2014 ANNUAL REPORT

CELEBRATING 100 YEARS OF SERVICE TO THIS COMMUNITY

eliminating racism
empowering women
ywca
“In 2014 the YWCA Lower Cape Fear celebrated its 100th year serving Wilmington and its surrounding counties. For every one of us at the YWCA, our Board of Directors, staff and members, our official centennial birth date, April 24, 2014, was embraced with excitement and a huge sense of accomplishment! We found our organization thriving and growing, positioned on a strong foundation with a sound financial footing as we continue to strive to bring forth our Mission driven initiatives. After four years in Wilmington and over 22 years with the YWCA family, it is a true privilege to lead this organization into what feels like its “Renaissance” phase. A real opportunity for us to bring into focus what is relevant and impacting women and their families and how we can influence this community in the most profound ways possible. With plans on the horizon to expand our childcare services at other satellite locations and to bring YWCA aquatic programming to Brunswick and Pender counties, the next 100 years is off to an extremely positive start! Since 1914 our members, donors and friends have made the existence of the YWCA Lower Cape Fear possible. It is through the guidance, diligence and hard work of so many talented, strong, dedicated staff and volunteers that the YWCA has continuously met the needs of our community. The YWCA has not just been the perfect place for child care or the best place to swim, it has met so many needs, provided so many opportunities, eliminated barriers to resources and been there when no one else was. The YWCA Lower Cape Fear’s unique ability to reach across all cultures and socio-economic categories is to be commended and a great testament to the organization’s commitment to its Mission. It is because for the last 100 years you gave, you participated, you believed and because you cared that we are still here touching lives and I thank you! I sincerely encourage you all to join the YWCA’s journey in whatever capacity you can. We need YOU to help us continue to Be The Difference!” -Susan Fennell, YWCA Executive Director

thank you to our board of directors

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Penelope Spicer-Sidbury, Vice President
Lisa Hill, Secretary
Kelly Hanley, Treasurer

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Jenni Harris
Katie Hovermale
Tiffany Jackson
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Yolanda Sparrow

*As of December 31, 2014*
Mission Statement: The YWCA Lower Cape Fear is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom, and dignity for all.

The YWCA Lower Cape Fear has over 2,500 members and serves more than 7,000 people annually through our work on dismantling racism, youth and child development, economic advancement for women and wellness.

YWCA Advocacy Programs

**New Choices for Displaced Homemakers** provides assistance to individuals who were once dependent on someone else’s income and are now ready to re-enter the workforce and/or attend college. New Choices creates opportunities for women and men to become self-sufficient.

**Fluid Recovery** is a progressive water fitness program that was developed for breast cancer survivors in New Hanover, Brunswick, Pender and Columbus Counties. The program is free to champions who have completed chemotherapy and radiation treatments. Fluid Recovery was featured on the Today Show in October 2013.

**“What’s Wrong With Different?”** is a racial justice program for K-5th graders with a focus on 3rd grade students in New Hanover County schools. The program was developed by the YWCA Lower Cape Fear as a hands-on approach to teach students to value, appreciate and respect the differences between people, rather than to view a person who is different as inferior.

**Stand Against Racism** is an annual event that helps raise awareness that racism still exists in our communities and that it should no longer be tolerated. The movement is becoming a large and powerful demonstration across the country of hundreds of thousands of individuals that believe in a society free of racism.

**Week Without Violence** is a signature initiative that was created by YWCA USA nearly 20 years ago to mobilize people in communities across the United States to take action against all forms of violence.

**Childcare Scholarship Fund** was created to help with tuition assistance. Scholarships are available to qualifying families and children in our Tot Spot Preschool and After School and Summer Camp program.
The elimination of racism is an on-going process that requires persistence, commitment and continuing dialogue between individuals and groups. The YWCA is committed to helping individuals, organizations and companies in the Lower Cape Fear region improve race relations and find ways to eliminate racism through constructive dialogue and meaningful action.

2014 highlights

- Lynn Heritage and Martha Fulda, two devoted volunteers, reached 256 third grade students through our “What’s Wrong With Different?” program in New Hanover County schools
- 150 people participated in our 5th annual Stand Against Racism on April 25th, our biggest turn out yet
- YWCA screened the film Racial Taboo at St. Stephen AME Church which was followed by an audience discussion as a kick-off event for Stand Against Racism

The YWCA supports quality, affordable and accessible early childhood education that assists adults in moving towards economic independence and provides children with culturally sensitive, developmentally appropriate activities that enable children to succeed in school.

2014 highlights

**After School/Summer Camp**

- Increased its rating from 3 to 5 stars in June 2014- the highest rating a childcare center can receive
- 194 children received free, hot lunches during 10 weeks of summer camp
- 15 children received reduced after school tuition through scholarships
- Partnerships were created with Girl Scouts, 4-H Club, Kids for Peace, One Love Tennis and Wilmington Junior Golf Academy
- The program raised its maximum capacity from 150 to 194

**Tot Spot Preschool**

- 108 children took field trips to: Main Library, Fire Department, Children’s Museum, Halyburton Park and Ashton Farms
- The Pre-Kindergarten Classroom updated to the Alpha Time Curriculum
- Tot Spot staff are now required to receive 10 credit hours annually in early childhood training classes
- 6 Tot Spot staff received CPR and First Aid certification for the first time
- Tot Spot added Stretch n Grow, a monthly exercise program
The YWCA Lower Cape Fear works with individuals to become full participants in the economic mainstream of our community through support for finding, changing or maintaining a job. When individuals achieve economic self-sufficiency, they contribute to the overall strength of our community.

2014 highlights

New Choices
- The New Choices program provided services to 13 participants
- All participants were given guidance to obtain employment or education assistance to help in their progress toward economic self-sufficiency
- Seven participants attended higher education courses

Volunteer Program
- Volunteers completed over 4,586.85 hours of service

Community Outreach
- The YWCA partnered with Cucalorus to screen “Wednesdays in Mississippi” for 20 community members during the Cucalorus Film Festival
- The YWCA hosted a Community Pool Day on Sunday, January 12th - we partnered with WHA to provide swim and water safety lessons to approximately 40 children between the ages of 13-15
- YWCA staff and members participated in the MLK Jr. Parade for the first time and the YWCA hosted a Voter Registration Drive for the first time

The YWCA’s Health and Wellness programs are not only exciting, fun and affordable, they also help to change the health habits of our members for the better. We are able to strengthen women and their families by offering a variety of opportunities for fitness through lifetime activities.

2014 highlights

- The pool saw 60,000 units of service
- Conducted 800 group swim lessons and over 1000 private swim lessons for children and adults
- The Barracudas Swim Team had an undefeated regular season and became the Wilmington Swim League Champions
- The YWCA certified or recertified 60 participants through the Red Cross Lifeguard class
- The YWCA offered free swim lessons to 6 children from the Yaweh Center and provided pool use to 10 children from the Special Olympics
- 63 women participated in Fluid Recovery
The YWCA of the Lower Cape Fear recognizes the following corporations, foundations and individuals whose support during the fiscal year January 1, 2014 through December 31, 2014 helped maintain the excellence of our programs and services. All contributions to the YWCA are gratefully appreciated and help us to continue to fulfill our mission to empower women and eliminate racism. WE THANK YOU!

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Wilmington Junior Golf Academy
One Love Tennis

*We have made every attempt to include all donors. If your name is missing, we apologize. Please make us aware so that we can make any corrections necessary.*
### 2014 Financials

#### Revenue

- **Contributions**: $37,396.97
- **Membership Dues**: $75,511.30
- **Program Service Fees**: $1,024,007.71
- **Special Events**: $31,717.95
- **Total Revenue**: $1,168,633.93

#### Expenditures

- **Payroll**: $660,540.84
- **Contracted Services**: $26,983.10
- **Program Operations**: $109,041.98
- **Occupancy and Vehicles**: $191,555.00
- **Insurance**: $43,739.81
- **Interest and Other**: $2,184.86
- **Depreciation**: $108,103.02
- **Total Expenditures**: $1,142,148.61
The YWCA’s successes are built by hundreds of people who donate their time, resources and imagination to create programs and initiatives devoted to women and their families. The YWCA, a 501(c)(3) not-for-profit organization, is supported largely through generous tax-deductible contributions from individuals and organizations.

You can help by:

Making a donation through a tribute or memorial gift, planned giving and matching gifts.

Purchasing a brick on the Wilma Daniels Pathway to help secure the future of the YWCA!

Volunteering your time, participating in worthwhile, challenging work. Enjoy the benefits of being engaged in a community where a diverse group of people from a wide range of backgrounds are welcomed and engaged.

Becoming a member of the YWCA. Membership allows for enrollment in quality, affordable childcare, fitness and support services and programs offered by the YWCA. Membership is also a statement of support for the mission, goals and programs of the YWCA.

Educating others by making an effort to get to know people who are different than you, being a role model, stopping yourself from making assumptions, being a proactive parent and supporting anti-prejudice and anti-racist organizations.

For more information about how you can get involved with the YWCA Lower Cape Fear, contact us at (910) 799-6820 or visit www.ywca-lowercapefear.org.