OUR EMPOWERING TRUTH:

IMPACT =

(DIRECT SERVICE + SYSTEM CHANGE) X ADVOCACY
Dear Friends,

It brings me great pleasure to present YWCA Southeast Wisconsin’s 2018 Annual Report. The report is an outstanding reflection of the work your support enabled us to perform.

We celebrated the 125th year of our incorporation with the theme, **EMPOWERING TRUTH** at our Annual Circle of Women event. Our truth is reflected in the photos, stories, facts and statistics found here and on our website.

Your gifts helped us serve thousands of hardworking people whose greatest wish is to provide for their families. As there are many ways to make a difference and many great organizations you could support, we thank you for investing in us!

Sincerely,

Paula H. Penebaker
President/CEO
YWCA IS ON A MISSION

YWCA Southeast Wisconsin is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

Cecelia Gore – Brewers Community Foundation

“My empowering truth is - Speak your truth without doubt or hesitation. It all begins and ends with you.”

Geneva Johnson – (ret) Family Service America

“My empowering truth is - There will be obstacles and, although they can slow you down, they will not stop you… always look for the good you can do.”

FAST FACTS

19,745 visits made to our onsite job search centers in Milwaukee & Racine.

61% of program participants are single mothers.

13% increase in racial justice program participants 2018 vs 2017.
ELIMINATING RACISM

CONVENING: BRIDGES TO WORK

In 2018, following the 2017 publication of YWCA Southeast Wisconsin’s employer community readiness assessment, we launched a partnership cohort to examine how healthcare employers review and evaluate job seekers.

Participants included representatives from Ascension Wisconsin, Aurora Health Care, Froedtert & the Medical College of Wisconsin, Milwaukee Center for Independence, Outreach for the Homeless, Progressive Health and Employ Milwaukee.

ADVOCACY:

Working to make sure the voices of women are heard, YWCA Southeast Wisconsin partnered with peer organizations, such as:

- the **League of Women Voters** to promote voter registration and education
- **Milwaukee Fair Housing Council** to help assure a racial justice lens is applied to eviction concerns
- **9 to 5 Wisconsin** to better understand the gaps in living wage opportunities for women

2018 Expansion of Racial Justice Work

4,500+ people from Milwaukee and Racine Counties participated in Racial Justice programming from workshops to employer consultations to library-sponsored community book discussions.
Community members - from executives and retirees to teachers and healthcare professionals - completed Unlearning Racism: Tools for Action®, including new summer sessions in Racine.

Key local employers and educational organizations participated in tailored sessions covering implicit bias, micro-aggressions, and whiteness/white privilege.

"Being a native of Milwaukee, I have lived through the evolution of the mix of people of color and the white population. It is stunning to me that so little has really changed. I now hope that I can contribute to a growing awareness of racial experiences - differences and similarities.” – Unlearning Racism: Tools for Action© Participant
CIRCLE OF WOMEN

APRIL 18 - EMPOWERING TRUTH

Despite a snow storm, 500+ gathered to celebrate 125 years of improving the lives of women and their families throughout Southeast Wisconsin and the Empowering Truth of women’s philanthropy.

**Honorary Co-Chairs**

Cecelia Gore  
Brewers Community Foundation

Geneva Johnson  
(ret) Family Service America

**Leadership Committee**

Deborah Allen DBA  
Yvonne Brodsky  
Gary Hollander PhD  
Lois Smith  
Lynn Sprangers  
Steve Stall

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Wisconsin Public Radio  
MillerCoors
AN EVENING TO PROMOTE RACIAL JUSTICE

DECEMBER 4 - WOMEN BEHIND CAMPAIGNS

Racism & Sexism in Politics was the topic that had nearly 500 people on the edge of their seats and on their feet in appreciation.

**Eliminating Racism**

Award Recipient
August M. Ball
Cream City Conservation

**Empowering Women**

Award Recipient
Rachel Monaco-Wilcox
LOTUS Legal Clinic

The 14th annual event featured keynote speaker

**Symone D. Sanders**

*CNN Political Commentator
*Harvard Kennedy School Institute of Politics 2018 Resident Fellow
*Former National Press Secretary for Bernie Sanders’ 2016 Presidential Campaign

Event Sponsors

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Event Sponsors
Since 2003, YWCA Southeast Wisconsin has been a regional force in adult education. We offer an approved GED-testing center and a proprietary 5.09 High School Equivalency Diploma curriculum specifically designed for adult learners seeking employment/improved employment. In collaboration with sister organizations, we offer tutoring and wrap around services to address barriers to success.

Penny Stewart’s Empowering Truth

Education is always a victory.

After supporting her children as they graduated from high school and college, Penny felt her own story was at a standstill. After completing her HSED at YWCA Southeast Wisconsin, she shared her story at 2018’s Circle of Women event and was featured on a TMJ4 newscast.

165 adults in Milwaukee & Racine secured their High School credential.

88% of our students who are parents report spending more time with their children on school work since enrolling at YWCA Southeast Wisconsin.

Empowering Truth

“When we provide educational opportunities to adults, we also reach their children.” -YWCA Southeast Wisconsin Staff
Financial Coaching

Personalized services help clients improve their credit score and develop budgeting skills to move them forward.

19,500+ integrated economic empowerment services were provided from job search assistance to financial counseling, including 1,200+ women receiving apparel “suitings” and/or interview preparation at our Dress for Success affiliate in Racine and our specialty Boutique in Milwaukee.

Melissa Blue Muhammad’s Empowering Truth

Turn to those you trust.

Melissa’s mother had been a program participant, so she knew where to turn to build her credit and get a car loan without sky-high interest. Through YWCA Southeast Wisconsin’s Auto Loan Access Program, she improved her credit and her confidence. After paying her note on time and in full, she and her husband successfully purchased their own home.
HUGE HAT TIP TO OUR DONORS

“Rockwell Automation supports YWCA Southeast Wisconsin’s work to eliminate racism and empower women because it aligns with our values and priorities. We are proud to be a long-standing sponsor of their two signature events, An Evening to Promote Racial Justice and Circle of Women, and a philanthropic partner in YWCA Southeast Wisconsin’s overall Racial Justice programming.”

– Patricia Contreras,
Director of Global Community Relations and Contributions

Our Key Donors

Planning, delivering, measuring and expanding our critical work requires financial support!

Empowering Truth

The Allstate Foundation shares YWCA Southeast Wisconsin's commitment to women’s financial empowerment so they can build better futures for themselves and their families. We are proud to support YWCA Southeast Wisconsin’s personal financial counseling services, and especially appreciate that our Purple Purse curriculum is a core part of its programming. Ours is a vital partnership with a broad impact.”

– Mallory Vasquez,
Senior Manager Midwest Region, Corporate Relations

For full donor list and financial report, visit www.ywcasew.org.
LEADERSHIP & BOARD OF DIRECTORS

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YWCA Southeast Wisconsin

ANNUAL REPORT DESIGN TEAM
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Assistant Editor – TrenLan Krueger
Designer – Andrew Walsh

For full donor list and financial report, visit www.ywcasew.org.