

eliminating racism  
empowering women

**ywca**

Bethlehem

**2022** July 2021 — June 2022

# IMPACT REPORT



**YWCA IS ON  
A MISSION**



[YWCABETHLEHEM.ORG](http://YWCABETHLEHEM.ORG)

eliminating racism  
empowering women

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## MISSION STATEMENT

The work of YWCA Bethlehem is guided by the mission we share with YWCA USA and two hundred sister branches across the country:

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

## BOARD OF DIRECTORS

July 2021 — June 2022

**Judianne Harris**

President

**Corinne Goodwin**

Secretary

**Ann Marie Supinski**

Treasurer

**Megan Barnes Briggs**

**Chloe Cole**

**Diane Harpster**

**Chrissy Hixson**

**Karina Kane**

**Tracy Resetar**

**Dinoli Rowlands**

**Robyn Weaver**

## ADMINISTRATIVE STAFF

**Delia Marrero**

Executive Director

**Mahboobeh Shekari**

Director of Finance

**Denise Pierson-Balik**

Development Director

**Yvonne Toth**

Adult Day Service Center Director

**Jodi Wycherley**



LOOKING TO

## THE FUTURE:

### A MESSAGE FROM THE NEW EXECUTIVE DIRECTOR

I am excited to join the YWCA Bethlehem as the first Latina Executive Director of the organization. I joined the organization because I believe in the important mission of eliminating racism and empowering women. The one imperative for the YWCA is to eliminate racism wherever it exists by any means necessary. Now more than ever, our mission is integral to protecting the rights of women, girls, LGBTQ+ and non-binary folks.

I envision an organization that is a community leader in the liberation movement, an organization that prioritizes joy, centered in love, standing in authenticity as a part of the movement for equity.

This shift is going to require patience. As an organization, we commit to understanding the needs of our community and how those needs align with our mission of eliminating racism and empowering women. I am committed to building relationships where they have not existed before. This work requires our organization and stakeholders to be anti-racist.

I am excited to announce as of July 1, 2022, the YWCA Bethlehem welcomes a brand-new slate of board of directors committed to advancing our mission of eliminating racism and empowering women. Together, we are working to ensure that racial equity is at the core of all of our programming as an anti-racist organization.

Sincerely,

**Delia Marrero**

Executive Director

# EMPOWERMENT PROGRAMS



TechGYRLS learn about force and angles with catapults.



The Summer STEM Program's Rollercoaster Engineering Challenge at the Boys & Girls Club.

## TechGYRLS

With students back in school full-time and extracurricular activities back in place, YWCA Bethlehem was able to offer TechGYRLS in six Bethlehem Area Schools in the 2021-22 school year and **served 79 students**. In the fall semester, students participated in a program that looked at different aspects of STEM. Students learned coding, engineering basics, electronics using the snap circuit kits, and ventured into architecture.

In the spring semester, students participated in active engineering challenges using the engineering design process to evaluate their finished product and make any changes necessary to improve the design. Students designed and created cars, wall roller coasters and paper roller coasters. They learned about force, accuracy, precision and angles as they built catapults and slingshots. They also built and launched rockets.

A Summer STEM program was also offered at the Boys and Girls Club and Lynfield Community Center that focused on engineering challenges.



## POP-UP PROM SHOP

YWCA Bethlehem was excited to return to our one-day in-person event for the 2022 Pop-Up Prom Shop on March 5 at ArtsQuest. The boutique for a day provides local teens with beautiful prom dresses for only \$20 each and accessories free of charge. The Pop-Up Shop helps make teens' prom dreams by making prom affordable for Lehigh Valley families.

With donations from local businesses and large retailers, the 2022 shop boasted over 1,500 brand new dresses from which teens could choose to make their prom day special. The 2022 event was a huge success with almost 200 teens from over 30 high schools visiting.

**More than 300 dresses were sold and countless accessories provided at no cost.**



## GIRLS GOLF

The LPGA-USGA Girls Golf program provided safe, outdoor fun for Lehigh Valley girls in 2021-22. **The 2021 summer program served 36 girls** and offered weekly clinic instruction and on-course opportunities at Southmoore Golf Course in Bath, Wedgewood Golf Course in Coopersburg, and Bethlehem Golf Club. A fall session was added for the first time in 2021 at Wedgewood and enrolled 11 girls. In summer 2022, the program offered weekly clinic instruction at Southmoore and Wedgewood and opportunities for on-course play at Olde Homestead, Southmoore, Wedgewood, Bethlehem and Saucon Valley. We were also able to add women's golf and quickly filled the class.



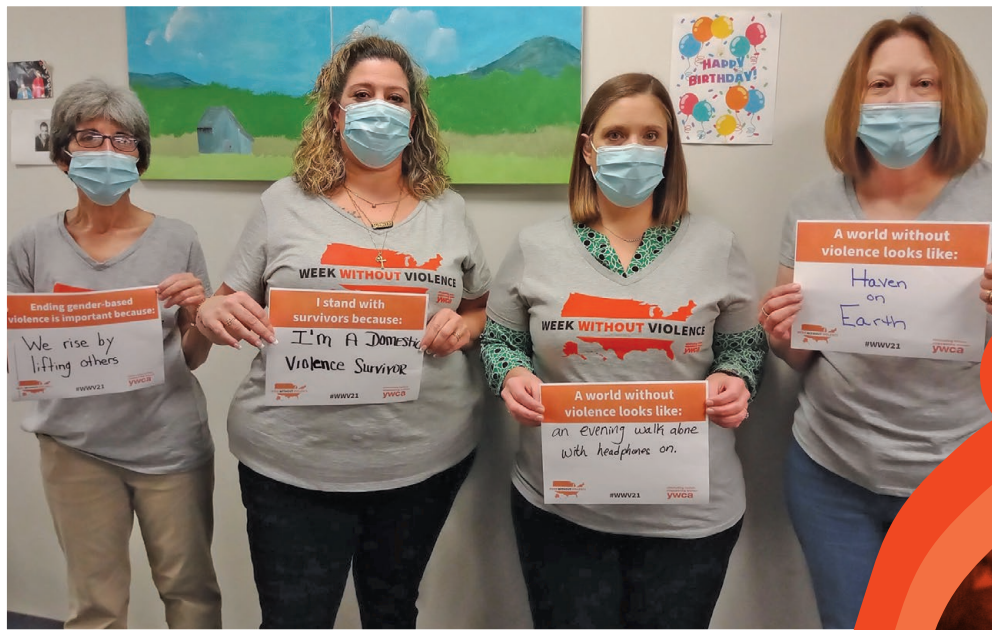
**On-Course play at Olde Homestead.**

**In total the summer 2022 program served 33 women and girls.** Girls have improved their golf skills all summer and look forward to the on-course play opportunities. The Advanced Players Program for teens continued to provide progressive clinic instruction and supportive on-course mentoring experiences. Our summer program will close with a glow golf party as we look forward to the fall program that will begin in September.

# RACIAL JUSTICE AND ISSUE ADVOCACY

## RAISING AWARENESS ABOUT GENDER-BASED VIOLENCE

YWCA Bethlehem joined sister associations across the U.S. to host virtual education and advocacy activities during the annual Week Without Violence Campaign to end gender-based violence in October.



Staff participating in the Week Without Violence Campaign.

## 21-DAY EQUITY CHALLENGE

Dozens of people participated in 21 days of daily activities to discover how racial and social injustice impact our community and identify ways to dismantle racism and other forms of discrimination.

## REPRODUCTIVE RIGHTS

In response to the Supreme Court's ruling on *Dobb's v. Jackson Women's Health Organization*, a decision that overturns *Roe v. Wade* and strips constitutionally protected reproductive rights from people across the United States, YWCA Bethlehem and Allentown released a joint statement denouncing the ruling and vowing to mobilize to fight for bodily autonomy and reproductive rights.



# SENIOR SERVICES

## VIRTUAL GREAT DECISIONS LECTURES

YWCA Bethlehem hosted the 48th Annual Great Decision Foreign Policy Lecture Series. **Lectures were delivered via Zoom and were attended by 80 individuals.** The weekly lectures featured local experts on topics ranging from climate change, Biden's foreign policy, industrial policy and tensions between Russia and the U.S.



ADSC clients enjoy a field trip!

## ADULT DAY SERVICES CENTER

**The Adult Day Services Center (ADSC) provided 44 seniors with compassionate care, nutritious meals, and engaging social activities, all while ensuring the safety of both the seniors and center staff.**

Thanks to the Covid Vaccines, our program was able to welcome back community visitors. We said hello again to our favorite therapy dogs, musicians, animal and butterfly exhibitions and singers. We were also able to take our first outing in a very long time. We went on a lunch trip and our clients had a very wonderful time.

The center also continues to offer virtual activities to any client on a waiver who isn't able to attend the center in person. The Caregiver Support Group continued to offer bi-weekly meetings to provide support and assistance to those caring for their loved ones.

## HUNDREDS SERVED AT ROONEY BUILDING

The Fred B. Rooney building is a HUD-owned high-rise in Southside Bethlehem with 162 residents. Through our partnership with Winn Residential, the YWCA employs a Community Coordinator, a Wellness Center Nurse, and Digital Literacy Instructor to provide educational activities and social services. **The Wellness Center had a profound impact on the health of residents, including administration of Covid-19 vaccine boosters, flu vaccines and shingles vaccines, 930 appointments at the Wellness Center, 76 podiatry appointments, 102 visits to the Fitness Center, 261 visits to St. Luke's School of Nursing Health Fairs, and providing more than 190 free Covid-19 at-home tests.**

The Computer Instructor provided Digital Literacy Instruction and assisted residents with accessing discounted phone and internet services through government-funded programs. The Community Coordinator assisted hundreds of residents with various needs, including accessing PA Rent Rebates, rental assistance, and food boxes. Staff also focused on providing social opportunities to reduce instances of isolation, such as game nights, holiday celebrations, and educational trips to various venues. Staff partnered with The Gentleman's Barber Shop of Easton to provide free Father's Day haircuts to residents.



**A Rooney Building resident receives a free haircut in honor of Father's Day from the Gentleman's Barbershop.**

Photo by Rick Kintzel/The Morning Call

# 2022 TEENS OF THE YEAR AWARDS



## TEEN MISSION AWARDS

Irampaye Clarisse  
Deyona Roberts

## EDUCATIONAL EMPOWERMENT AWARDS

Ciana Feliciano  
Abigael Omwega  
Ana Reis  
Kailey Turpening

## PATH FORWARD AWARDS

Minerva Ochoa  
N'dia Escobales

## EXPANDED TEEN SCHOLARSHIP PROGRAM

The YWCA's Teens of the Year Awards celebrates outstanding high school students for their academic achievement and commitment to their communities. Our 2022 Awardees were recognized at the Event Center at blue on April 26.

**This year, YWCA Bethlehem was proud to announce the expansion of our teen scholarship program to include Allentown School District students, in addition to Bethlehem Area School District.**

One student each from Bethlehem (sponsored by Embassy Bank) and Allentown (sponsored by YWCA Allentown) were awarded the Teen Mission Award, a \$1,000 scholarship for 4 years presented to a racially/ethnically diverse high school student active in causes that align with our mission. One student each from Bethlehem and Allentown each received The Path Forward Award, a \$1,000 scholarship for 2 years to Northampton Community College or Lehigh Carbon Community College. In addition, 4 students from Bethlehem Area School District received the Educational Empowerment Award, a \$1,000 scholarship to the college of their choice.



# SHARING IN OUR MISSION

The work of YWCA Bethlehem is made possible by generous donors who share in our vision of a safe and equitable world. We are humbled to work with these community partners, donors, and friends to provide empowerment programming, issue advocacy, and senior services in the Lehigh Valley. **Thank you to everyone!**

## \$20,000+

Davis & Smith Family Foundation  
United Way of the Greater Lehigh Valley

## \$10,000 – \$19,000

City of Bethlehem: DCED  
East Penn Manufacturing  
PPL Electric Utilities  
The Donald B. & Dorothy L. Stabler Foundation  
Women Golfers Give Back  
YWCA USA

## \$5,000 – \$9,999

Air Products  
American Bank  
Capital BlueCross  
Embassy Bank  
Erie Insurance  
John & Margaret Post Foundation  
The PNC Financial Services Group  
Two Rivers Health & Wellness Foundation  
University of Notre Dame  
YWCA Allentown

## \$1,000 – \$4,999

Anne Baum  
B. Braun Medical, Inc.  
Bank of America  
The Biggs Family  
Crayola  
Dun & Bradstreet  
Fulton Bank  
Leona K. Gruber Trust  
Chip & Diane Harpster  
Highmark Blue Shield  
Just Born  
Jeff & Noreen Mohler  
Keystone Savings Foundation  
LPGA Foundation  
M&T Bank  
Northampton County Medical  
Society Alliance  
Timothy & Virginia Oskin  
Jan Ruhle  
Melanie Sanchez  
Ruth P. Seruga Trust  
Marie Sterlein  
Sylvia Perkin Trust  
St. Luke's University Health Network  
Valley National Financial Advisors  
Victaulic  
Wadsworth Golf Charities  
Walmart  
Weis Markets  
Wind Creek Bethlehem



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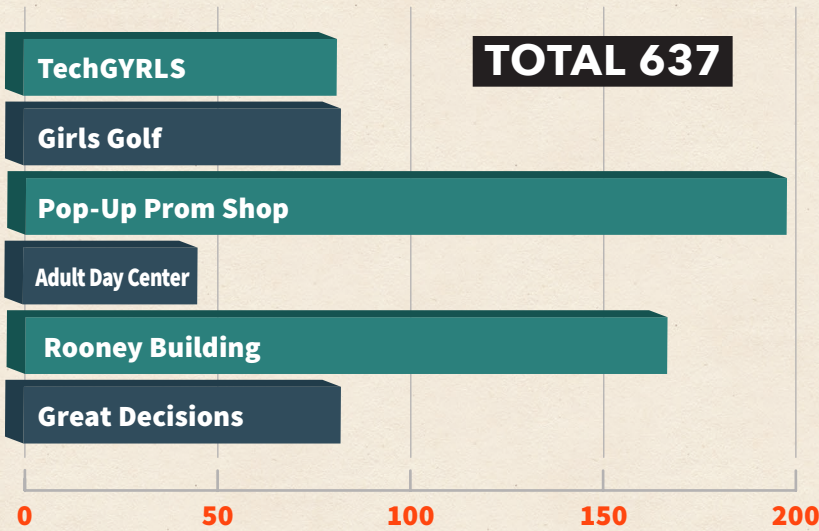
## INKIND SERVICES

Adam Meyers Moving and Storage  
ASR Media Productions  
Macy's

## VOLUNTEERS

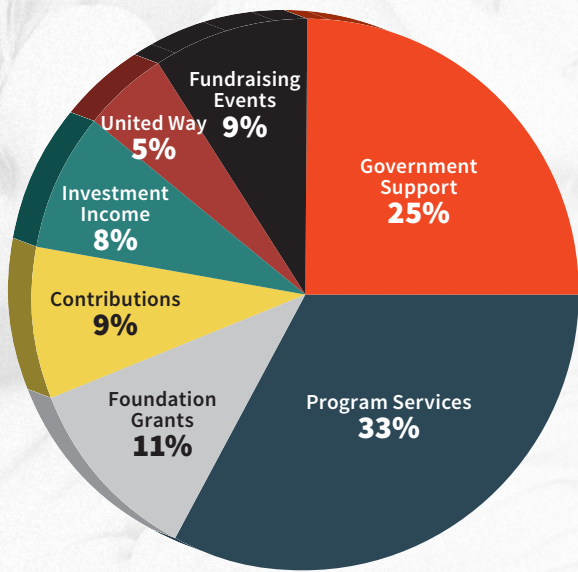
Thank you to the dozens of volunteers who power our mission. TechGYRLS, the Pop-Up Shop, Girls Golf and the ADSC wouldn't be the same without you!

# COMMUNITY PROGRAM IMPACT



# FINANCIAL REPORT\*

\*These unaudited figures reflect income and expenses as of June 30, 2022. YWCA Bethlehem's annual audit will be available in November 2022.

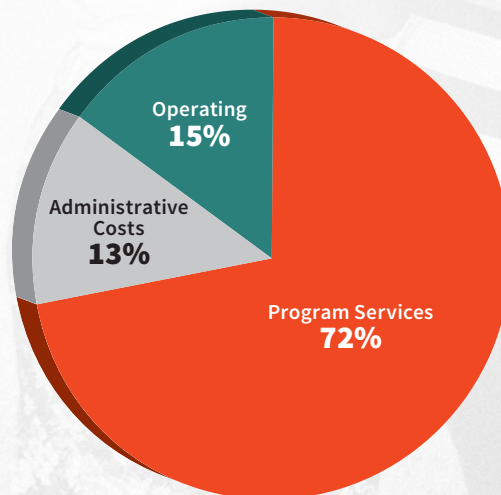


## REVENUE

Government Support	\$229,937	Investment Income	\$76,100
Program Services	\$304,904	United Way	\$46,000
Foundation Grants	\$96,125	Fundraising Events	\$78,828
Contributions	\$78,178	<b>TOTAL INCOME</b>	<b>\$910,072</b>

## EXPENSES

Program Services	\$602,354
Administrative Costs	\$107,397
Operating	\$123,154
<b>TOTAL EXPENSES</b>	<b>\$832,905</b>



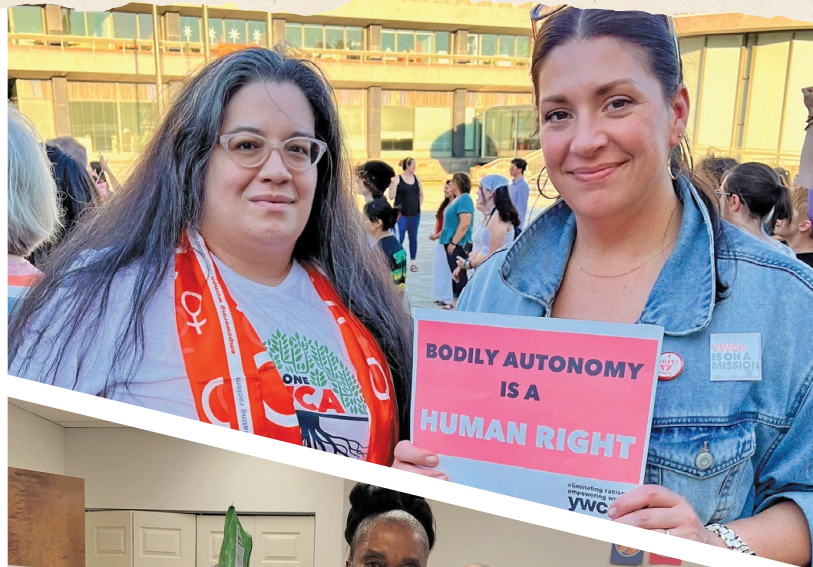
*“More and more women are realizing that only collective strength and action will allow us to be free to fight for the kind of society that meets basic human needs.”*

**ROXANNE DUNBAR**

**HIGHMARK** 

Proudly supports YWCA Bethlehem.

**HIGHMARK.COM**



**mothers.  
daughters.  
visionaries.  
queens.  
rulers.  
women.**



**JOIN US.**



**eliminating racism  
empowering women**

**ywca**

**Bethlehem**

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