



# YWCA 2024-2025 Impact Briefing

Developed by 10Seven

July 2025

# IMPACT BRIEFING CONTENTS

- Partnership Overview
- Impact Survey Overview and Key Insights
- Programming Overview

This document features an overview of findings from the 2024-2025 Impact Survey, designed and analyzed by 10Seven. When referencing the Impact Survey data in other documents or communications, please use the following citation:

YWCA 2024 Impact Survey Data (2025). Designed by 10Seven. YWCA.

# PARTNERSHIP OVERVIEW

YWCA and 10Seven began this partnership in 2024 with a key goal in mind: deliver on YWCA's mission with 10Seven's extensive research expertise.

YWCA USA and 10Seven are advancing a groundbreaking partnership to study and address financial trauma on a local and national scale. 10Seven is a research-powered wealth justice organization that enables communities to heal from financial trauma. This partnership will enable YWCA's programming, research, and expertise to better address the most pressing issues that women and marginalized communities face today. We have historically tackled racial and gender violence head-on, and now we can also tackle economic violence with the help of 10Seven. 10Seven also provides extensive research and data advisory services that will strengthen our internal programming and research efforts.

With new and unrelenting attacks on the rights of women and BIPOC communities, the work we do at 10Seven and YWCA is more important than ever. We continue to dedicate ourselves to eliminating racism and empowering women across the nation, from big cities to small towns. We are more committed than ever to uplifting women and their diverse communities so they can access the support, knowledge, and confidence they need to survive and succeed. Our partnership with 10Seven is essential to moving forward.

# Impact Survey Overview and Key Insights

# IMPACT SURVEY OVERVIEW

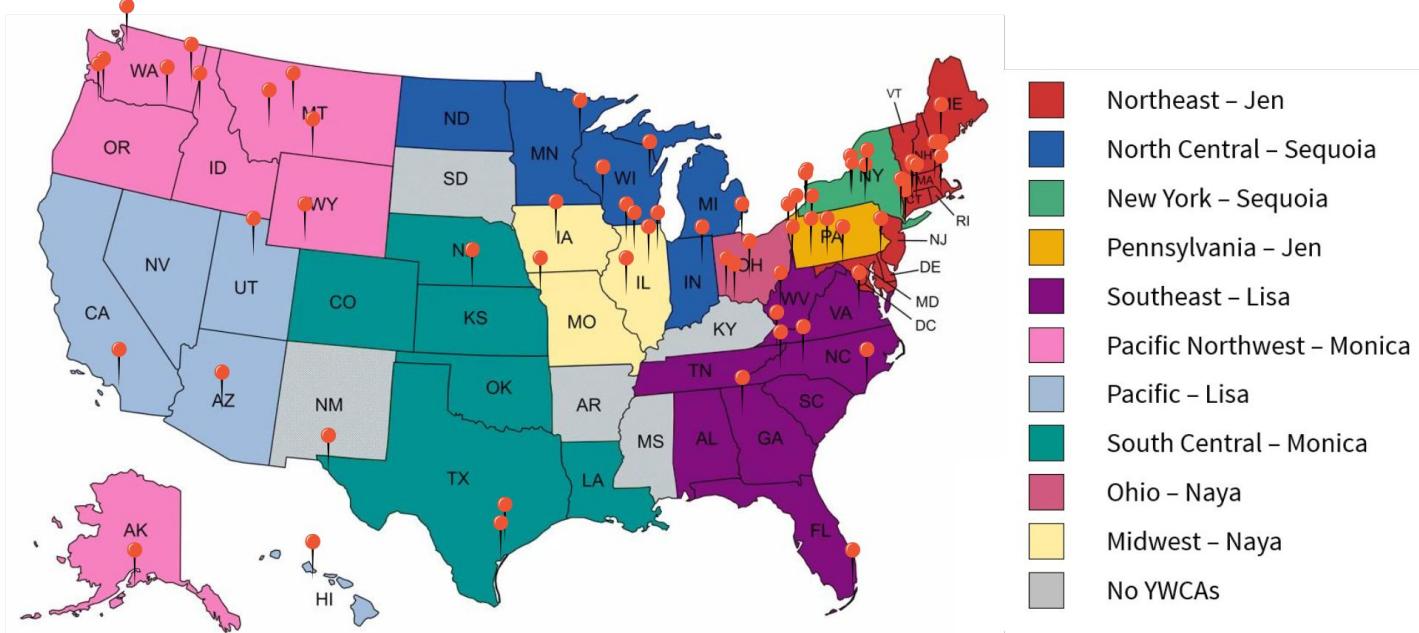
The [2024 Impact Survey](#) designed by 10Seven featured a streamlined set of questions that are statistically-sound and aligned with a defined impact measurement strategy.

Previously, past program surveys have focused on compliance data and inconsistent methods of reporting and sharing out. Together, YWCA and 10Seven designed a new program survey, titled the Impact Survey, that will better enable tangible, trackable progress against our vision, mission, and strategic goals. With clearer, more structured ways of collecting and analyzing data, we can truly show the extent of our impact and support our local associations doing the work on the ground.

167 associations have taken the Impact Survey and 25+ associations have also completed qualitative interviews. The combination of both quantitative and qualitative data was essential to providing a complete picture of how local associations are driving change. As a result, we now have a comprehensive dataset and deeper understanding of the multi-layered impact that local associations have—and where there is room for growth. Overall, local associations are doing incredible work, but data collection and usage is a limiting factor. Formalized data support structures are desired by all, aligning with one of our core priorities in this partnership. This is essential to deepening local impact and empowering LAs to be leaders in their communities.

# GEOGRAPHIC SPREAD OF RESPONDENTS

We gathered input from LAs across the rural, suburban and urban US. Each provided insight on their strengths, challenges, and commitment to the YWCA mission.



# PERFORMANCE AGAINST IMPACT LEVELS

Part of our new impact measurement strategy is to measure how LA programming stacks up against three impact levels: Beneficiary, Institutional, and Societal.

The Impact Survey assesses what levels LA programs are each operating against:

- **Beneficiary:** The impact we directly have on the people we serve day-to-day. *This is where most of our programs do well.*
- **Institutional:** The impact we have on the institutions and organizations that perpetuate inequity in our communities.
- **Societal:** The impact we have on the bigger conversation around inequity and harm and the impact we have on policy and laws to create lasting change.

**YWCA USA is currently organizing to deepen our impact across institutional and societal levels, as this is where we need to focus our collective efforts.**

Impact Level 1	Programs at the Beneficiary level ensure that:
Beneficiary	<ol style="list-style-type: none"><li>1. Target beneficiaries of your program(s) have increased access or ability to secure their basic needs</li><li>2. Target beneficiaries of your program(s) have increased confidence and/or skills</li><li>3. Target beneficiaries have increased sense of belonging and/or safety</li></ol>
Impact Level 2	Programs at the Institutional level ensure that:
Institutional	<ol style="list-style-type: none"><li>1. Institutions that benefit from the systems that create inequity exhibit more meaningful engagement on relevant social issues because of your program(s) and/or organizational activities</li><li>2. Institutions that benefit from the systems that create inequity recognize their role and contribution to social harm(s) because of your YWCA program(s) and/or organizational activities</li><li>3. Institutions that benefit from the systems that create inequity assume responsibility and take explicit steps to undo the harm because of your program(s) and/or organizational activities</li></ol>
Impact Level 3	Programs at the Societal level ensure that:
Societal	<ol style="list-style-type: none"><li>1. Entities in local communities have demonstrated a shift in their communication about a social problem, group, or community</li><li>2. Shifts in communication has led to the reduction and/or elimination of social denial about an issue, group, or community</li><li>3. The local government and/or local administrative body have changed or adopted a policy, rule, or regulation that reflects the stated goal of a YWCA program and/or organizational activity</li><li>4. YWCA is positioned as a leader in developing a solution to a social problem</li></ol>

# IMPACT SURVEY TAKEAWAYS

The Impact Survey has been critical in elevating key ways that we can continue to support local associations with this partnership.

## IMPACT SURVEY INSIGHT #1:

Impact areas that do not account for intersectionality allow the amazing work of our local associations to get lost.

### How we are taking action:

We are rethinking our impact areas so they are more specific in their focus and account for intersectionality. This could mean leading with more functional categories (e.g., housing) and *then* emphasizing its targeted impact. This will give our local associations more flexibility and give the entire organization a consistent way to talk about and demonstrate our work.

## IMPACT SURVEY INSIGHT #2:

We can no longer afford to be the best kept secret if our goal is to be a leading voice in eliminating racism and empowering women.

### How we are taking action:

We are moving forward efforts to create a organization-wide approach to policy and advocacy so local associations can take their impact beyond the beneficiary level. We are also building out YWCA's data and research capability so local associations can speak to and act on data-backed insights.

## NEXT STEPS:

- We've created a program database to catalogue the different programming reported in the Impact Survey
- We've launched a Policy and Advocacy Survey to start informing a YWCA-wide policy agenda
- We're creating a model program framework for programming across the network
- Next steps include reporting out results from the survey in aggregate and providing regional/LA-specific reports to LAs

# IMPACT SURVEY TAKEAWAYS

10Seven was able to make an initial Social Return On Investment calculation based on the Impact Survey data—a important number as we continue to fundraise.

**A common formula used to calculate SROI:**

$$\text{SROI} = \frac{\text{Social Value Created} - \text{Deadweight and Attribution}}{\text{Investment}}$$

**Our estimated SROI: 31.62**

- **Suggested calculation (see notes): Social Value** (399,919 people served x \$15,650 poverty line) - **Deadweight** (44%) + **Attribution** (50%) / **Investment** (\$11,876,969 spent on local initiatives in 2023)
- **The SROI ratio is 31.62 : 1, meaning that for every dollar invested in the program, \$31.62 in social value is created.**
- If YWCA has access to data around how many programs or resources that their program participants engage in outside of the YWCA, that would ensure greater accuracy in the calculation.
- We can also pick a different number we use for the product generated for social value created.

## YWCA 2024 SROI Calculation Notes:

- **Social Value Created:** This is the total value generated by the activity, including both tangible and intangible benefits. It can be measured through various outcomes, like improved health, increased employment, or environmental benefits. For this use case, **social value was calculated by the number of people served in the last fiscal year (Q18) multiplied by the poverty line for one person in the US (2025) which is \$15,650**. The assumption is that the local initiatives that the YWCA runs (economic, gender-based, racial) help the people served reach at least the poverty line, but hopefully beyond.
- **Deadweight:** A measure of the amount of outcome that would have happened even if the activity had not taken place. For example, there is often the chance the people could have experienced the same changes by working with another organization, or even without the support from anyone. For our calculation, **deadweight was set at 44% as a minimum** since 66% of survey respondents agreed that their organizational efforts are achieving their intended impacts (Q24).
- **Attribution:** An assessment of how much of the outcome was caused by the contribution of other organizations or people. It is unlikely that our activities are the only thing in a person's life that helps them to change. For the purpose of this calculation, **attribution was set at 50%**, meaning for every 1 in 2 people that the YWCA impacted, we can assume that that person received support or assistance from another resource or organization as well. This was a personal assessment I made based on the fact that YWCA's programs touch a broad range of issues for women and girls, especially Women of Color and the assumption that the YWCA is one of a couple or several resources that participants leverage.
- **Investment:** The contributions made by each stakeholder that are necessary for the activity to happen. In this case, **total investments for local initiatives** were determined by the [YWCA's Financial Statements and Independent Auditor's Report from June 30, 2023 and 2022](#) (P. 6).

# Impact Survey Insight #1:

## Time to rethink our impact areas

Our impact area categorizations (Health and Safety, Women's Empowerment, Civil Rights and Racial Justice, etc.), while not wrong, can feel limiting in cases where our programs actually target a multitude of issues that women face. We need to look at approaches that address intersectionality and allow for more precise measurement in accordance with our new impact levels.

# #1: TIME TO RETHINK OUR IMPACT AREAS

There is substantial evidence that our programs are inherently intersectional.

*Within our current impact areas the Racial Justice & Civil Rights category appears to have “less” programming...*

Q31: What impact area(s) does each program fall under? [Please select all that apply.]	
Ranking	Programs 1-4: Impact Area
1	Women and Girls Empowerment
2	Health & Safety
3	Racial Justice & Civil Rights
4	N/A or does not fall under any of these impact areas

Q31: What impact area(s) does each program fall under? [Please select all that apply.]	
Ranking	Programs 5: Impact Area
1	Women and Girls Empowerment
2	Racial Justice & Civil Rights
3	Health & Safety
4	N/A or does not fall under any of these impact areas

*...but when we ask what types of violence LAs’ programs address, racial violence rises to the top...*

Q34: Which forms of violence - racialized, gender-based, and/or economic - does each program fight against? [Please select all that apply.]	
Ranking	Programs 1-2 Violence Addressed
1	Economic
2	Racial
3	Gender-based
4	N/A or does not fall under any of these impact areas

Ranking	Programs 3-5 Violence Addressed
1	Racial
2	Gender-based
3	Economic
4	N/A or does not fall under any of these impact areas

*...which reflects two key correlations that support our hypothesis that programs 1) address multiple types of violence and 2) tie back to our impact levels.*

- There is a strong correlation between people who say they're fighting against racial violence and economic violence, suggesting programs are inherently intersectional.

## Correlational Substantiation

r = .88, Racial Violence <> Gender-Based Violence  
r = .853, Racial Violence <> Economic Violence

- There is also a strong relationship between programs fighting against economic violence and intending to increase beneficiaries sense of belonging and safety. Generally, we found our programs are highly correlated with the deepest level of impact at the beneficiary level.

## Correlational Substantiation

r = .782, Economic Violence <> Intending to increase beneficiaries' sense of belonging and safety

# #1: TIME TO RETHINK OUR IMPACT AREAS

This is corroborated in interviews with local associations, who are providing comprehensive programs that address many aspects of beneficiaries' needs.

*"The other key component is that part of our mission is based around eliminating racism. Well, when I came on board, we just had the two hallmark programs, the domestic violence program and the senior program. And so a lot of my time has been spent on getting the organization poised to be a voice and a resource and an advocate for...racial justice within our communities...So the first focus was really on our employees and it became really apparent to me getting questions like, well, what does senior services have to do with racial justice?*

*Well, the fact that you only have one or two ethnic groups in your service program, that tells me that there's an issue when our community is probably the most diverse region in the country, you know, even more so than New York. So if we have every cultural group, ethnic group... throughout the world, the global world, that should be reflected..."*

*Direct Quote from a Qualitative Interview  
with a Local Association out West*

*"It is Black maternal health week this week, And I did include that under, I believe, sexual, racial and economic violence [in the survey] because I believe we address all of those issues."*

*Direct Quote from a Qualitative Interview  
with a Local Association out West*

## **IMPACT SURVEY INSIGHT #1:**

Impact areas that do not account for intersectionality allow the amazing work of our local associations to get lost.

## **How we are taking action:**

We are rethinking our impact areas so they are more specific in their focus and account for intersectionality. This could mean leading with more functional categories (e.g., housing) and then emphasizing if fights racial, gender, or economic violence—or a combination of the three. This will give our local associations more flexibility and the entire organization a more consistent, meaningful way to talk about and demonstrate our work.

# Impact Survey Insight #2

## We need to raise our profile

LAs feel like they are the “best kept secret” in their communities, with people often finding out about them through word-of-mouth or through targeted beneficiary programming. We have an opportunity to start raising our profile at the societal and institutional impact levels.

# #2: WE NEED TO RAISE OUR PROFILE

LAs are tired of needing to prove themselves. They want more visibility so it's easier to source funding, staff and resources—and do their work effectively.

Being “the best kept secret“ means LAs have to work harder to get people in the door.

*“I think staff are finally at the point where they’re starting to say, ‘You know, we’re the best kept secret in [community], and we’re tired of being the best kept secret.’ Not understanding that means more work, because then you gotta document and improve it.”*

They are known and loved at the individual program level instead of being recognized at the YWCA brand level.

*“So we have kind of funny saying in the YWCA world... that we’re the best kept secrets in your community. And that is never a marketing strategy for us...But usually what happens is we’re known for a particular program. If you use childcare, then they associate that [with the local YWCA].”*

Enhancing LAs presence would lead to more community support and increase their capacity to deliver on our mission.

*“[We are an agency in the social sector] because the government is not solving this problem or serving the people with this problem. And depending on the problem, the government might pay us to solve it for them...or we might see a problem and just work on it. But we can only work on it if the community also agrees it’s a problem and they give us money to work on it. So if you think about that every day, then you can’t do anything without showing impact because you are answerable to the community.”*

# #2: WE NEED TO RAISE OUR PROFILE

Even with limited resources, LAs are making big impact at the beneficiary level. But they lack the same momentum at the more complex societal and institutional levels.

Q23: What is the intended impact of your organizational efforts?		
Ranking	Criteria Selected	Impact Level
2	To increase access or the ability to secure basic needs for your target beneficiaries (Beneficiary 1)	Beneficiary 1
3	To increase the sense of belonging and/or safety for your target beneficiaries (Beneficiary 3)	Beneficiary 3
4	To shift the way local entities communicate about a social problem, group, or community (Societal 1)	Societal 1
5	To reduce and/or eliminate denial about a social problem, group, or community (Societal 2)	Societal 2
6	To change existing public policy or get a public policy adopted that is in alignment with your organization's stated goals (Societal 3)	Societal 3
7	To compel institutions that benefit from the systems that create inequity to be more meaningfully engaged in relevant social problems (Institutional 1)	Institutional 1
8	To compel institutions that benefit from the systems that create inequity to recognize their role and contribution to social harm(s) (Institutional 2)	Institutional 2

# #2: WE NEED TO RAISE OUR PROFILE

Over-indexing on the beneficiary impact level takes away from efforts to eliminate social harms and promote lasting policy change—key aspects of YWCA's strategic plan.

The data shows a strong correlation between LAs that have a strategic plan and achieving deeper levels of impact, supporting our hypothesis that a comprehensive framework guiding LAs strategic direction and a research capability will allow for more complex and systemic impact.

## YWCA USA's Strategic Plan

YWCA USA's strategic plan states that it is investing in doing public policy and advocacy "to drive YWCA as the national voice for eliminating racism and empowering women and girls."

## Correlational Substantiation

$r = .777$ , Having a strategic plan <> Achieving deeper levels of impact

We also know that true justice and equity also means going beyond individual impact to change the system and its social dynamics. This will allow us to impact more lives, more effectively.

## Conceptualization of Transformative Justice by Staci K. Hanes, Author of the *Politics of Trauma* (2020)

"[A] liberatory approach to violence and harm, which seeks safety and accountability...It is also an approach that seeks healing, justice and accountability, while also **organizing to transform ongoing social conditions that allowed the abuse to occur.**"

# #2: WE NEED TO RAISE OUR PROFILE

To make bigger policy changes at the societal and institutional levels we need a robust, centralized data capability, which we lack today.

**Most local associations note that data analytics are essential to making and demonstrating impact, but there is a wide variety of what “data analytics” means to folks.**

Q64: What tools do you leverage that help or have helped you achieve your intended impact? [Please select all that apply]	
Ranking	Tool
1	Data analytics
2	CRM
3	Research software
4	Prefer to describe

**Qualitative interviews helped tap into a common theme—we need data, we have some, but we need more options and more guidance.**

*“I think right now we are really good at measuring the outputs...how many people are coming in our programs, how many hotline calls, how many kids we serve, how many members we serve...We really tried to look at producing more outcome measures, which is hard sometimes...Because those are those individual stories or tracking people without having an easy way. It's usually us having to talk with a program director about somebody that's really exceeding well in the program.”*

*“So I guess, honestly, more support with our systems and data would be huge from YWCA USA...Our systems are terrible.”*

*“So for domestic violence and sexual assault, there is a state mandated program that you have to use for data entry. So they're collecting those statistics and services. It's not going to keep track of your case notes...We do something else for our timekeeping because you have to have time and effort reporting for all of our funders and then also personal activity. So all of these things are like completely separate systems.”*

# #2: WE NEED TO RAISE OUR PROFILE

Most LAs say their intended impact is to position themselves as leaders in developing solutions, but that requires leveraging data and outcomes to enact policy change.

Q23: What is the intended impact of your organizational efforts?		% Agreement
Ranking	Criteria Selected	
1	To position your organization as <b>a leader in developing a solution to a social problem (Societal 4)</b>	75%
2	To increase access or the ability to secure basic needs for your target beneficiaries (Beneficiary 1)	73%
3	To increase the sense of belonging and/or safety for your target beneficiaries (Beneficiary 3)	72%
4	To shift the way local entities communicate about a social problem, group, or community (Societal 1)	68%
5	To reduce and/or eliminate denial about a social problem, group, or community (Societal 2)	61%
6	To change existing public policy or get a public policy adopted that is in alignment with your organization's stated goals (Societal 3)	54%
7	To compel institutions that benefit from the systems that create inequity to be more meaningfully engaged in relevant social problems (Institutional 1)	44%
8	To compel institutions that benefit from the systems that create inequity to recognize their role and contribution to social harm(s) (Institutional 2)	30%

# #2: WE NEED TO RAISE OUR PROFILE

But many note that achieving the desired depth and breadth of their societal and institutional impacts (and thereby a policy driven approach) is still aspirational.

**Q64: What impact do you hope to achieve that you are not achieving today? [Please select up to 3]**

Ranking	Criteria Selected	% Agreement
1	Your organization is positioned as <b>a leader in developing a solution to a social problem (Societal 4)</b>	39.2%
2	Shift in communication that <b>reduces and/or eliminates the social denial about a social problem, group, or community (Societal 2)</b>	35.3%
3	The <b>local government and/or local administrative body have changed or adopted a policy, rule, or regulation</b> that reflects the stated goal of your program(s) and/or organizational activities ( <b>Societal 3</b> )	31.4%
4	Target beneficiaries of your program(s) have <b>increased access or ability to secure their basic needs (Beneficiary 1)</b>	31.4%
5	Entities in local communities have <b>demonstrated a shift in their communication about a social problem, group, or community (Societal 1)</b>	29.4%
6	Institutions that benefit from the systems that create inequity recognize their role and contribution to social harm(s) because of your YWCA program(s) and/or organizational activities ( <b>Institutional 2</b> )	25.5%
7	Institutions that benefit from the systems that create inequity assume responsibility and take explicit steps to undo the harm because of your program(s) and/or organizational activities ( <b>Institutional 3</b> )	25.5%
8	Target beneficiaries have an increased sense of belonging and/or safety ( <b>Beneficiary 3</b> )	23.5%
9	Target beneficiaries of your program(s) have increased confidence and/or skills ( <b>Beneficiary 2</b> )	21.6%
10	Institutions that benefit from the systems that create inequity exhibit more meaningful engagement on relevant social issues because of your program(s) and/or organizational activities ( <b>Institutional 1</b> )	21.6%
11	None of the above, as we do not plan to expand our programs or organizational efforts at this time	10.0%

# #2: WE NEED TO RAISE OUR PROFILE

This also applies to types programming. They aspire for their programs to align with with the societal and institutional impact levels, but they aren't there yet.

Q63: What types of programs or organizational efforts do you hope to implement that you are <u>not</u> implementing currently? [Please select up to 3]		
Ranking	Criteria Selected	% Agreement
1	Develop more <b>public awareness campaigns</b>	48.0%
2	Build <b>coalitions and partnership networks</b> to achieve shared goals and increase impact	46.2%
3	Reach more people harmed by <b>social problems</b> that align with our impact framework	44.2%
4	Train more <b>professionals</b> who serve a group or community affected by a social problem	38.5%
5	Develop and deliver <b>curriculum</b> or content to a group or community affected by a social problem	38.5%
6	Train more <b>institutions and/or policymakers</b> who contribute to a social problem, but could begin to undo that problem	34.6%
7	Train more target beneficiaries on skills and/or workforce development	28.9%
8	Develop and distribute data and research to influence public policy and legislation	28.9%
9	Provide essential assistance to target beneficiaries through the distribution of resources	26.9%
10	Assist target beneficiaries in applying for and/or accessing support services or other forms of assistance	25.0%
11	None of the above, as we do not plan to expand our programs or organizational efforts at this time	7.8%
12	Prefer to describe	5.8%

# #2: WE NEED TO RAISE OUR PROFILE

However, we can learn from a small group of LAs that have stated policy change as a goal and are actively delivering on it today.

**Among the small 3% of LAs that say policy change is a stated objective for at least one of their top five programs, all say that their programs intending to impact policy change achieved or are achieving their intended impact.**

*"It is something our team has really focused on in the advocacy space because it's a precursor to the outreach that they're doing to these government officials...So if we can start off by having our government counterparts go through Justice Equity and Belonging training, learning where our basis is, then we can kind of take that a little further and say, okay, when we do our advocacy work now, you know what it means. You know, we're not just telling you what we think you should hear. We're not just telling you about our mission."*

*"So every year, our head of RSJ and advocacy, goes out and actually talks to a whole bunch of [bipartisan] legislators and says, 'What are you focused on this year?' [She] talks about how that ties into our mission and then comes back and goes...Here's our policy pillars, but based on what the legislators are actually going to do, here's what we're going to focus on this year...We do police reform and accountability, probation reform. We focus on affordable housing development, tenant rights..."*

## IMPACT SURVEY INSIGHT #2:

We can no longer afford to be the best kept secret if our goal is to be a leading voice in racial, gender and economic violence.

## How we are taking action:

We are moving forward efforts to create a consistent, organization-wide approach to policy and advocacy so local associations feel equipped to take their impact beyond the beneficiary level. We are also build out YWCA's data and research capability to local associations feel equipped to talk and act on sound, data-backed insights.

# Programming Overview

# NATIONAL REACH

The Impact Survey revealed that the YWCA network has incredible reach and does a particularly good job of serving the key beneficiaries identified in our mission.

**1,445,489**

*Approximate # of beneficiaries reached (unduplicated)*

**98%**

*of beneficiaries included women and girls*

**80%**

*of beneficiaries included children*

**>70%**

*of beneficiaries were people of color*

# PROGRAMMING FOR WOMEN AND BEYOND

As we look closer at programming, we excel at reaching a large range of ages, income-level, and racial/ethnic backgrounds.

**>85%**

*of the women and girls served by YWCA programs are between the ages of 0 and 78*

**80%**

*Of beneficiaries served by YWCA beneficiaries have an income level of less than \$35,000*

**>90%**

*Of beneficiaries served by YWCA beneficiaries have an income level of less than \$75,000*

# UNPACKING OUR PROGRAMMING

Based on the 160+ responses from the Impact Survey, we were able to create a comprehensive program database and start to categorize the results.

250+

*unique programs reported when local associations imputed their top 5 programs*

- In the Impact Survey, local associations were asked to input their top 5 programs of any type. What we received was a diverse array of innovative, intersectional, and even intergenerational programming that addressed women, children, and the community at large.
- Our goal with this information is to rethink how we categorize our programs and talk about them in an impactful way. Many programs are robust and essential to their communities, but often get overlooked at the national level. We see impressive programming across a variety of efforts a wide range of ages, incomes, and racial/ethnic groups.
- We've included some "program highlights" in the next few pages to show the breadth and depth of our programming. As we start to move away from our traditional Impact Areas, we've taken an initial approach to recategorizing our programs (but it is not final).

# PROGRAMMING AND OUR IMPACT LEVELS

When we look at how we perform against our impact levels, we are more heavily focused on programs that directly impact beneficiaries. Our goal is to keep serving beneficiaries but also make an impact at the institutional and societal levels.

>80%

*of reported programs are making an impact at the Beneficiary level*

<40%

*of reported programs are making an impact at the Institutional level*

<10%

*of reported programs are making an impact at the Societal level*

# HOUSING

Programs that **include emergency, temporary, and transitional housing for women, children, families, seniors, etc.** These are robust operations, providing wraparound services to support residents as they secure safety and stability.

Many residents are facing homelessness, fleeing domestic violence, and/or living with disabilities. This category also includes local associations that reported having shelters specifically for domestic violence.

**30+**

*# of programs reported providing housing and related services to women, families, and other adults*

**20+**

*# of local associations who reported actively providing housing and related services to their communities*

## Case study: YWCA Charleston

Has several housing initiatives that serve its community. The Sojourner Shelter for Homeless Women and Families provides access to shelter and support services 24/7 with a goal of ending homelessness. The Resolve Family Abuse Program is a 24/7 shelter for victims of DV that also provides a hotline and intervention as well as ongoing services such as case management. The Shanklin Center for Senior Enrichment includes handicap accessible apartments for homeless, abused and/or disabled women.

# DOMESTIC VIOLENCE & SEXUAL ASSAULT

Programs that are specifically focused on **supporting domestic and sexual assault survivors**, providing housing, wraparound services, case management, legal assistance, training, and counseling.

These programs may have similarities to other program categories but are specifically targeted to this audience, which typically includes women and their families who are fleeing abuse.

**35+**

*# of programs reported that address the need of DV and SA survivors and/or provide DV/SA prevention.*

**20+**

*# of local associations who reported actively providing DV and SA prevention and support services*

## Case study: YWCA Greater Cincinnati

Provides supportive services, temporary housing, and community and court services for victims of domestic violence and their families. This helps ensures they are protected and taken care of in the process of leaving but also set up for stability and safety in the future.

# ADULT EDUCATION AND WELL-BEING

Programs that provide **educational courses, information and resources or provide services that improve personal circumstances to women or other underserved adult groups.**

This could include a focus on economic advancement, addiction recovery, supplementary education, social connections, job development and training, senior care, leadership, networking, language services and more. Many of these programs target women who may be facing a variety of challenges stemming from economic, gender, and/or racial injustices.

**60+**

*# of programs reported that provide education or well-being services to women and adults*

**35+**

*# of local associations who reported actively providing education and well-being services to women and adults*

## Case study: YWCA Metropolitan Phoenix

Prosperity Programs provide financial education classes to women. Students learn budgeting, saving, credit management, and investing to help them secure their own financial future. Older Adult Services provides support and services to seniors to help them maintain their independence and support their physical and emotional health, such as meal delivery services, safety checks, and social gatherings.

# YOUTH EDUCATION AND WELL-BEING

Programs that focus on **providing childcare or education/well-being services for children, teens, and young adults.** Many programs focus on girls and young women, but many are also gender-inclusive.

More specific focus areas include early learning programs, after school programs, leadership development, career exploration, training and awareness, advocacy, harm prevention/reduction, on-campus activities, and more. Childcare is often one of the most in-demand services at local associations that offer it, but also one of the most under-resourced.

**80+**

*# of programs reported that provide education or well-being services to children, teens, and young adults.*

**40+**

*# of local associations who reported actively providing education and well-being services to youth.*

## Case study: YWCA Central Maine

Provides preschool through the Priscilla & Dollard Gendron Early Learning Center to prepare children for kindergarten. In addition to following the Main Early Learning Standards, children receive weekly swim lessons and meals. They also participate in the Child and Adult Care Food Program that helps feed both children and adults. This LA also provides an Out-of-School Care and Summer Camp program that serves children from kindergarten through sixth grade that supports the skills kids are learning in school and provides enrichment in other areas.

# COMMUNITY EDUCATION AND AWARENESS

Programs that focus on **outreach, conversations, events, or awareness in the broader community**. These can be for issues across racial, gender, and economic justice and focus on bringing different community groups together to enable progress and inclusion. These programs may include more targeted programs/services that overlap with other categories.

**10+**

*# of programs reported that provide community education and awareness*

**15+**

*# of local associations who reported actively providing community education and awareness programs*

## Case study: YWCA San Gabriel Valley

The Wellness, Equity, and Empowerment Center (WE Empower Center) is a community resource hub that meets a variety of needs in the local community. They have more specific programming for wellness, empowerment, and advocacy and are actively engaging the community to ensure that beneficiaries have access to services.

# POLICY AND ADVOCACY

Programs that focus on **changing or informing policy at the institutional or societal level and furthering advocacy for social justice.** These programs may overlap with other categories (e.g., training and education for women and adults). This is a key area for YWCA to push forward as we hope to make longer lasting, more sustainable impact.

**20+**

*# of programs reported that provide policy and advocacy services*

**15+**

*# of local associations who reported actively providing policy and advocacy services*

## Case study: YWCA Greater Atlanta

The Georgia Women's Policy Institute is a leadership, advocacy, and civic engagement training program that helps women learn how to create and support state-level policy proposals while also more deeply understanding the Georgia government. This local association also has a official Policy Agenda and keeps track of bills and the legislative processes that affect women and girls in Georgia.

**eliminating racism  
empowering women**  
**ywca**

+

**10SEVEN**