

eliminating racism  
empowering women

**ywca**

Bethlehem

# IMPACT REPORT

FEY 2023

JULY 2022-JUNE 2023



**YWCA IS ON A MISSION**

eliminating racism  
empowering women

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Bethlehem

## BOARD OF DIRECTORS

**Lynn Olanoff**  
President

**Monica Werkheiser**  
Vice-President

**Robyn Weaver**  
Secretary

**Ebony Stevens**  
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Cameilia Baker  
Jennifer Bolivar  
Megan Briggs  
Chloe Cole-Wilson  
Lisa Marie De La Rosa  
Carolina Hernandez  
Janice Kenyatta  
Candice Richards

## ADMINISTRATIVE STAFF

**Delia Marrero**  
Executive Director

**Yvonne Toth**  
Adult Day Services Center Director

**Emma Lewis**  
Executive Assistant

# ABOUT YWCA BETHLEHEM

## OUR MISSION

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

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

### Eliminating racism. Empowering women.

Our mission lives in the soul of everyone at YWCA because we demand a world of equity and human decency. We envision a world of opportunity. We commit ourselves to the work of justice.

**Every day, we get up and do the work.**

In our Bethlehem community, we rise to the call for the right to an equitable existence for everyone.

We provide our community's children with knowledge, support, and empowerment, so they have the opportunity to build their futures.

**We educate and mentor to raise our future leaders.**

We serve our community's elderly population through our commitment to compassion, respect, and service to those suffering from ailments associated with memory impairment, as well as the physical challenges of aging.

**We serve because we care.**

We dismantle systemic racism, because the future is for all of us. Our communities demand justice in a thousand different ways.

**We rise up and do the work.**

Our power comes from the community we serve. We have been serving Bethlehem since 1927. From the North Side to the South Side and beyond, YWCA Bethlehem is here to connect and unite all. We are thought leaders. We are fearless movers. We are innovative shakers. We move justice out of our doors and into the power structures that determine the future.

**Our voices unite to do the work.**

At YWCA Bethlehem, we are eliminating racism and empowering women. We will get up and do the work for our beautiful and diverse Bethlehem community so we can transform it and our world until it sees women, girls, and people of color the way we do:

**Equal. Powerful. Unstoppable.**



# POWER OF CONNECTION

## A MESSAGE FROM OUR EXECUTIVE DIRECTOR

As I reflect on my time here at YWCA Bethlehem as Executive Director, I am humbled by the support and guidance the Bethlehem community has provided to me. The focus of our journey this past year has been on transformation, growth, and creating positive change in our community.

As an organization, we are committed to shifting our organization to better address community needs. We recognize the importance of amplifying community voices that serve as beacons to guide the direction of our services. Our goal is to build an organization that values diverse perspectives and honors them as we move forward together through meaningful connections.

This year, we prioritized connecting with our partners and our community. We hosted a series of mission alignment conversations, engaging our staff, Board of Directors, and the Bethlehem community. Our Youth Empowerment Program partnered with organizations to provide summer programs and activities for young folks in the Bethlehem area, and we continued to provide meaningful senior services at our Adult Day Services Center and partnership with the Fred B. Rooney Building. We also launched a youth leadership strategy focused on identifying community needs.

As an organization, we remain dedicated to our mission of empowering women, eliminating racism, and promoting peace, justice, freedom, and dignity for all. Looking ahead, I am excited about the meaningful partnerships and collaborative initiatives that will deepen our impact and drive lasting change.

We are all an integral part of this restorative journey.

Together, we can continue to make a difference in the lives of those we serve and build a community where equity and compassion thrive.

Con Amor,

**Delia Marrero**  
Executive Director

# CONNECTING YOUTH

YOUTH EMPOWERMENT

## 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 2022-23 school year and served **74 students**. In the fall semester, students participated in a program that explored different aspects of STEM. Students learned about 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 products 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.



Summer STEM programming, that focused on engineering challenges, was also offered in collaboration with the Boys and Girls Club, Lynfield Community Center, and the City of Bethlehem's Parks & Recreation Department at area parks.



## YWeBUILD

**YWeBuild** is an on-site, after school program at **Northeast Middle School** in the **Bethlehem Area School District**. The 12-week program introduces middle-school aged girls to various construction trades through hands-on, interactive learning.

YWeBuild provides career exposure to the trades that has the potential of creating a pipeline of skilled workers for the construction industry in the Lehigh Valley and beyond. **In the 2022-2023 school year, YWeBuild welcomed six students into the new pilot program.**

# CONNECTING YOUTH

## POP-UP PROM SHOP

YWCA Bethlehem hosted its annual **Pop-Up Prom Shop** on Saturday, March 11, 2023, from 9:00 a.m. through 2:00 p.m. at Venture X on the South Side of Bethlehem.

The boutique provides local teens with prom dresses and suits for only \$20 each, accessories, and makeup free of charge.

The Pop-Up Prom Shop helps teens feel confident as their best selves for their prom, while ensuring affordable options to everyone.

Generous donations from local residents, businesses, and large retailers allow YWCA Bethlehem to host this annual event. **Over 1,000 dresses and suits** were provided by donors in 2023.

The 2023 Pop-Up Prom Shop welcomed **over 160 teens and their families** to shop for their dream prom outfit.

Funds raised from the event directly support the Youth Empowerment Programs provided by YWCA Bethlehem.



YOUTH EMPOWERMENT

# CONNECTING SENIORS

## ADULT DAY SERVICES CENTER

# SENIOR SERVICES



Since 1984, the **Adult Day Services Center (ADSC)** provides a reliable and affordable solution for families seeking quality care for their loved ones. Our services allow seniors to age in place with their loved ones offering a full day of enriching activities, and essential socialization.

The ADSC has remained committed to enhancing the lives of seniors in our community. In the 2022-2023 fiscal year, we provided essential care and support to **39 seniors**. We provided compassionate care to 26 female-identifying clients and 13 male-identifying participants in the 2022-2023 fiscal year.



Families and caregivers can join our monthly support group, which is open to everyone in the community. In the 2022-23 fiscal year, **28 caregivers** attended our Caregiver Support Group.

# CONNECTING SENIORS

## FRED B. ROONEY BUILDING

The Fred B. Rooney building is a HUD-owned high-rise apartment building in Southside Bethlehem with **162 residents**. Through our partnership with Winn Companies, YWCA Bethlehem employs a Residential Wellness Nurse and Residential Community Coordinator to provide educational activities and social support services.

The Wellness Center had a profound impact on the health of residents providing the following services:

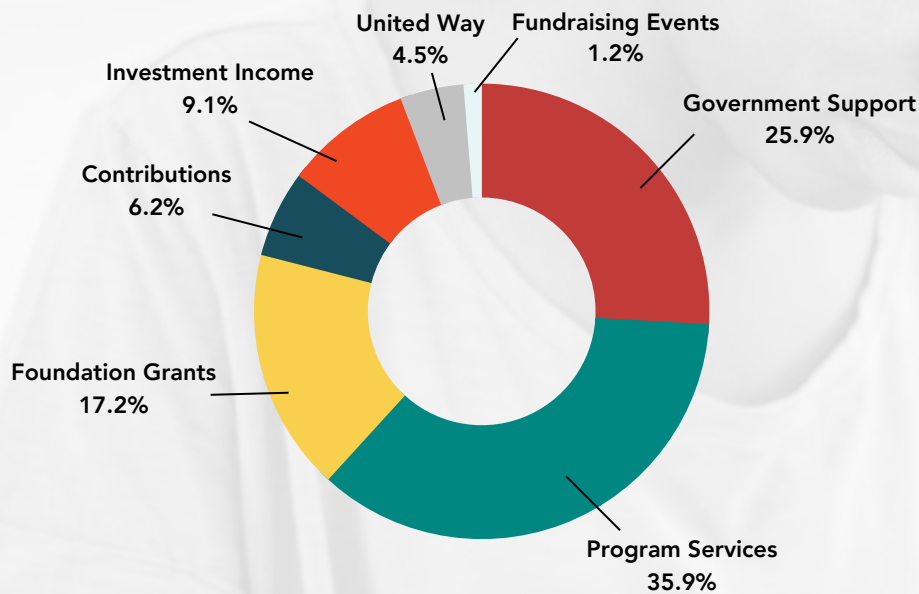
- 968 Wellness Center visits
- 74 Podiatry visits
- 135 HNL visits
- 210 attendances at the St. Luke's School of Nursing Health Fairs
- 72 recipients of the COVID-19 vaccine
- 61 recipients of the flu vaccine
- 33 recipients of the Shingles vaccine
- 106 miles walked by the Strolling Roonies
- 145 participants in chair exercises, senior dance, and chair yoga
- 197 free COVID-19 test kits distributed to residents

The Residential 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, educational presentations, and workshops.



# CONNECTING

## FISCAL RESPONSIBILITY



### REVENUE \*

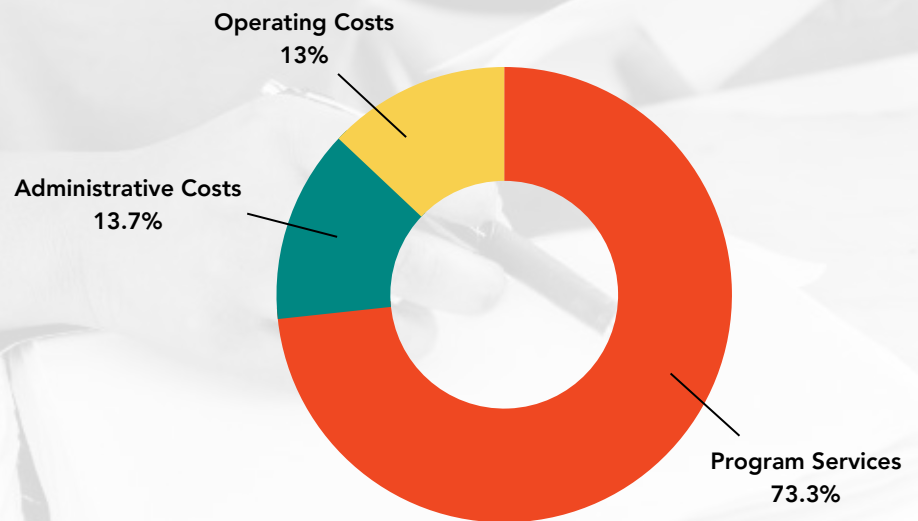
Government Support: \$217,827.00  
 Program Services: \$301,511.00  
 Foundation Grants: \$144,833.00  
 Contributions: \$51,764.00  
 Investment Income: \$76,100.00  
 United Way: \$38,000.00  
 Fundraising Events: \$10,770.00

**TOTAL REVENUE: \$840,805.00**

### EXPENSES \*

Program Services: \$651,484.00  
 Administrative Costs: \$122,073.00  
 Operating Costs: \$115,291.00

**TOTAL EXPENSES: \$888,848.00**



\*These unaudited figures reflect revenue and expenses as of June 30, 2023. YWCA Bethlehem's annual audit will be available in November 2023.



# CONNECTING

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# FISCAL RESPONSIBILITY

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, senior services, and issues advocacy in the Lehigh Valley.

**Thank you to our supporters!**

## **\$20,000+**

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

## **\$10,000 — \$19,000**

City of Bethlehem Department of Community Economic Development  
The Donald and Dorothy Stabler Foundation  
East Penn Manufacturing  
Just Born Quality Confections  
Lehigh Valley Community Foundation  
PPL Electric Utilities

## **\$5,000 — \$9,999**

American Bank  
Avalon Insurance Company  
Embassy Bank  
The John and Margaret Post Foundation  
PNC Foundation

PPL Foundation  
The Provident Bank Foundation  
Two Rivers Health & Wellness Foundation

## **\$1,000 — \$4,999**

Fidelity Bank  
Fulton Bank  
Highmark Blue Shield  
Lehigh Valley Aging in Place  
Leona Gruber Charitable Trust  
Ruth P. Seruga Trust  
Weis Markets  
Wind Creek Bethlehem  
YWCA USA



# **CONNECTING**

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# **PROGRAM IMPACT** \*

**1 ASSOCIATION**

**6 PROGRAMS IN 2022**

**418 PEOPLE SERVED IN 2022**

**56.06% OF PEOPLE SERVED ARE  
PEOPLE OF COLOR IN 2022**

**92.91% OF PEOPLE SERVED  
ARE WOMEN IN 2022**

- Statistics provided by YWCA National 2022 Program Inventory & Impact Report

# CONNECTING

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# PROGRAM IMPACT



TechGYRLS



Art Enrichment  
with ADSC



YWeBuild

Socialization Support  
with ADSC



Cooking Activities  
with ADSC



Pop-Up Prom Shop

## Get Involved with YWCA Bethlehem's Mission

- Scan QR Code to Donate
- Become a Volunteer
- Become an Advocate
- Employer Matching Gifts
- Corporate Giving & Sponsorships



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