



eliminating racism
empowering women
ywca
Northeast Indiana

2023

Year in Review

Domestic Violence & Sexual Assault Crisis Line: 800.441.4073

 &  YWCA Northeast Indiana

 @ywcanein

 @ywca_nein



Programming

Addiction Recovery

- Hired Specialty Services Counselor
- Implemented new groups: Relapse Prevention, Anger Management, Trauma Bonds
- Added Assistant Director of Recovery Services position
- Added a certified Peer Recovery Coach
- Partnered with Tobacco Free Allen County. They come in monthly to speak with Recovery Residents about quitting smoking/vaping.

Therapy Services

- Hired a second therapist for domestic and sexual violence services
- Virtual support group started for co-parenting with abuser
- Youth support group started with intern and child advocate regarding boundaries and healthy relationships



Domestic Violence

- Fully staffed Advocacy team
- Grant funds, partnerships, and donations have been able to provide emergency assistance with rent, utilities, deposits, safety phones, ring doorbells, lock changes, and gas cards to help survivors in need
- Projecting the agency is serving the same number of clients as last year (2022); not seeing a reduction in the demand for our services
- Have observed higher rates of physical abuse and higher lethality this year than the year prior
- We are experiencing residential clients with larger families, with children consistently outnumbering adults in the shelter

Housing Services

- Added Housing Advocate position
- Developed an in-depth needs evaluation, housing planning, and client meeting process
- Developed and implemented a new Housing Group for clients to learn more about housing resources, navigating rental leases/contracts, tenant rights, working with landlords, household economics, and safety planning for new homes
- Ending the year with new funding from the Emergency Solutions Grant (ESG) which greatly increases our ability to provide rental assistance to clients in both programs.
- The Housing First program provides rental assistance for individuals and families in our recovery services who are homeless
- Added certification in Critical Time Intervention Training to assist clients in the Housing First program with maintaining housing



Child Advocacy

- Added a Children's Outreach Advocate
- Implementation of the continuum of service for children beyond their shelter stay
- Added weekend Children's Services staff
- Significant increase in groups and activities being offered to children
- Increased intervention and referral connection
- Strengthening Families group continues to promote healthy family dynamics
- Partnered with Junior Achievement to deliver financial education groups for children
- Developed a partnership with the School Care Team to bring an emotional regulation group Kimochis and Mindset Reset to help reduce the effects of trauma and promote resilience.

Dress for Success

- Boutique temporarily closed during construction
- Board task force transitioned program to Evaluation phase in October 2023 due to declining client use metrics and funding losses



Education

- Created a new Addiction & Recovery training for adults
- Revamped all the education packets
- So far in 2023, the Community Educators have done 182 presentations for 5,243 youth, and 34 presentations for 596 adults

Racial Justice

- Added Racial Justice Coordinator position
- 4 Diversity Dialogue Events
- “Color of Care” movie screening
- Co-hosted a community conversation with Healthvisions
- 2 Diversity 101 Sessions
- 22 CARE (Cultivating Allyship and Racial Equity) sessions
- 3 Tabling Events



Sexual Violence

- Became fully staffed after hiring a Sexual Violence Coordinator and a Youth Advocate to join existing Advocate
- Focused on building collaborative relationships as we continue outreach efforts in building this program
- Started participating in several county SARTs (sexual assault response teams)
- Completed building our sexual violence support group curriculum
- Assisted several survivors in navigating legal prosecution of their perpetrators

Goldstein Family Scholarship Program

- Had our first participant graduate
- Had several new participants join
- Serving 5 active scholarship participants this year
- Began an annual participant survey which resulted in helpful feedback on program

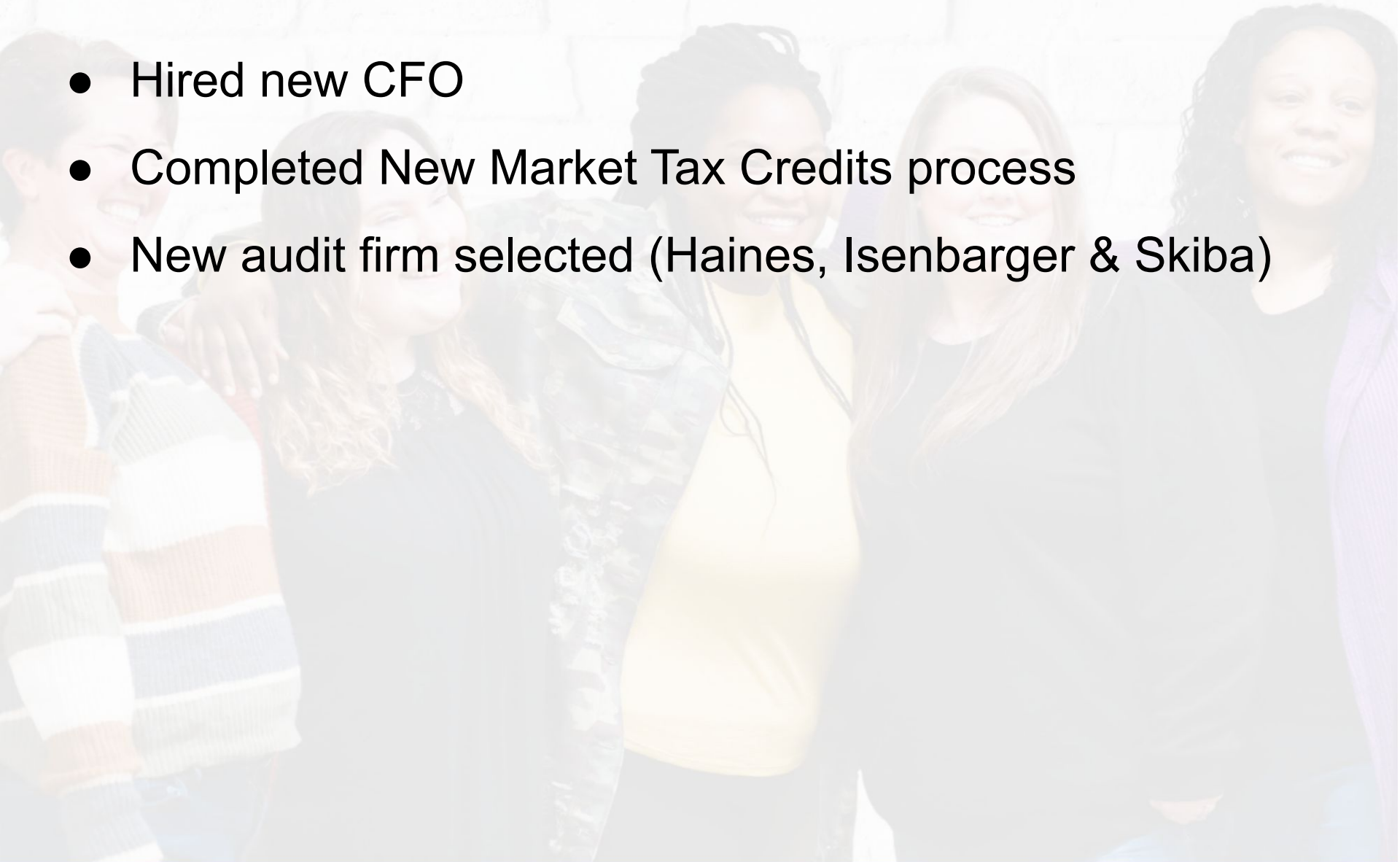
“Month after month and year after year, this program provided me the financial and emotional support and connection that I needed. I can honestly say that I graduated on time due to the help that was provided to me. Without it, I know I would have struggled constantly with balancing my work and school life, as well as my finances. Now that I have graduated I have found amazing job opportunities and more success in both my career and my home life.”



Finance/Operations

Finance

- Hired new CFO
- Completed New Market Tax Credits process
- New audit firm selected (Haines, Isenbarger & Skiba)



Staff Engagement

- Created a space in #PersimmonPerks (intranet) where staff can go to learn about trainings and access independent study types of trainings
- Offered monthly, in person staff meetings
- Created an overview of information needed to be able to create logic models for all program areas
- Placed and supervised or arranged supervisors for 17 interns
- Began holding Supervisor meetings and increased the frequency to monthly upon request
- The Social Committee held numerous fun events for staff that celebrated holidays and our diverse cultures, and focused on making sure staff felt included, involved, appreciated, and connected.





Development and Marketing Updates

Development/Marketing

- New gift/donor management software (DonorPerfect)
- Switched email platform from MailChimp to Constant Contact to reduce costs, and to integrate with DonorPerfect
- New camera/video equipment purchased
- New agency brochure with inserts for each program
- Planned Giving campaign rolling out this year “Beauty from Ashes”; those giving to YWCA through planned giving belong to the *Soul* club.
- New banners (agency, programs, and capital campaign)





Fundraising Events

2nd Annual Race Against Racism 5K Walk/Run

- Theme: Building Equitable Health
- 10-Week Training Plan and Educational Materials Provided
- Raised over \$21,000
- 270+ Individuals Attended
- 16 Community Tables
- 21 Corporate Sponsors



Dress for Success Fashion Week

- Raised \$8,970
- 10 fabulous models
- 10 Corporate Sponsors
- 289 Votes raising \$5,220
- 53% increase in voter participation from 2022



Cassie Beer



Julie Carroll



Misty Hernandez



Jess Hopkins



Jenee Johnson



Dawn Jordan



Leaha Meinika



Andrea Mills



Nancy Steigmeyer

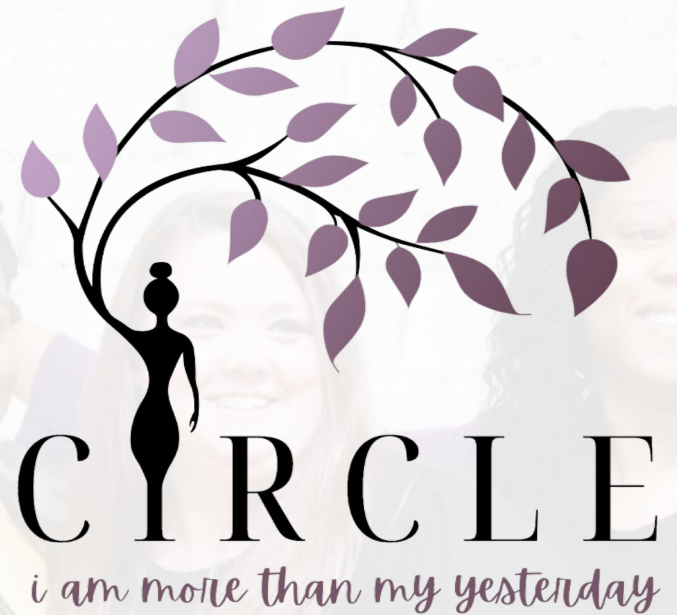


Deborah Sturges

Congratulations to our 2023 winner, Deborah Sturges!

Circle

- Theme: Seasons of Abuse
- 400 Attendees
- 34 Corporate Sponsors
- 28 Table Hosts
- Raised \$203,000+, the most in Circle history!
- Table decor was donated back to the shelter for clients to enjoy.





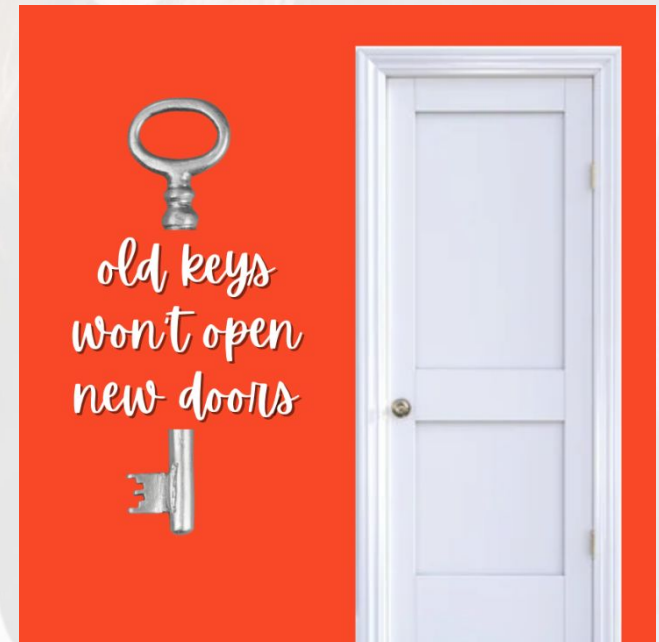
Non-Event Revenues

Grants

- 82 grant applications, 12 to new funding opportunities
 - 53 awards (confirmed and estimated)
 - 65% success rate (subject to change with some grants still pending)
 - 37 grant reports
 - 554 tasks - applications, reports, budget assignments, funder communication, and more!
- YW Lofts Application to IHCDA (Indiana Housing & Community Development Authority)
- Opioid Settlement and Substance Abuse Block Grant awards through the Indiana Division of Mental Health and Addiction
- Through a unique, new grant opportunity, YWCA was able to purchase a new van this year for transporting clients.

Capital Campaign

- Theme: Old Keys Won't Open New Doors
- Capital campaign page added to website (ywcanein.org/new-doors)
- Public campaign letters sent on November 17th
 - Tom Salzer campaign chair
 - Tied campaign in with GivingTuesday
- Design challenge being planned for common areas in the new building
 - Chaired by Erica Glander (under the umbrella of the marketing/development committee)



Annual Fund

1st mailing

YWCA IS ON A MISSION

<DATE>
<TITLE> <FIRST_NAME> <LAST_NAME> <SUFFIX>
<ADDRESS> <ADDRESS2>
<CITY>, <STATE> <ZIP>



Dear <FIRST_NAME>,

As I open my window to let in one of the first warm breezes of the year, I smell the faint fragrance of lilacs and freshly-cut grass. Spring cleaning is a ritual for me, and normally I could get lost in making to-do lists of everything that needs to be dusted and aired out, but today, as I read a note from a former client, I am reminded that for some people Spring also means a new beginning. As I sip on my cup of coffee, I feel the warmth of gratitude for the fluffy rug my dog is napping on, the feeling of safety, and the many comforts my home provides. Sadly, these are comforts that many in our community lack.

"I appreciate all you guys are doing for me and my child", the former client began. "Now, my child has his own bedroom and he loves it! Please look at how he enjoys his room (photo below). Thank you for helping me to get a protective order right away." This Spring, she, too, is opening her windows, feeling the warm breeze, smelling the fragrances, and enjoying the comforts her new home provides. A home filled with love and free from abuse.

Her future is bright, with endless possibilities. Isn't it truly amazing what we can accomplish with a little help and encouragement? I invite you to share a note of empowerment with someone important in your life. Will you take a moment to pass this card along? We are on a mission to empower individuals, support families, and unite communities one word at a time, but we need you. Together, we can change the world, one message at a time.

Will you please give a financial gift to enable us to help more women create a safe home of their own this Spring? We have provided an envelope for your convenience. We also have provided a QR code if you prefer to pay online with your credit card. We are grateful for your support.

Enjoy your spring!

Kristina Nussbaum
Chief Revenue Officer
260-424-4908 x227
knussbaum@ywcaerew.org



eliminating racism
empowering women
ywca
Northeast Indiana

YWCA Northeast Indiana
5920 Decatur Road, Fort Wayne, IN 46816
P 260.424.4908 F 260.420.5202
ywcaine.org

Your potential is endless

give the gift of empowerment

eliminating racism
empowering women
ywca
Northeast Indiana

Annual Fund

2nd mailing



eliminating racism
empowering women
ywca
Northeast Indiana
5920 Decatur Road
Fort Wayne, IN 46816



i am more than...

- my abuse
- my trauma
- my addiction
- my own negative self talk

Because of you, I am more than

my yesterday

YWCA Northeast Indiana
5920 Decatur Road
Fort Wayne, IN 46816



give the gift of
empowerment

Annual Fund

3rd mailing

i am more than my yesterday

Dear Friend,

I hope this letter finds you well and filled with the spirit of generosity. As we approach the end of the year, I am reaching out on behalf of YWCA Northeast Indiana, an organization dedicated to empowering individuals and creating positive change in our community.

"I am more than my yesterday" is a phrase that resonates deeply with the mission of the YWCA. It encapsulates the belief that each person has the power to overcome challenges and shape a brighter tomorrow. At YWCA, we are committed to providing support, resources, and opportunities to help individuals realize their full potential.

Your support can make a meaningful impact on the lives of those we serve. Whether it's providing a safe haven for survivors of domestic violence, offering educational programs to the community, or advocating for social justice, YWCA is dedicated to fostering a community where everyone can thrive.

As you make your decisions for your year-end philanthropic investments, I invite you to join us in making a difference. Your donation will contribute to programs and initiatives that empower individuals to break free from the constraints of their past and build a future filled with promise and opportunity.

To donate, please visit our website at ywcanein.org and click the "donate" button at the top of the page, or scan the QR code below. You can also mail your gift to 5920 Decatur Road, Fort Wayne, IN 46816. Every contribution, no matter the size, brings us one step closer to creating a community where everyone can say, "I am more than my yesterday."

Thank you for being a beacon of hope in the lives of those we serve.

Happy holidays and a joyous new year!



Paula Hughes-Schuh
Chief Executive Officer



P.S. Please feel free to pass along the enclosed "I am more than my yesterday" card to someone you would like to uplift.



*give the gift of
empowerment*



eliminating racism
empowering women
ywca
Northeast Indiana



*i am more
than my
yesterday*

*give the gift of
empowerment*



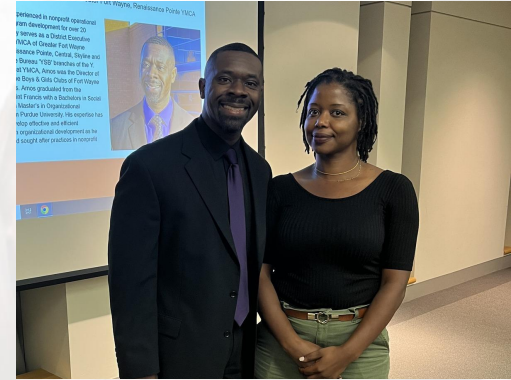
eliminating racism
empowering women
ywca
Northeast Indiana



Community Engagement

Diversity Dialogues

- Free, community-based discussions with local professionals that focus on racial equity and justice within the northeast Indiana area.
- Partnered with ACPL for live streams



Criminalization & Race



Health Care & Race



Housing & Race



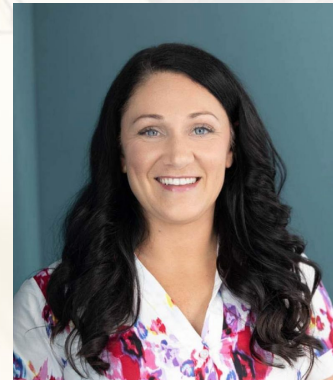
Thanksgiving & Diversity

Coffee & Conversations

- Free opportunity for women in the community to discuss pertinent topics about how to be successful in the business sphere, public square, or in personal growth and development.
- Partnered with Brotherhood Mutual and Ash Brokerage.



Be a Flamingo in a World of Chameleons: Branding the Uniqueness of You



The Power of Words:
Change Your Words,
Change your World.

The Power of
Positive Gossip

Be a Forrest Gump:
Refusing to Let Your
Fears Stop You!!

“The Color of Care” Movie Screening

YWCA Northeast Indiana presents

FREE ENTRY

THE COLOR OF CARE
Film Screening


Tuesday, March 28th

The Magee-O'Connor Theater at Indiana Tech
(Andorfer Commons building)

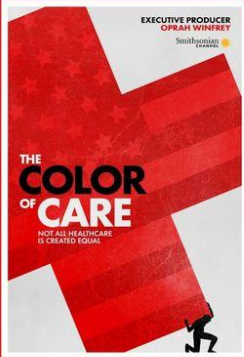
Doors open at 6:30pm and the movie starts at 6:45pm
Free popcorn and \$2 water and sodas will be available

There will be a short discussion following the movie

Learn more and register with the QR code

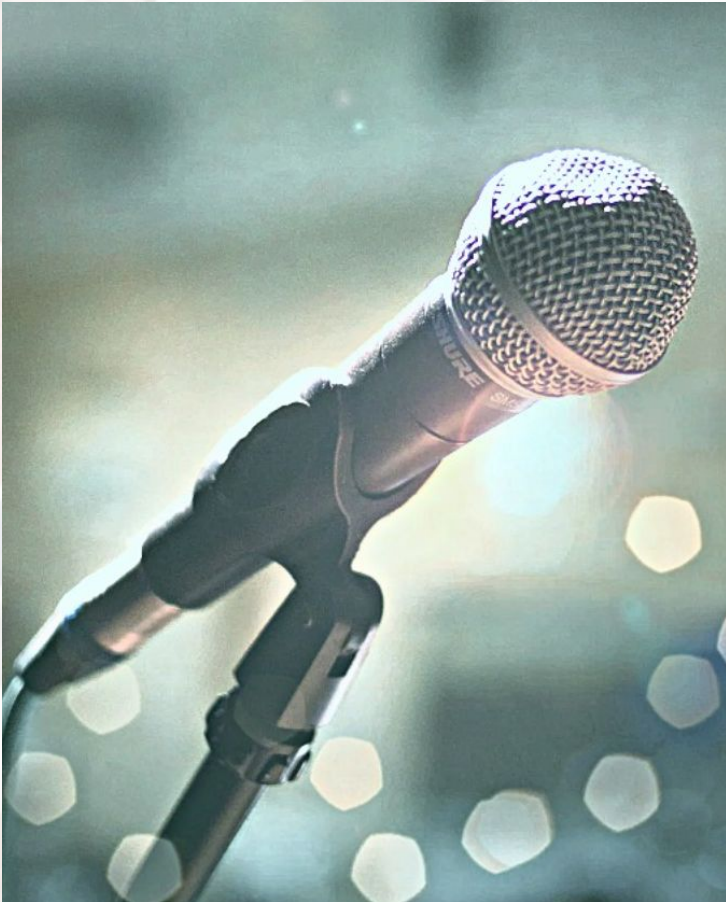


eliminating racism
empowering women
ywca
Northeast Indiana



- 45 individuals registered to attend our screening of “The Color of Care” and participate in a short discussion.
- This was offered as an educational opportunity leading up to our Race Against Racism 5K Walk/Run

Sexual Assault Awareness Month: Speak Your Truth



- FREE public mic night for survivors of sexual violence to share their survivorship and strength through any art medium of their choosing; music, poetry, visual art, etc.
- This event at the Tall Rabbit Cafe included resource tables from local organizations that offer SV services and attendees decorated shirts for a Clothesline Project.

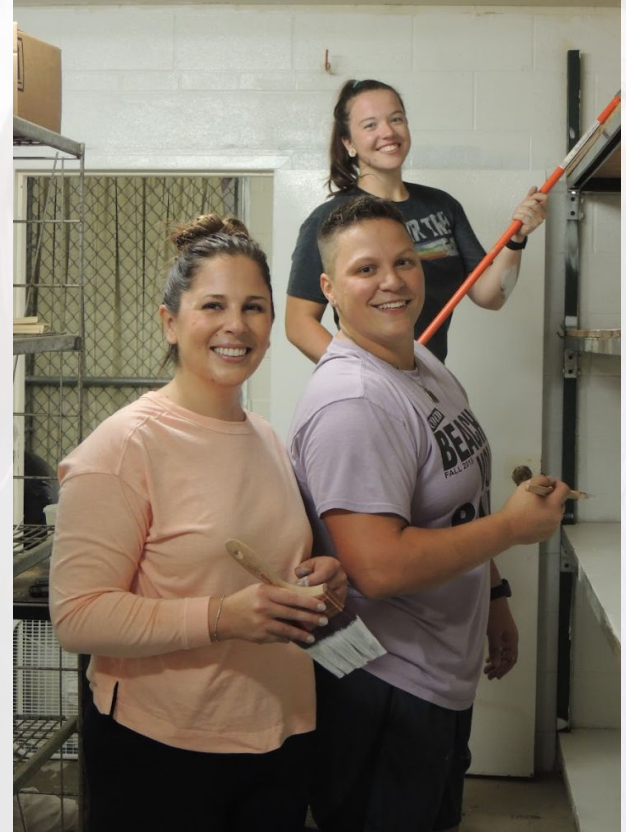
Domestic Violence Awareness Month: Flowers on the River & Chalk it Up



These free events provided an opportunity to show support for those whose lives have been affected by domestic violence and raise awareness in the community. Mayor Tom Henry also signed a proclamation in October and many individuals participated in Purple Fridays.

Volunteers

- 56 individual volunteers and interns in 2023
- 72 individuals served on YWCA Committees
- We hosted 13 group service days at
The Hefner Center
 - Moved furniture and sorted donations
 - Landscaped and made small building repairs
 - Moved offices and packed up DFS Boutique
- Assembled marketing packets for
Race Against Racism
- Helped with photography for marketing
and website needs
- Provided translations for YWCA Client Forms and marketing materials





Awareness Initiatives

Don't Day, Do Say

DON'T SAY / DO SAY

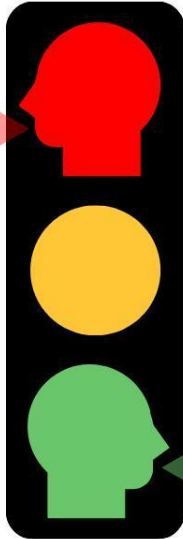
eliminating racism
empowering women
ywca
Northeast Indiana

DON'T SAY:

"If my man dared to lay his hands on me, I would leave. And, you should too!"

This type of response is judgmental. Chances are she already feels embarrassed, and it took bravery and strength to reach out to you and ask for help. Attempting to leave can also be a dangerous time.

**YWCA Northeast Indiana's
Domestic Violence and
Sexual Assault Crisis Line:**
800.441.4073



This type of response reassures her that you are there for her. You are not judging or shaming, but rather you are helping guide her to resources. Your friend or loved one may be feeling so overwhelmed she doesn't feel she has the energy to even take the next step. Please help her take the next step by calling YWCA Northeast Indiana's 24-hour hotline: 800.441.4073.

DO SAY:

"Thank you for reaching out to me about this. Being abused is not part of a loving relationship, and you do not deserve this. You are not alone in this, I am here for you. May I help you reach out to YWCA Northeast Indiana? They have advocates who can help you develop a safety plan and connect you with resources. You don't have to go to a shelter to receive services but you can if you would like."

Topics:

- Domestic Violence
- Racial Justice
- Substance Use Disorder
- Sexual Assault
- Mental Health
- Unresolved Trauma
- Belonging
- Interpreting Gossip

“Changing the World, One Message at a Time.”

This social media awareness campaign ran throughout the year. Thanks to amazing volunteers, we were able to offer many of our messages in Spanish versions to serve more members in our community.




The Hefner Center

Groundbreaking

Our Groundbreaking event on June 20, 2023 started the anticipated 11 month renovation period.





We can only do what we do
because of you!

We can't wait for 2024!

Domestic Violence & Sexual Assault Crisis Line: 800.441.4073