive impact of in-person programming. This shift included creative solutions to deliver group activity kits, snacks, meals and essential care items curbside, to stay in communication with participants online or over the phone, and to connect them with additional critical resources to meet their basic needs.

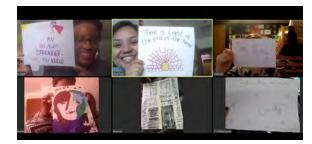
"Thank you for the care package. I have been bored at home so the activities will help with my boredom. I have missed going to group. Thank you. Have a good quarantine life. Teehee." - 5th Grade Participant, June 2020

The shift of in-person groups at the YWRC to virtual along with the canceled in-person Greater Des Moines school groups affected our ability to reach our standard number of participants. While our ability to connect with girls and young women on a weekly basis within the schools ended early, our team made sure to be available for resources and support when needed.

Acknowledging the effect of the pandemic on all members or our community, the YWRC developed a resource page on our website anyone could access. This page housed updates about our office and programs, a resource page and ways folks could help. The resource page sections included reliable COVID-19 Information, Coping Skills & Helpful Hints, Community Updates and Activities & Things to Do.

The following haiku, written by a 12th grader during the virtual high school After School group, is a great snapshot of April 2020 and the importance of connection:

> "The web is just that my friends' smile, pixilated connected again"





EMPOWERMENT

660

Individuals served

Empowerment program curriculum focuses on supporting girls and young women through lessons in developing self-esteem, positive body image, healthy relationships/ friendships and reproductive health knowledge.

AFTER SCHOOL GROUPS

5th-12th grade groups utilize empowering curriculum that includes creative activities, field trips and guest speakers

BLACK GIRL MAGIC

7th and 8th graders explore the ways in which Blackness shapes life experiences

CONNECTIONS

Small group for impulse control, anger management and healthy decision-making

FEMINISTS UNITED NOW (FUN)

Youth-led group working to educate and advocate within the community on social justice



IN-SCHOOL GROUPS

Six-week groups provided within schools offer support and education with a focus on selfesteem, resiliency, feminism and reproductive health

LOTUS

A program that explores creative expressions like painting, music and more to build self-esteem, healthy relationships and resiliency

MARIPOSA

A group for Latinx youth to encourage leadership through service, activities, speakers and discussions

SUMMER PROGRAMS

This unique programming offers participants an interactive, supportive and safe environment to learn and grow with their peers during the summer months

COUNSELING

Cognitive behavioral and art counseling are offered in individual and group settings

Participants who received Empowerment Workshop, After School Groups and Virtual Summer Clubs activity bags

Schools throughout Greater Des Moines that hosted **Empowerment Groups**

Activity bags were distributed to participants in lieu of an in-person **Empowerment Workshop**

Virtual After School and Summer group spots filled from April to June (2020)

EMPOWERMENT PARTICIPANT SPOTLIGHT: CHAZRA HEARD

"Chazra's presence at the YWRC has been phenomenal; not only in the consistency of her attendance, but in the way she shows up for group focused, involved, and ready to participate.



She is an ambitious, strong and kind young woman who will do many great things."

- Frieda, Empowerment Supervisor

YOUNG MOMS

Young Moms programs equip pregnant and parenting young women with the support, education and skills needed to be successful. Topics include self-sufficiency, child birth options, child development stages and the importance of education.

220

Individuals served

Childbirth Ed. moms received individualized breastfeeding support from certified lactation consultants on the YWRC staff

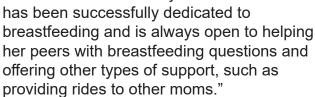
Young Moms were paired with a YWRC doulas

Young Moms graduated high school on time, compared to the national average of only 40%

Young Moms received support in finding safe housing and/or rent assistance

YOUNG MOMS SPOTLIGHT: **CARLEY KAY**

"Carley is a strong example of hard work and dedication. She is a responsible and warm mother, always asking questions and interested in learning new ways to care for her child. Carley



- Sarah, Young Moms Lead



"In the beginning I felt alone, stressed. But after meeting with all the amazing ladies I learnt I'm not the only one. And that there's always people to call or talk to - you just gotta know who to trust." - Young Mom

BETTER BEGINNINGS DOULA PROGRAM

Doula program offering young moms physical, emotional and educational support before, during and after childbirth



COUNSELING

Cognitive behavioral and art counseling offered in individual and group settings, including virtual delivery

INDIVIDUAL SUPPORT PROGRAM

Tailored support designed to help young moms achieve self-sufficiency through the attainment of critical life skills and resources

MARILYN JEFFRIES SCHOLARSHIP Scholarships for higher education

PARENTING & LIFE SKILLS

Parenting education and support in a peer-to-peer setting where young moms build relationships and learn practical skills for parenting

PREGNANCY & **CHILDBIRTH GROUPS**

Comprehensive pregnancy, labor, birth, breastfeeding and postpartum education

CLIENT STORIES



Tay'Shawna, Empowerment Participant, age 15

Excerpts from an essay written by Tay'Shawna, titled "My Biggest Impact on my Life":

"Therapy has really changed me as a whole and has helped me with the most traumatic things that has happened in my life. I have had some of the best experiences while in therapy. Therapy has supported me in and outside of my appointments always making sure that I have someone to talk to. I have become a stronger young lady and a very powerful woman because I learned

how to understand my issues and how to deal with them the right way.

One thing that therapy has taught me is that talking out your problems or issues is never a bad thing, it is a healing process. The reasons I go to therapy is to have someone just to talk to and tell them how my week is going and to get some stress off my chest. I also go to talk about the bad – things about 4 years ago when my brother died in a shooting and it really put a toll on my life. By telling those stories it really helped my feelings because all the anger and sadness would of just come all together and it would of explode. The best thing about therapy is what I tell that person stays in the room. Therapy has put me through many challenges, but very good ones that I didn't know I could achieve alone. I wouldn't be who I am today without therapy."



Samira, Young Mom Participant, age 20

At age 15, Samira found out she was pregnant. "I was so scared." She knew having her daughter meant giving up some of her childhood and the opportunity to do typical teenage things, but she committed to raising Ayah and hasn't looked back. She worked hard to triumphantly finish high school early, while adapting to raising a newborn, and joined her classmates on the stage.

Samira has been an engaged participant of our Young Moms program for more than five years and often serves as a mentor for others. She recently gave birth to her second child, a healthy son,

Asaiah. "I was glad they (YWRC) offered me a doula because it was in March, during the pandemic, and I wasn't allowed any family in the room during the birth." The consistent support and advocacy provided made all the difference in what felt like a whole new experience. "Whenever I needed anything, they were there - even if it was just to talk about silly stuff. And they never judge. That's big."

"The Young Women's Resource Center is going to support you, they're going to be your advocate for a lot of things. Especially if you're pregnant and going through school, or if there's something you want to do, they will find ways for you to be able to do it. If you're scared, or if you're speaking up for something, they will stand behind you."

FACES OF THE YWRC

"I got to realize my self-worth and that I'm amazing for just being me." - 7th Grader













"Group made me feel that it wasn't a bad thing to be a young mom. They were there to support me and help me get through the hard times and learn." - Young Mom







"The best part was getting to review on the things to help me love and appreciate myself." - 6th Grader











VOLUNTEERS AND COMMUNITY

Hours volunteered during FY19-20

Volunteers gave their time, energy and skills through boards, committees, childcare and special projects

Attendees who joined us for special events







FUN IN THE SUN 85 attended \$1,155 raised September 8, 2019 at Captain Roy's

PCWA BASKET AUCTION 145 attended \$24,000 raised October 3, 2019

at The River Center

CELEBRITY SERVERS NIGHT 600 attended \$50,000 raised October 18, 2019

at Centro and Malo

ZINE RELEASE PARTY 48 attended \$269 raised October 18, 2019 at YWRC

DIRECTOR **MEET & GREET** 74 attended February 11, 2020 at YWRC

YWRC COUCH **GALA** 250 attended \$133,000 raised June 27, 2020 Virtual Event

THANK YOU to the 204 volunteers who gave their time, energy and talent through boards/committees, childcare and special projects. We are grateful for each of you!

CHILDCARE, MEAL DONOR, PROGRAM, Y-DUB CLUB AND SPECIAL PROJECT VOLUNTEERS:



Ashley Bethel Linsey Birusingh Becky Bishop Marcia Bradley Karla Bromwell Doug Campbell Holly Comer Mark Core Jackie Emrey Joy Eunice Lea Farho

Sondra Feldstein Jennifer Flemming Hope Fletchall Erika Foltz Veronica Fowler Joy Gachii Anna Grimm Erin Haberman Taylor Harding Valery Hanson Karen Henderson

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Virginia Barrette Katrina Beery Amy Beck Brooke Benschoter Laurel Howell Erin Johnson Kat Mahr Terie Tishim Megan West

YEAR IN FINANCIALS

Individual donors

Average amount given by an individual

New first time individual donors

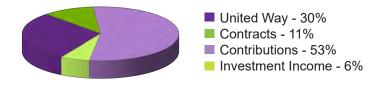
Average major gift (equal to or more than \$2,500)

Total donated by 226 donors who gave \$50 or less

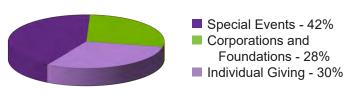


"THE BEST PART OF GROUPS WAS BEING ABLE TO TALK ABOUT THINGS THAT I FEEL WEIRD ABOUT TALKING ABOUT WITH MY DAD." - 8TH GRADER

REVENUES



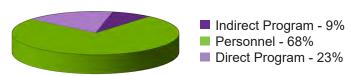
CONTRIBUTIONS



EXPENSES



PROGRAM EXPENSES



THANK YOU for your generosity and ongoing support!

The YWRC gratefully acknowledges the individuals, businesses and foundations who generously contributed support between July 1, 2019 and June 30, 2020. These charitable gifts allow us to continue assisting girls and young women in Greater Des Moines to discover their abilities and pursue their goals.

Every effort has been made for complete accuracy in our donor recognition, which can be seen on pages 10 - 14. If you have corrections, or are interested in ways to show additional support for the YWRC, please contact us at 515.244.4901 or ywrc@ywrc.org.

"Thank you for everything! I had a lot of fun and learned a lot about myself. The powerful piñatas were a lot of fun. I'm going to make some with my siblings."



- 9th Grade Mariposa Participant

GRANTS AND CORPORATE MATCHING GIFTS

Thank you to the following grantees and corporations for their support:





United Way of Central Iowa

The YWRC is proud to be a United Way of Central Iowa member agency. Their guidance and support enhance our credibility and strengthen our services.

\$20,000 - \$49,999

S.L. Gimbel Foundation



\$10,000 - \$19,999





Evans Family Foundation









\$5,000 - \$9,999

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Government Contracts

County Adolescent Pregnancy Prevention Des Moines Public Schools Polk County Crisis and Advocacy Polk County Decategorization Victim Services Support Program

EXAMPLES OF THE IMPACT A DONATION TO THE YWRC CAN HAVE

Six-week Empowerment (virtual) Group for 10 girls

One telehealth (virtual) counseling session

Individualized doula support for a young mom

Weekly supply delivery and support for a young mom

Three months of Black Girl Magic for one participant

Virtual After School Group supplies for a participant

SPONSORSHIPS

Thank you to the following for sponsoring the YWRC during FY19-20:

\$10,000



\$5,000







DARDIS COMMUNICATIONS









\$2,500

Kum & Go Georgette and Ted Longnecker Maria and Dave Volante Wellmark Blue Cross and Blue Shield \$1,500

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SPONSOR SPOTLIGHT: ORCHESTRATE HOSPITALITY



THANK YOU to our friends at Orchestrate Hospitality for 10 years of presenting sponsorship for our Celebrity Servers Night event.

"At Orchestrate Hospitality, we know that community investment and engaged individuals are vital for Des Moines to reach its full potential. We're proud to support the YWRC in its mission of empowering girls and young women so that they - and our local community - remain strong and successful." - Paul Rottenberg, President

Interested in learning more about becoming an event or project sponsor and the associated benefits? Contact our team at ywrc@ywrc.org or 515.244.4901.

"THE BEST PART OF GROUP WAS LEARNING HOW TO BE MYSELF NO MATTER WHAT."

- 5TH GRADER



THANK YOU

Sincere appreciation to all of our generous donors for investing in the YWRC:

Kevin Boot

Margaret Brennan

Kristina Carroll

\$10,000 +

100+ Women Who Care Ellen and Jim Hubbell Krista and Dean Tanner

\$5,000 - \$9,999

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Mark R Matteo

\$250 - \$499 Alkimie Studio Americana Art Terrarium Big House Gym Blank Park Zoo Marcia Bradley Margaret Brekke-Diehl Amy Brooks Murphy Amee Ellis Jessica Faith Flemings Prime Steakhouse & Wine Bar Girl Scouts Troops #21 and #10149 Nadilia Gomez and Kito Young **Greater Des Moines Botanical** Garden Mary Halsey Kate Hayden

Katherine Howsare Christy Jones Josephs Jewelers Jami Lawson Elizabeth Lidseh Jami Milne Red Door Press Robert Reeves Michelle Rich Mad Ryderz Kait Scanlon Skin Ritual Sarah Tallman Muehe Allison Tegtmeier Lindsay Thilges Kari Tietjen Kelli Todd Therese Tran Vanity & Glamour Mary Woods









Victoria Herring

YOUNG WOMEN'S RESOURCE CENTER

The Young Women's Resource Center (YWRC) is a nonprofit organization that supports, educates and advocates for girls and young women* ages 10-21 in the Greater Des Moines area. We offer small groups and individual support focused on self-esteem, healthy relationships and reproductive health. Young Moms receive additional support focused on parenting skills and understanding the importance of education.

Founded in 1978 by Louise Rosenfield Noun and community activists, the YWRC meets girls and young women where they are and empowers them to discover their abilities and pursue their goals.

The YWRC believe ALL girls and young women deserve a life of possibilities.

*We define "girls and young women" as any persons who have been socialized and/or identify as female.



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@YWRCGIRLS



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@YWRC