

YOUNG WOMEN'S RESOURCE CENTER



2020 - 2021 ANNUAL REPORT



WHO WE ARE

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 – 24 who have been socialized and/or identify as female. This includes cisgender girls, cisgender women, transgender persons, and non-binary and gender nonconforming 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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YWRC AMBASSADORS

Emily Bahnsen, President
Sara Hopkins, Past President
Julia Mason Gray, Vice President and Secretary
Carissa Schmidt, At-large
Ariane Sundean, At-large



WHO WE ARE

FROM THE BOARD PRESIDENT



Despite the challenges our world, our country, our community, and our organization faced in 2020, it seems that 2021 continues to keep us on our toes. Nonetheless, the YWRC remained committed to serve participants and provide them with a sense of safety and community. We thank our donors, our volunteers, and our community for their ongoing support. Every dollar and every moment make a difference in the life of a young woman.

With the work of an exceptionally dedicated staff and board of directors, the YWRC grew in many new ways during 2021. In order to disseminate power within the organization and invest in the development of staff, a new leadership structure was implemented. The introduction of this new structure demonstrates the YWRC's commitment to empowering not only our participants, but also the staff who work to fulfill the YWRC's mission each day.

To better understand the social, economic, and racial injustices facing participants, the YWRC staff and board took proactive steps to review policies and procedures, and pursue educational opportunities. The board underwent Diversity, Equity, and Inclusion ("DEI") training, and we established a DEI Committee as a standing committee on our board. We continue to this work so we can find the best ways to serve the young women in central Iowa.

I continue to be extremely proud of our team and their passion, talent, and dedication to our mission. Remember: "What you do makes a difference, and you have to decide what kind of difference you want to make." (-Jane Goodall).

May we all strive to make the lives of our participants better, in any way we can, during the upcoming year.

LORA MCCOLLUM

FY20-21 Board President

FROM THE EXECUTIVE DIRECTOR



With support from community partners, we introduced two exciting initiatives and changes to best serve all of our participants in the Greater Des Moines community.

We expanded our age range served from 21 to 24 to create increased opportunities for many participants who still need support and community.

We launched programming specific to violence prevention. We recognize that there continues to be a gap in our community with educating young individuals on the full spectrum of violence, from intimate partner violence to trafficking. We are ready to provide the education, groups, and resources for our community to meet this ever growing, unfortunate need.

This critical work for local girls and young women could not be done without your help.

Our incredible donors, community partners, board members, volunteers, and staff members made the outcomes highlighted in this report possible.

This past year, each and every one of us, found ourselves navigating unforeseen territories and experiences. The challenges were immense, but we are here today and moving forward because of those who invested in our mission.

Thank you for your continued support of the Young Women's Resource Center. Because of you, we will continue to bridge the gaps in services and build resilient individuals and safe communities.

KARI ZIMMERMAN

FY20-21 Executive Director

"I grew up with the center. And it seriously shaped me into an extremely good, informed, involved mom. On top of a good student and aspiring doctor. I would NOT be here today without having had the center. It's hard to even find the words to explain how much good the center did for me. I owe the center my life."

- Young Moms participant

IMPACT



563

Individual participants served through Empowerment, Young Moms, and Counseling Programs

Types of Empowerment and Young Moms groups provided

17

33

Schools throughout Greater Des Moines with unique, facilitated YWRC programs

YWRC participants who received group or individual counseling services

66

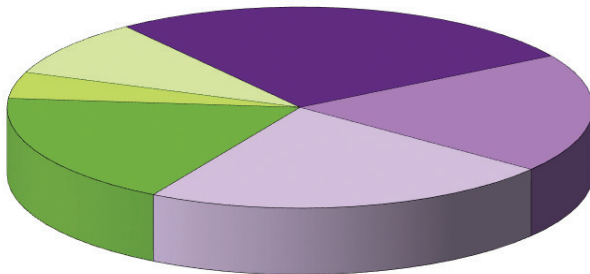
YWRC PROGRAM GOALS

- 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.

72%

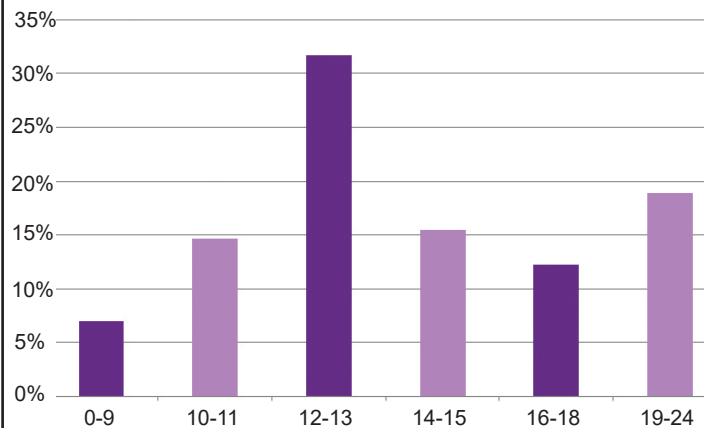
Empowerment and Young Moms participants who reported improved resiliency

RACE OF PARTICIPANTS



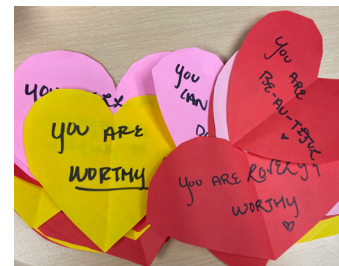
Black - 18% White - 33%
 Asian - 5% Latina or Latinx - 20%
 Multi-Racial - 17% Other - 7%

AGE OF CLIENTS



(0-9 reflects the ages of young moms' children served)

IMPACT: COVID-19



From the beginning, FY20-21 was filled with challenges, consistent change, and a multitude of uncertainties due to the COVID-19 pandemic.

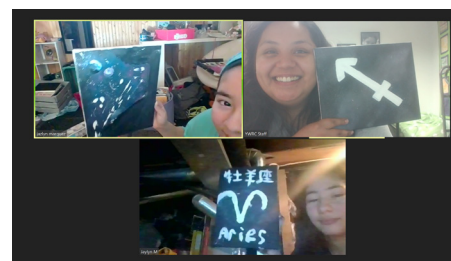
We quickly recognized that the pandemic was disproportionately impacting girls and young women, especially Black girls. We heard stories from participants who were often stretched to the limit by taking on additional responsibilities at home, including caregiving and seeking additional employment to financially support their families. Many lost access to school-based support programs that provided basic needs. Several lost their social support systems. Some experienced new or increased trauma in isolation.

When school districts throughout the community implemented COVID-19 policies, nearly all of our Empowerment, Young Moms, and Counseling in-school groups were put on pause. Without the ability to facilitate programs in schools during the last academic year, the number of participants we served was significantly smaller than previous years. In response, our dedicated staff worked tirelessly to reach girls and young women in new ways, especially those we knew needed support and resources the most. While maintaining options for all participants to remain engaged and active with the YWRC, staff also provided extra efforts towards those feeling the impacts of COVID-19 the most. This shift resulted in a much-needed deeper level of support for a smaller number of participants.

We hosted virtual After School Empowerment Groups so participants had a space to socially connect with their peers. During that time, facilitators checked in with participants to ensure they had support and their basic needs were being met. This often meant putting together care packages of essential items and delivering activity kits participants could use during online groups. Staff also encouraged participants to utilize our free and confidential counseling services.

Young Moms program staff saw the shift to a virtual world was leaving young moms behind as many did not have access to a computer or Wi-Fi. Staff adapted to continue reaching young moms by holding in-person groups in parks throughout the Des Moines area, providing one-on-one support via text or phone call, and delivering basic needs (such as shampoo, diapers, formula, and cleaning supplies) directly to participants.

The YWRC staff remained committed to providing participants with opportunities for connection and meeting their physical, mental, emotional, and social needs. Accessibility is a core value that guides our work. We will continue identifying and removing barriers to services throughout the duration of the pandemic, and beyond, to ensure resources are available to those who need support the most.



EMPOWERMENT

399

Individuals served

Empowerment program curriculum supports participants through lessons focused on self-esteem, positive body image, healthy relationships/friendships, reproductive health knowledge, empowerment, feminism, and resiliency.



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

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 empowerment, feminism, self-esteem, body image, and resiliency.

MARIPOSA

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

SUMMER PROGRAMS

Unique programming offers an interactive, supportive, and safe environment to learn and grow with their peers

238

Empowerment activity and/or self-care bags distributed to Empowerment participants

Attendees joined us along with the Supply Hive organization for the first Black Girls Brunch

30

50

Guests joined our first outdoor Movie Night, screening *Troop Zero*, in the YWRC parking lot

Types of virtual After School groups held throughout the school year

8

EMPOWERMENT PARTICIPANT SPOTLIGHT: TAY'SHAWNA SMITH

"Tay'Shawna is a kind, empathetic, funny, and calming person to be around. She makes every single person in the room feel welcomed and like they belong. During a time when many people have felt isolated, this is such a comforting characteristic to have."



- YWRC Staff, Jessica and Marcia

YOUNG MOMS

Young Moms programs equip pregnant and parenting persons up to age 24 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.

164

Individuals served

86%

of Young Moms participants showed improvement in at least one resiliency skill

Young Moms participants graduated from college

4

180

Activity, special events, and self-care bags distributed to Young Moms participants

Participants worked with YWRC doulas for pregnancy, childbirth and post-partum care

12

YOUNG MOMS SPOTLIGHT: DIANA URBINA



“On top of her hard work ethic and dedication in reaching her goals, Diana has shown her amazing skills in motherhood and caring for her daughter who is now 2 years old. She shows a commitment to creating the best possible world for Thalia to grow up in and achieve success.”

- Sarah, Young Moms Program Manager



“When I was first pregnant, I didn’t know what to expect and I was scared. [They] kept reminding me that I’m strong and can do it, our bodies are meant for this. Not only was [the YWRC] there for me before and during, but also after [my birth]. The YWRC has such a great program and are very helpful!” - Young Mom

BETTER BEGINNINGS DOULA PROGRAM

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



INDIVIDUAL SUPPORT

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

MARILYN S. JEFFRIES SCHOLARSHIP

Scholarships provided for participants to pursue 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 & CHILD BIRTH EDUCATION GROUPS

Comprehensive pregnancy, labor, birth, breastfeeding, and postpartum education

COUNSELING

66

Individuals served

Counseling services are offered for free, and are voluntary and confidential. One-on-one and group counseling empowers participants to identify their strength, develop positive coping skills, build self-esteem, and discover paths to healthy relationships. Creative expression in art therapy opens the door for participants to speak about their feelings (see images below).

CONNECTIONS

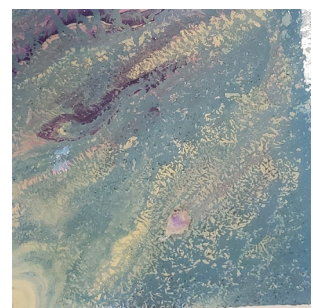
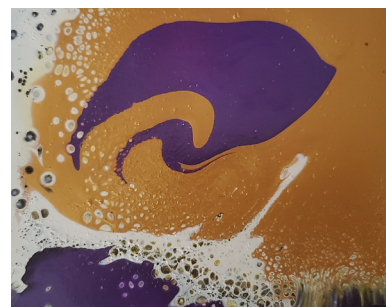
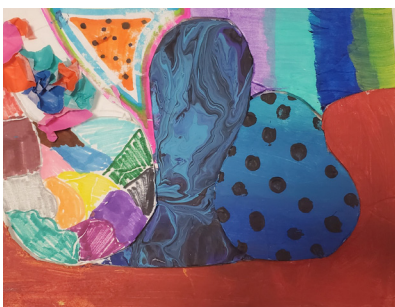
Small group for impulse control, anger management and healthy decision-making

COUNSELING

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

LOTUS

Program for exploring creative expressions to build self-esteem, healthy relationships and resiliency



Above: Original artwork created by local youth as part of the Lotus art therapy counseling program.

90%

of *Master Emotions Creatively* participants identified two new coping skills at the end of six weeks

Participants ages 21 - 24 who engaged in counseling after we expanded the age range served

30

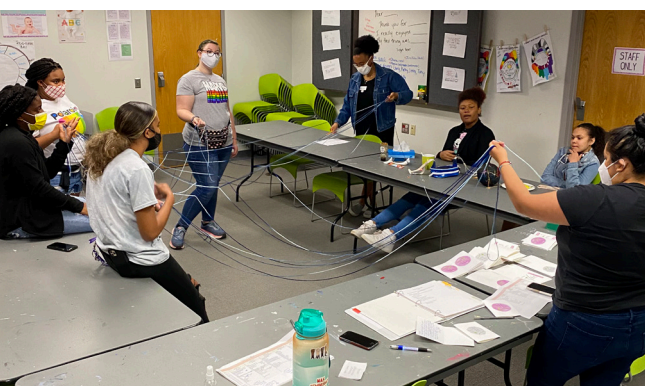
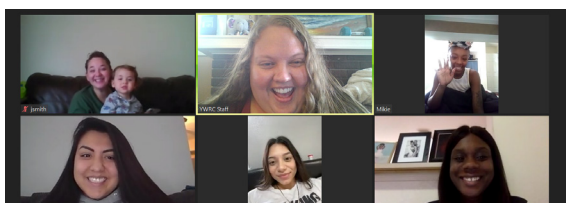
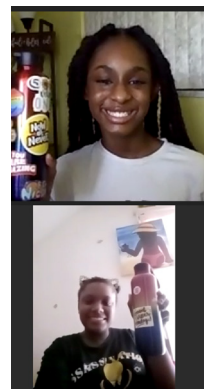
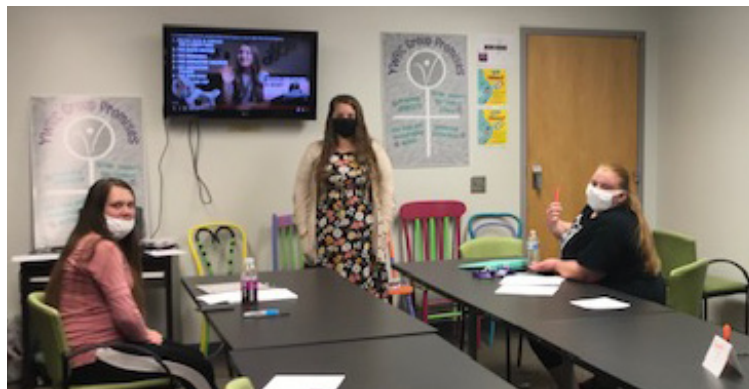
90%

of *Connections* participants felt safe setting boundaries with peers after completing two months of group

"Our recent [Connections] group exhibited skills of setting boundaries for their mental health. The participants felt safe with each other. They shared during group that they were able to hold each other accountable during the week at school, and that made them feel connected to one another."

- Ayo, Counselor

FACES OF THE YWRC



**“What I learned
in group is that I am
me and that is good.”**

**- 6th Grade
Participant**



VOLUNTEERS & COMMUNITY

VOLUNTEER SPOTLIGHT: MARIA ROBINSON

Maria began volunteering as a member of the Program Committee. She then stepped in to manage our volunteer program while we were in the process of developing a new Volunteer Coordinator position. Maria kept volunteers engaged to ensure critical components of our programs continued.



"I volunteer with purpose. I know how difficult it can be as a young female having to navigate through life while facing a multitude of unfavorable situations. I admire organizations that focus on lending a helping hand to young women in need and the YWRC does just that. They get it. They know the obstacles the young women face, which is why the team works hard to offer solutions. They meet the young women where they are and help them get to where they want to be in life."

Hours volunteered
during FY20-21

1246

119

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

Attendees who joined
YWRC virtual events

683

CELEBRITY SERVERS NIGHT: HOME EDITION

250 attended / \$33,000 raised
October 5, 2020

Virtual; Meal Pick-Up at Centro, Django, Malo

PCWA BASKET AUCTION

115 attended / \$16,536 raised
October 29, 2020

Virtual; Meal Pick-Up at The River Center

YWRC GALA: MASQUERADE

318 attended / \$110,583 raised
April 17, 2021

Virtual; Meal Pick-Up at Bubba

THANK YOU to the **119** 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:

Linsey Birusingh
Becky Bishop
Megan Clausen
Holly Comer

Mark Core
Allison Cowling
Andrea DeAngelo
Jackie Emery
Sondra Feldstein
and 4H Team
Jennifer Flemming
Michelle Fox
Valery Hanson
Karen and Lily
Henderson
Sara Hopkins
Avira Jotzke
Julia Mason Gray
Sydney Moore
Blake Morrow
Katie Reichardt
Hannah Shaffer

Emily Shearer
Julie Weichmann
Alyssa Zipperer

CELEBRITY SERVERS NIGHT:

Diane Rasmussen,
co-chair
Frank Vaia, co-chair

Marlú Abarca
Erica Axiotis
Connie Boesen
Kari Bricker
Beth Coonan
Ann Flood
Vicki Goldsmith
Tim Hickman

Sara Hopkins
Lana Jones Gould
Mary Josten
Lisa LaValle
Liz Lidgett
Cherry Madole
Susan Madorsky
Josh Mandelbaum
Lora McCollom
Allen Miller
Katie Patterson
Tim Schott
Tom Sibbersen
Matt Smith
Jody Swilky
Annie von Gillern
Amanda Young

YWRC GALA COMMITTEE

Jackie Schmillen,
Emcee

Amy Beck
Katrina Beery
Brooke Benschoter
Laurel Howell
Erin Johnson Kitzman
Kat Mahr
Erin Reese
Megan Wilson-Crumb

YWRC GALA MASK ARTISTS

Buffalo Bonker
Marcia Bradley

Jenna Brownlee
Meanz Chan
Monica Cohen Lenoff
Marissa Hernandez
Victoria Herring
Larassa Kabel
Janelle Ketcher
Jennifer Leatherby
Jami Milne
Ramona Muse
Lambert
Laura Palmer
Amy Putney Koenig
Robert Reeves
Ben Schuh
Michael Van Dyke
Mollie Wallace
Tammy Winn

YEAR IN FINANCIALS

785 Individual donors

\$242 Average amount given by an individual

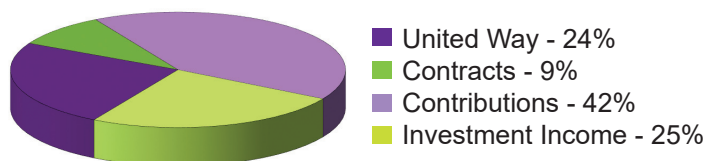
First time individual donors **204**

Average major gift (greater than or equal to \$2,500) **\$4515**

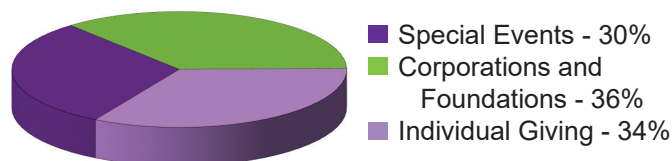
\$978 Total donated by 45 donors who gave \$25 or less

One thing I learned in this group:
"Self love!" - 6th Grade Participant

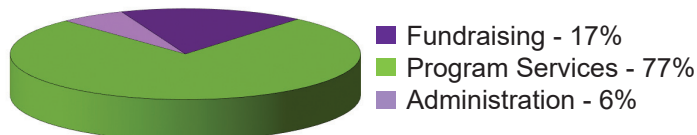
REVENUES



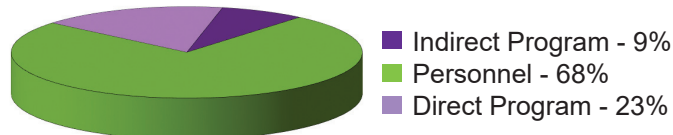
CONTRIBUTIONS



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, 2020 and June 30, 2021. These charitable gifts assist girls and young women in Greater Des Moines to discover their abilities, build on the strength they already possess, 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.



GRANTS & 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 - \$50,000



\$15,000 - \$19,999



**Evans Family
Foundation**



\$10,000 - \$14,999



\$5,000 - \$9,999



**Iowa Foundation for Education,
Environment and the Arts**



**The Wellmark
Foundation**



\$1,000 - \$4,999

Children & Families of Iowa
Home Depot
Iowa ACEs 360
ITA Group
PDM
Sammons Financial Group
Voya Foundation
Workspace, INC

Government Contracts

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

EXAMPLES OF THE IMPACT A DONATION TO THE YWRC CAN HAVE

\$1000

Six-week Empowerment
Group for ten girls

\$100

One telehealth (virtual) or
in-person counseling session

\$500

Individualized doula
support for a young mom

\$60

Supplies for one Empowerment
After School Group

\$250

Three months of Black Girl Magic
for one participant

\$30

Snacks for ten participants to help
combat food insecurity

SPONSORSHIPS

Thank you to the following for sponsoring the YWRC during FY20-21:

\$15,000



\$5,000



Susan and
Bill Knapp



\$2,500

American Enterprise
Bankers Trust
GuideOne Insurance
Jester Insurance
Kum & Go

Georgette and Ted Longnecker
Meredith Corporation
Maria and Dave Volante
Wellmark Blue Cross and
Blue Shield

\$1,500

DMACC
Kemin
RSM US LLP

"The best part
of group is that I
know that I have
people to lean on."
- 7th Grade Participant

SPONSOR SPOTLIGHT: EMC INSURANCE COMPANIES



Thank you to EMC Insurance Companies for being a strong supporter of the YWRC for the past several years. Most recently, EMC generously sponsored the 2021 YWRC *Gala: Masquerade* event.

"At EMC Insurance Companies, we support the YWRC because we too believe in the vision of girls and young women growing to their full potential and realizing life's possibilities. We know EMC is a greater company because of diversity and the different experiences, talents and gifts of our team members – so building and supporting the women leaders of tomorrow is important to us."

- Beth Nigut, Executive Vice President – Chief People Officer

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.

THANK YOU

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

\$10,000 +

Ellen and Jim Hubbell
Krista and Dean Tanner

\$5,000 - \$9,999

Roxanne Barton Conlin and James Conlin
Denny and Candy Elwell Foundation
Suzie Glazer Burt
Thomas J. and Sally Graf
Ron and Jennifer Hanson
Heather McDermott
Stacey and Frank Neu
Mary O'Keefe and Jeff Nall
Susan Terry Knapp and Bill Knapp
Mary Stuart and David Yepsen

\$2,500 - \$4,999

Pamela Bass-Bookey and Harry Bookey
Teri and David Button
Rhonda and Mark Elming
Aletha and Kevin Gabbert
Karen and Christopher Henderson
Lisa Holst
The Fred & Charlotte Hubbell Foundation
Joyce and Terry Lillis
Brad and Michelle Morford
Brenda and John Reiher
Jerry Sharpe
Marjorie Spuzello
Angela and Doug Stark
Fiedler & Timmer, PLLC
Dave and Maria Volante
Amanda and Brandon Young

\$1,000 - \$2,499

Emily and Cory Abbas
Anonymous
Shannon and Jeremy Bielski
Margo and Don Blumenthal
Britt & Dr. Barron Bremner Fund
Roger Brooks and Sunnie Richer
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Christa Cox
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Will and Dixie Hoekman
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Andrew and Carissa Schmidt
Rajasundar Senthilnayagam
Nicole Tesch
Miriam Van Heukelem
Rich and Kim Willis
Martha Willits
Connie Wimer

\$500 - \$999

Jeanne Anderson
Rich and Rose Anderson
Judith Balsman and Mark Zimmerman
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Katherine and Josh Mandelbaum
Jennifer Mesecher Ogg
Ann Mowery and Allan Powers
Katie and Ty Patton
Katie Phillips
Diane Rasmussen
Amy Rasmussen
Anne Reasons
Kay J. Riley
Dr. Roger and Kimberly Ceilley
Susan and Russ Sanders
Sheryl and Bruce Terlouw-Nuzum
Toni and Tim Urban
Lisa Veach
Wright Service Corp.
Karen and Don Young
Kari and Alyssa Zimmerman

\$250 - \$499

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Laura Baker
Susan Barnes
Rekha Basu
Katherine Beenken
Suzan Kelsey Brooks
Mathilde Brown Swanson and Richard Swanson
Julie and John Bruntz
Joni Crawford
Don Davis
Dr. Richard Deming
Molly Driscoll
Kathy and Herb Eckhouse
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"I can always depend on them. Everyone understands and doesn't judge and they have amazing resources." - Young Moms Participant

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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 10-24 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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