

# YWCA IS ON A MISSION

**2021. It began with a literal (national) bang.** And, on January 6<sup>th</sup> we were all painfully reminded that freedom and justice cannot be taken for granted. At YWCA Southeast Wisconsin, we try not to make assumptions. So, we ask directly: **will you make a gift to support our collective journey to justice?**

Why should you support YWCA SEW's **one mission to eliminate racism and empower women?** Because the work we did this year and will expand on next year are the building blocks for **a shared vision of a thriving, inclusive and just southeast Wisconsin that is defined by racial and gender equity.** This year alone we:

- Expanded virtual access to adult ed, augmented by digital life skilling
- Completed an independent assessment of our racial justice programming to shape our future work
- Collaborated with community partners, expanding access to our personal financial management coaching
- Piloted a women's professional development series shaped by the lived experience of 200+ participants
- Began expanding our consulting model to integrate gender equity

Our programming combines services and system change that are inextricably connected – essential if sustained change is to happen. And, because **your commitment goes beyond a hashtag, a gift reflects a deep and abiding goal to be part of genuine collective impact.**

We all know that the process of building a more just world takes longer than a single year, yet **YWCA SEW makes remarkable differences in thousands of lives annually.** We are able to do this work because of donors like you who **invest in our mission.**

**So, when supporting YWCA SEW what are you investing in? People!** The people who come to our door (virtually and in person) determined to build a better life for themselves and their families. The people who work here, our amazing staff, who are committed to our overall mission first, and then dedicated to their specific program area. The people who volunteer and, like you, donate – **because none of us moves forward alone.**

The world around us may be unpredictable, but YWCA SEW remains reliable, trusted and flexible. We are proactively building a more just region through direct service, community education, and collaboration.

We encourage you to give generously, and to **keep in mind the power of collective impact – if every household receiving this letter gave at least \$50, we'd raise nearly \$100,000.** I truly hope you'll join us – **now.** Please invest in visualizing a very different future by renewing (or increasing) your gift.

**We would love to close out 2021 with a better “bang” than the one that launched it.**

Onward!



Ginny Finn, President & CEO

P.S. And, sign up to be on our **email list** because 2022 will be a **journey for justice.**



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**To Support a future vision of a thriving, inclusive and just southeast Wisconsin rooted in racial and gender justice**