

# WHY YOUR GIFTS MATTER

eliminating racism  
empowering women

**ywca**

2015 Annual Report

**YWCA  
IS ON A  
MISSION**

## YOUR GIFTS PREPARE TEENS TO BECOME SOCIAL JUSTICE LEADERS

Thanks to you, **18 teens** attended our social justice training camp, Everytown Wisconsin, to learn about oppression and what they can do about it.

At the end of camp, the teens reflect on what they learned through anonymous surveys. **Here's a look at how you impacted their lives:**

*"I learned that I am brave and I am a leader!"*

*"I learned to accept people I never thought I'd accept."*

*"I can now step outside my comfort zone and speak up when I need to because I learned that my voice matters."*

*"I will be able to guide others away from negativity with the information I have gained."*



## YOUR GIFTS HELP ADULTS IMPROVE THEIR LIVES THROUGH BASIC EDUCATION

Education is one of the primary factors that determines someone's financial success. That's why your support of adult education is so critical to the people we serve.

Thanks to you, **688 people** have improved their cognition and computer skills by attending at least one class in 2015. **34 people** completed their GED.

We realize the GED graduate number is low compared to previous years. When the GED Tests moved to an online-only format in 2014, we knew that our students would have difficulty. Nation-wide the number of people even attempting the GED Tests has sharply declined.

**But, together, we did something about it.**

In 2015, we were approved by the Department of Public Instruction to offer a 20-week High School Equivalency Diploma (HSED) program.

Now our students have options. They can still come to us for a GED Certificate if standardized tests work for them. Or, they can enroll in the HSED program and achieve their credential through 20 weeks of classroom instruction and coursework.

Our first cohort of HSED students began classes in November 2015 and graduated in May.

**Your gifts helped students access college and more job opportunities.**

“Your generosity and compassion has encouraged me to press forward. I have everything I need to present myself with a polished image. You are wonderful. Thank you!”

*- Anonymous message from a Dress for Success participant*

## YOUR GIFTS GAVE 327 WOMEN THE CONFIDENCE TO PURSUE THEIR EMPLOYMENT GOALS

One of those women was Leah.

Leah had an interview lined up, but she didn't own a suit and couldn't afford to purchase one. She would have to wear her best outfit and hope it would be good enough for the employer.

The day before Leah's interview, a friend told her about our Dress for Success program and how she was able to get a free suit and tips on looking professional before her own interview a few weeks earlier.

Leah thought it was a long shot to get help on such short notice, but she called anyway. She wanted this job!

We are so glad that Leah called because no woman should have to go to an interview worried that their appearance might hold them back from an opportunity.

Leah left with a suit, shoes, jewelry, purse, and a belief that she was “going to ‘wow’ them.” And she did.

**Thank you for giving Leah what she needed to land the job.**



## YOUR GIFTS TEACH HEALTHY FINANCIAL HABITS THAT WILL LAST A LIFETIME

In fact, participant post-financial education test scores **improve by an average of 54%** compared to the pre-test.

Take Annette for example. She came to us convinced that she needed to buy a car as soon as possible. She took our financial education class and then spent four months tracking her spending and attending one-on-one meetings to get her budget in a place where she could be approved for an auto loan.

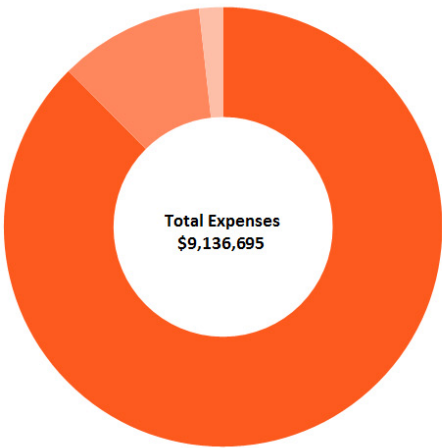
During these meetings, Annette saw exactly how much she was spending each month and where. We then had her work within a budget for a few months to see if she could stay in the limits necessary for her to afford an auto loan and insurance.

The experience was eye opening for Annette. She came to us and said with what she learned, she no longer wanted to buy a car immediately. She wanted to take some time to save for her down payment and not stretch her budget so thin.

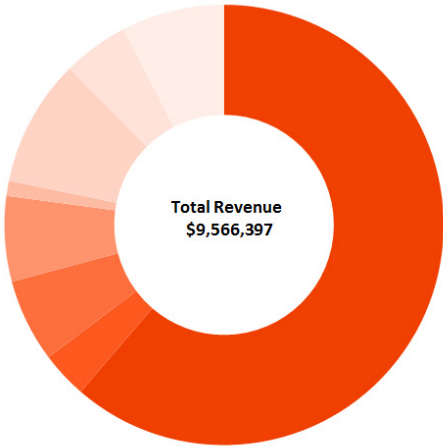
**Annette's mindset on money has changed. She will be better off financially because of you.**



Financial Highlights



- Program Services 88%
- Administration 10%
- Fund Development 2%



- Subcontract revenue 61%
- Department of Labor Enhanced Transitional Jobs 4%
- Government Contracts 6%
- CareerWorks Healthcare Training Institute 6%
- Earned & program income 1%
- Contributions and private grants 9%
- United Way Greater Milwaukee & Waukesha County 4%
- Other 5%

For a donor list and audited financials, visit [www.ywcasew.org/annualreport](http://www.ywcasew.org/annualreport).



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