ABOUT YWCA SEW

Serving 10,000+ people annually, YWCA SEW is part of a national network of 200+ affiliates with a bold mission to **eliminate racism** and **empower women**.

We equip and challenge our community to commit itself to **peace, justice, freedom** and **dignity** for all.

Through our distinctive lens focused on economic social determinants of health, YWCA SEW offers an array of interconnected empowerment and racial justice/gender equity programming benefitting women and their families, as well as the entire region.
FROM THE PRESIDENT & CEO

Dear Community,

2020 – at YWCA Southeast Wisconsin we planned a full, transformative year. In January, we announced the start of a deep examination of our agency wide program model. By February, our adult ed program had enrolled record numbers and requests for racial justice consulting were growing. By early March, we were set to celebrate with Professional Dimensions The Ripple Effect project, a two-year initiative focused on the intersection of racism and sexism.

Suddenly, the script changed.

As a nation, we were rocked by a virus we did not understand and simultaneously forced to acknowledge that our economy utterly fails vast numbers of our neighbors. That fallout weighed most heavily on women, especially women of color. In the midst of all of that, George Floyd was publicly murdered and a long overdue reckoning with our nation’s systemic racism demanded attention.

Annual reports are issued months after a fiscal year closes, allowing for thorough audits, thoughtful reflection and application of lessons learned. Of course, thoughtful reflection on 2020 cannot be limited to one publication and its lessons will continue to shape all of our futures.

2020 – indeed, it was a pivotal time for an organization with a mission to eliminate racism and empower women.

We are grateful to have been (and continue to be) a vital part of an essential network of support for this community. We are humbled by the support given to our work – and to our staff. We deeply appreciate that during this time our Board and supporters stepped up in unimaginable ways. Together we helped our community navigate it all with an eye on the future. Read on to learn about that “pivotal impact.”

Many thanks to you all. Your continued support allows us to invest in the talent, technology and collaboration vital to building a thriving, inclusive and just community for us all.

Onward,

GINNY FINN
President & CEO

MISSION

To eliminate racism and empower women, promoting peace, justice, freedom and dignity for all.

Vision

A thriving, inclusive and just Southeast Wisconsin defined by racial and gender equity as the foundation for healthy communities.
OUR PIVOTAL IMPACT
In 2020, we:
√ increased our services through virtual delivery (27% increase in High School Equivalency Diploma graduates),
√ introduced new services, including a support line with wellness checks, and
√ expanded racial justice community classes to meet an ever-growing need.

OUR TRANSFORMATION
Board & staff collaboration produced a new agency-wide program model connecting all our work.

SYSTEM CHANGE BUILDING BLOCKS IN ACTION

ADULT EDUCATION
800+ active program participants

ADVOCACY WORK
250+ learned about voter rights and gained access to the polls through collaborations & partnerships

PERSONAL FINANCIAL MANAGEMENT
200+ participants increased their financial knowledge

RACIAL JUSTICE TRAININGS & CONSULTATIONS
400+ participants expanded their knowledge about racism and its impacts

SUPPORT LINE: OPPORTUNITY ADVANCEMENT CENTER
3500+ participants received one-to-one support accessing resources during COVID-19

WOMEN’S PROFESSIONAL IMAGE & WORK EXPERIENCE PROGRAMS
200+ women built confidence and job readiness skills through personal/ professional development & support
SERVING THROUGHOUT SOUTHEAST WISCONSIN

Economic Empowerment
HSED & GED Graduates

Check out graduations here

Racial Justice
Trainings & Consultations

Check out class offerings here
2020 EVENTS

700+ registered for our virtual events in 2020.

CIRCLE OF WOMEN: FACE OF THE FUTURE

Check out the Face of The Future Tour HERE

CIRCLE OF WOMEN: FACE OF THE FUTURE VIRTUAL TOUR

RESERVE YOUR SEAT TODAY!
WEDNESDAY, OCTOBER 14, 2020 | VIRTUAL EVENT | 6:30 - 7:30 PM

STAND AGAINST RACISM

The Impact of COVID-19 on Civic Engagement in Communities of Color
Wednesday, April 22 via Zoom

YWCA Southeast Wisconsin presents the 16th Annual
An Evening to Promote Racial Justice

Journey Toward Justice

6:30 pm | Virtual Event
Wednesday, December 9, 2020
ADVOCACY COLLABORATIONS

Advocacy: to support or persuade on behalf of a cause
Eliminating racism and empowering women requires advocacy to be embedded throughout all of our work and collaborations. In 2020, encouraging all to be civically engaged was pivotal.

Key Partners
Professional Dimensions, Marquette University’s Institute of Women’s Leadership, MATC Job Up Milwaukee Partnership Program, National Community Reinvestment Coalition, MMAC, Conservation Voices and Souls to the Polls MKE

Activities Included
Voter advocacy town hall, voter outreach, and registration events, Rides to the Polls, Get-Out-The-Vote video promotion and voter ID education
ECONOMIC EMPOWERMENT REFLECTIONS

ADULT EDUCATION

I AM SO MOTIVATED...
I got through this program at the age of 50 and it lets me know I can get through anything. It was right on time. I was laid off my job and it was perfect for me to start school online. It was new but it was very convenient. I was so grateful for all the teachers who have helped me. They really took us step-by-step through the process of completing the program.

- 88% of adult education students plan to further their education
- 50% of adult education students say that they have or anticipate receiving a promotion upon obtaining their credential

WORK EXPERIENCE

THE OUTPOURING OF SUPPORT...
and kind words has given me the confidence to speak out. Which is not like me. I tend to be a shy wallflower until I feel comfortable in group settings. I have already learned so much not only about myself, but how to care for myself and love myself, so that I can share my knowledge and love with others.

PERSONAL FINANCIAL MANAGEMENT

COLLABORATIONS INCLUDE:
Associated Bank
Diverse & Resilient
Meta House
Benedict Center
MPL Atkinson Branch
Seven04 Place
Walnut Way
RACIAL JUSTICE REFLECTIONS
While we were well aware of racial inequities prior to 2020, the COVID crisis laid bare the degree and depth of this reality. The COVID crisis hit communities of color early and continues to burden them. The economic fallout continues to cascade with especially painful consequences for women and, in particular, women of color. Our racial justice and gender equity work has never been more obviously critical to addressing the numerous disparities facing communities of color – women of color. We do our work directly and in collaboration with others.

“AT FIRST, I WAS FRIGHTENED...”

to acknowledge and openly share some of my biases. The group helped me to overcome my fears and continue my personal development without judgement.

As a result of Racial Justice Training, 90% of participants agreed or strongly agreed that their personal commitment to address racism had grown.

Education and Training
16th Street Community Health Centers, ElevAsian, Greater Milwaukee Foundation, Haggerty Museum (Marquette), Havenswood, Illinois Education Assoc., Jewish Family Services, Marquette University, Medical College of Wisconsin, Menomonee Valley Partners, Milwaukee Art Museum, Milwaukee Brewers, MKE Partnership (UWGMWC), MMAC, Office on African American Affairs, Pearls for Teen Girls, Professional Dimensions, Sojourner Family Peace Center, TRIUMPH, UW-Madison Med School, United Way GMWC, Wauwatosa Public Library, Wisconsin Conservation Voters

Consultation and Coaching
AbbVie, Associated Bank, Big Brothers Big Sisters, Bridge the Divide, Carthage College, Catholic Relief Services, Centro Legal, Children’s Hospital of Wisconsin, Community Advocates, Direct Supply, Division of Vocational Rehab (DWD), Dohmen Co. Foundation., Employ MKE, Epic Creative, ERAS Senior Living, Greater Milwaukee Committee, Harley-Davidson Motor Company, The Johnson Foundation at Wingspread, Marcus Center for the Performing Arts, Milwaukee Ballet, Milwaukee Bucks, Milwaukee City (Office on Equity), Milwaukee Community Schools, Milwaukee Public Museum, Milwaukee Repertory Theater, Mount Mary University, NAMI, Outpost Foods, Racine Dominicans, Rockwell Automation, Shorewood Public Library, Shorewood Public Schools, STEM to Stern, Ten Chimneys, UW-Milwaukee, Waukesha Community Technical College, Wisconsin Cancer Collaborative, Zilber Family Foundation
STAFF RELECTIONS

Staff share how they view their work in the face of COVID-19

In the past six months, I have had to push harder than ever before as I carry and hide my own internal struggles while working through a pandemic so I can be the positive energy I know my program needs.

As a “people” person, none of this remote work has been easy, however I feel a strong sense of pride to have built a stronger program and continue to build a strong community from afar. Even though our work has always been important, I feel now more than ever it has shown me how much human connection and interaction is truly needed to live a happier life. We are providing much more then work experience, we are providing hope, encouragement, confidence, trust, and maybe most importantly, togetherness. I am proud for the work I do and to see how far this program has come keeps me going. Even before and after work hours.

~Christina Scarbalis, Work Experience Coordinator

Honestly, my initial reaction to remote financial coaching was, “How is this going to work?”

I felt that way because my work is so tied to the trust I establish and I wasn’t sure how that would happen if we weren’t together face-to-face. But it didn’t take me long to see that because I had to be so intentional about establishing trust, that it happened just as quickly, sometimes even more quickly than with in-person. I think also there is trust that comes from our shared experience of COVID-19. The relationships we have developed are really beautiful. They are focused on financial management, but also on self-care. I love my work just as much now as I did before everything changed.

~ Jackie Carter, Economic Empowerment Director
LEADERSHIP - THE HEART OF PIVOTAL IMPACT

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Advocate Aurora Health

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Tammy Seleski

Ann Przybysz
Clifton Larson Allen

Lois Smith
Community Volunteer

Steve Stall
Community Volunteer

Tiffany Strong Salaam
Advocate Aurora Health
In 2020, we launched a two-year collaboration with Professional Dimensions – *The Ripple Effect* – centering the intersection of racism and gender inequity. Through fundraising and personal volunteer engagement, the project goes beyond addressing the consequences of racism and sexism, focusing on the deeper work needed to build system change.

[Learn More Here](#)
THANK YOU TO OUR SUPPORTORS & PARTNERS

We are deeply grateful to all who commit to building a more just and inclusive region by LIVING with us our bold mission to eliminate racism and empower women. A special thank you to our NEARLY 1,000 INDIVIDUAL DONORS whose focus on our distinctive intersectional mission makes extraordinary things possible. Every effort has been made to provide accurate acknowledgements – but if you note an error, please bring it to our immediate attention so we can thank you properly. Check Out the Full Donor List Here!
FINANCIAL STEWARDSHIP
We steward our resources – regardless of source – with our mission and accountability to program participants and supporters in mind. Visit our Impact Reports page for our 2020 990.

CHECK US OUT IN THE MEDIA
WTMJ-TV
- How The United Way kept non-profits going in this pandemic
- Milwaukee organizations collaborate to help lift the spirits of women during this pandemic
- Organization flips GED program to online, next program starts in May

JSOnline
- "I've experienced racism all my life. But a course called 'Unlearning Racism' opened my eyes to new information and ideas".

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