Innovation and Growth in an Unusual Year

The YWCA has responded to and adapted to change throughout its 160 years in the United States. Our bold mission to empower women and eliminate racism calls on us to understand complex and fluid issues around gender bias, racial inequity, and social injustice—and to find the most effective ways to advance our important work.

The YWCA Bethlehem has been serving our local community for over 90 years. Our programs, designed to further our mission of eliminating racism, empowering women, and promoting peace, justice, freedom and dignity for all, have never been more important.

As evidenced in our 2020/2021 Annual Report, the YWCA Bethlehem has successfully navigated the unprecedented challenges of the past year by quickly adapting its programs to meet the needs of the community in new and engaging ways. From providing virtual programming to participants in our Adult Day program, to revamping our Pop-Up Prom shop, expanding our Teen Scholarships, and introducing a new Community Voices series that blends education, awareness, and advocacy around the topics of social justice and equity, the YWCA Bethlehem has shown not just resilience, but growth, in the face of a global pandemic.

This past year has continued to be a year of change and challenge. As we learn, adapt, and move forward in this unprecedented time in history, our board and staff are dedicated to serving our community in new and innovative ways, whether in-person or virtually.

We are proud to share the YWCA Bethlehem’s 2020/2021 Annual Report. Thank you for your support.

Sincerely,

Staci Bell
Board President

Tiwanna Hatcher
Director of Administration, Interim

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 2020 — June 2021

Staci Bell, President
Amanda Sutter Seddon, Vice-President
Corinne Goodwin, Secretary
Ann Marie Supinski, Treasurer
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Deirdre Govan
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Administrative Staff

Tiwanna Hatcher
Director of Administration, Interim

Mahboobeh Shekari
Director of Finance

Denise Pierson-Balik
Development Director

Yvonne Toth
Adult Day Service Center Director

Jen Wanisko
Program Director
Empowerment Programs

TechGYRLS reimagined

YWCA Bethlehem reimagined the TechGYRLS Afterschool STEM program for Fall 2020 as the COVID-19 pandemic continued to disrupt school and extracurricular activities for students in the Bethlehem Area School District. A virtual online program served girls at BASD elementary schools and middle schools in the fall. To reach additional girls with hands-on STEM learning activities, the YW offered *TechGYRLS at Home*. Participants received fun snap circuit kits to use at home with an introductory video. Girls worked independently or with their families to explore electricity and circuitry. Our staff returned to in-person programming at three elementary schools in March 2021. 46 BASD girls explored STEM in 2020-2021.

Girls Golf expanded to serve more girls in 2020-2021

The 2020 LPGA-USGA Girls Golf program provided safe, socially-distanced outdoor fun for 32 Lehigh Valley girls. The program offered weekly clinic instruction at Southmoore Golf Course in Bath and opportunities for on-course play. To bolster physical and social emotional health for girls returning to virtual and hybrid schooling in September, the YWCA added a six-week fall clinic program. In 2021, the Girls Golf program expanded to offer clinics at Wedgewood Golf Club in Coopersburg and Bethlehem Golf Club, serving 36 girls in total. The Advanced Players Program for teens continued to provide progressive clinic instruction and supportive on-course mentoring experiences.

A safe Pop-Up Prom Shop

Our 14th Annual Pop-Up Prom Shop had a different look and feel in 2021 to host a safe shopping experience for Lehigh Valley teens. The gorgeous selection of new gowns donated by Macy’s in July 2020 were on display at YWCA Bethlehem headquarters where students could shop by appointment on select dates throughout April. Despite much uncertainty around the prom season this spring, dozens of teens shopped smart for school proms and “alternative” prom events. In addition, the YWCA donated gowns to Tools 4 Success and the Bradbury-Sullivan LGBT Community Center in Allentown. 94 teens were served by the Pop-Up shop.
Racial Justice & Issue Advocacy

New Community Voices Series

YWCA Bethlehem’s Empowerment and Justice Committee launched the Community Voices Series in January 2021 to provide engaging monthly programs that advance equity, diversity, intersectionality, and allyship in the Lehigh Valley. Community Voices programs included a Martin Luther King Jr. Day observance, a teacher training that examined the treatment of Black girls in school, and allyship workshops. These virtual events, with 331 total participants, have featured documentary screenings, panel discussions, and small group discussions. As YWCA Bethlehem continues to deliver impactful programming to fulfill its bold dual mission to eliminate racism and empower women, we welcome individuals and community partners to share in the work of justice.

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. In addition, YWCA Bethlehem staff participated in the Red Sand Project during Lehigh Valley Anti-Trafficking Week to demonstrate how victims of trafficking can “fall through the cracks.”

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.

Partnering to make a difference

Throughout the past year, YWCA Bethlehem has partnered with local organizations to raise awareness, educate, and advocate for racial and gender equity. Partners include the YWCA Allentown, Bethlehem NAACP, the Shanthi Project, ASPIRE, VAST, Allentown NAACP, and the Bethlehem Area School District.

What is the 21 Day Challenge?

Participation in the daily activities help us discover how racial injustice and social injustice impact our community, to connect with one another, and to identify ways to dismantle racism and other forms of discrimination.

Examples of challenges include:
- Listen to a podcast
- Read an article
- Reflect on personal experience
- ...and more!
An unusual year for the Adult Day Services Center

The Adult Day Services Center (ADSC) was closed from March - June 2020 and again from November 2020 - March 2021 due to the Covid pandemic. ASDC staff worked quickly to deliver home activity packets and to develop a virtual activity program so clients could stay engaged. Upon re-opening, ADSC staff worked diligently to initiate new safety protocols, including plexiglass barriers at dining tables, masking, daily health screening, physical distancing, and capacity limits. Despite such an unusual year, the ADSC provided 48 seniors with compassionate care, nutritious meals, and engaging social activities, all while ensuring the safety of both the seniors and center staff. In addition, the Caregiver Support Group was expanded to offer bi-weekly meetings to provide support and assistance to those caring for their loved ones during this stressful time.

Hundreds served at Rooney Building

The Fred B. Rooney building is a HUD-owned high-rise in Southside Bethlehem. The YWCA employs a Community Coordinator, a Wellness Center Nurse, and Computer Instructor to provide educational activities and to help the 162 residents access important social services. The Wellness Center had a profound impact on the health of residents, including the vaccination of 175 residents and staff during COVID-19 vaccine clinics, 880 appointments at the Wellness Center, 80 podiatry appointments, 150 health screenings, and the distribution of fresh fruits and vegetables to 112 individuals. A new partnership with the St. Luke’s School of Nursing has provided information and activities on aging and mental health. The Community Coordinator assisted hundreds of residents with various needs, including accessing PA Rent Rebates, renewing benefits, HUD recertifications, and addressing food insecurity. The Computer Instructor served 90 residents through the Digital Literacy Program.

Great Decisions goes virtual

YWCA Bethlehem hosted the 47th Annual Great Decision Foreign Policy Lecture Series. To ensure the safety of over 75 guests and the presenters, lectures were delivered via Zoom. The weekly lectures featured local experts on topics ranging from the effects of COVID-19 on the global economic and political landscape to climate change to national security.
New Teen Scholarship Program

The YWCA’s annual Women and Teens of the Year Awards celebrates community service and philanthropy by recognizing outstanding female leaders. Our 2021 Awardees were recognized at our virtual event on April 22. This year, YWCA Bethlehem was proud to announce the expansion of our teen scholarship program. In addition to the $1,000 Educational Empowerment Awards, two new awards were given to local high school seniors. The YWCA Mission Award (sponsored by Air Products) is a $1,000 scholarship for 4 years presented to a racially/ethnically diverse high school student active in causes that align with our mission. The Path Forward Award is a $1,000 scholarship for 2 years to Northampton Community College.

Golden Laurel
- Vicki Doule
- Veronne Demesyeux
- Michelle Chrin
- Qiana Cressman
- Marci Martinez-Howey

Mission Award
- Augusta Chelsea Dunkwu
- Veronne Demesyeux

Teen Mission Award
- Augusta Chelsea Dunkwu
- Carol Fernandez

Path Forward Award
- Carol Fernandez

Educational Empowerment Awards
- Sarah Brown
- Sarah Elhussini
- Jewel Levy
- Mia Senick

Women of the Year
- Michelle Chrin
- Qiana Cressman
- Marci Martinez-Howey

New Leadership

On October 16, 2020, the YWCA Bethlehem family was proud to welcome Tiwanna R. Hatcher as our new Interim Director of Administration. She brings a wealth of nonprofit leadership skills to the agency, and we look forward to working with her to advance our bold mission to eliminate racism and empower women in the Lehigh Valley.
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 who supported our mission during 2020 - 2021.

$50,000
Davis & Smith Family Foundation

$10,000+
City of Bethlehem: DCED
East Penn Manufacturing
PPL Electric Utilities
United Way of the Greater Lehigh Valley
The Donald B. and Dorothy L. Stabler Foundation
Women Golfers Give Back

$5,000 - $9,999
Air Products
American Bank
Avalon
BB&T/Truist
John & Margaret Post Foundation
Northampton County Agency on Aging
The PNC Financial Services Group
PPL Electric Utilities
Two Rivers Health & Wellness Foundation
Wadsworth Golf Charities

Inkind Services

Adam Meyers Moving and Storage
ASR Media Productions
Graphic Design and Tutoring
Macy’s
Wegmans

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!

$1,000 - $4,999
Anne Baum
Ann Marie Supinski & AM Luxe Clients
B. Braun Medical, Inc.
Sandra Balik
Bank of America
BSI Corporate Benefits
Capital BlueCross
Crayola
Erie Insurance
Fulton Bank
Keystone Savings Foundation
Keystone Canna Remedies
Chip & Diane Harpster
HCS/Miller-Keystone Blood Services
Highmark Blue Shield
Just Born
Jeff & Noreen Mohler
Northampton County Medical Society Alliance
Timothy and Virginia Oskin
M&T Bank
Sacred Heart Assisted Living
Ruth P. Seruga Trust
Marie Sterlein
Shangy Inc.
Sylvia Perkin Trust
St Luke’s University Health Network
The Topper Foundation
Valley National Financial Advisors
Walmart
Weis Markets
Wind Creek Bethlehem

Volunteers organizing prom dresses donated by Macy’s at our storage unit
Service Summary

TechGYRLS 46
Girls Golf 50
Pop-Up Prom Shop 94
Adult Day Center 48
Rooney Building 162
Great Decisions 75
Community Voices 331
Total 806

Financial Report*
July 1, 2020 - June 30, 2021

Revenue

Government Support $157,423
Program Services $280,772
Foundation Grants $128,850
Contributions $ 65,859
Investment Income $ 76,141
United Way $ 46,000
Fundraising Events $139,850
Total Income: $894,845

Expenses

Program Services $480,746
Administrative Costs $131,205
Operating $156,433
Total Expenses: $768,384

* These unaudited figures reflect income and expenses as of June 30, 2021. YWCA Bethlehem’s annual audit will be available in November 2021.
Virtual Adult Day Services Program kept clients engaged during the pandemic.