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Women's Empowerment Center

Exciting plans are in the works to expand services beyond the YWCA Women's Closet to women seeking employment or advancing their careers.

The new Women's Empowerment Center will empower women of all economic backgrounds to find suitable employment and succeed and thrive in the workplace. Women will be connected with existing community services including technical training, computer literacy, financial understanding, resume development, interviewing skills, counseling and mental health services, and "outfitted for success."

Based on their needs and interests, local professional women will provide mentoring on what it takes to succeed and advance their career goals. Professional coaching is a long-term goal of the Center. By partnering with local agencies, the YWCA can help women navigate the maze of opportunities while supporting programs operating in other organizations.

Topics of interest to women on careers will be addressed through educational Lunch & Learn programs.

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YWCA Green Bay - De Pere
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Summer 2010

Market research project provides valuable feedback

Earlier this year, YWCA Green Bay – De Pere held focus groups and distributed surveys to donors, participants and an objective panel group. The information gained from this valuable market research, facilitated by Matousek & Associates, is already assisting us in program planning and developing our organizational message.

The results were clear. Those close to the YWCA, donors and participants, view the YWCA as a warm, safe, nurturing place for women. The YWCA was selected as the top organization that provides assistance to women in the community. Donors and participants particularly feel that our mission and vision are important and that a true need for our services exists in the community. The Women's Economic Empowerment Center and the At-Risk Youth Development programs were identified as the two most powerful new program areas. Those who knew little about the YWCA placed very similar values on key programs. All groups felt the YWCA should continue to focus on raising awareness of programs and services through increased marketing and advertising.

Thanks to all who participated. Your feedback and support are valuable to us and will help us better serve you in the years to come.

Exciting Youth Programs to Launch this Fall

YWCA Green Bay - De Pere is looking forward to launching new initiatives this fall as part of the grant from the U.S. Justice Department. These important Youth Development programs will particularly benefit at-risk children in our community.

Many parents are concerned with how to help their child succeed in school and/or what their child is doing beyond school hours. Starting this fall the **YWCA After School Program** will engage youth ages 6 to 12 in certified programs that include homework help and deal with life issues such as, peer pressure, alcohol and drugs, and bullying. Activities are designed to improve school performance, build self-esteem, establish wholesome relationships, and foster self-respect.

Life, Inc. is a new program with a career-focused curriculum that helps middle school girls and boys explore careers that are right for them and utilizes virtual and real-life role models. Students will develop a willingness to use their imagination, learn about money, and understand the many options that come from developing their skills and interests and to achieving their career goals and dreams.

Our **TechGYRLS®** program for middle school girls with an existing interest in STEM areas (science, technology, engineering and math) is expanding in its second year to include seventh and eighth grade girls at Washington Middle School and sixth grade girls at Franklin Middle School. A one-week summer camp is scheduled for August 9-13 for a \$25 fee. Scholarships are also available.

Our new **Women and Children's Economic Empowerment Fund** sustains *all of our community service programs*. Your wonderful support is vital in helping us meet the demand for these services. If you would like to help further, please include your gift in your Women of Vision renewal remittance envelope or call us at 432-5581.



We're "Puttin' on the Ritz" for Holiday Gala 2010!

Mark your calendars now for the fourth annual YWCA Holiday Gala, Friday, December 3, at Oneida Golf & Country Club! This fund raising extravaganza includes a delicious buffet, silent auction, entertainment, and even a signature drink! New this year is a live auction with exciting items

perfect for holiday giving. Invitations will be mailed in October. For more information, please contact Carol Gibson at 432-5581, ext. 132.

Chairs for the 2010 YWCA Holiday Gala are Past Presidents of the Board Wendy Franklin and Carla Andres, and President-Elect Joan McLester.



Women of Vision Luncheon

Nearly 200 women and a number of local corporations helped make the 2010 YWCA Women of Vision Benefit Luncheon one of our most successful ever. Attendees enjoyed presentations by keynote speaker Paula Penebaker, President/CEO of YWCA Greater Milwaukee and a sixth grade student from Washington Middle School who participated in the first year of TechGYRLS®. Major sponsor for the event was Koko Sushi Restaurant. Co-Sponsor was A Woman's Place - St. Mary's Hospital.

Mary Ann Toma was recognized as our "Dedication of the Day." Mary Ann is a past Board President of the YWCA, the Lac Baie Girl Scout Council and a board member at Options for Independent Living. She was honored for enriching the lives of her neighbors through her service to the community. Congratulations, Mary Ann.

Purses for the Women's Closet

Women's Closet visitors were thrilled to receive the 79 purses collected at last year's Women's Fund Power of the Purse Luncheon.

Those attending the 6th annual event will again have the opportunity to help empower local women in need by donating gently used purses to be distributed in the YWCA Women's Closet. The luncheon will be held on Thursday, September 30 at the Radisson Hotel & Conference Center.

For more information, please visit the Women's Fund Web site at womensfundgb.org.



New Women of Vision!

Welcome to our newest Women of Vision donors! A heartfelt "thank you" for supporting the women and children who benefit from YWCA programs and services. Your commitment to Women of Vision helps us carry out the work of our mission. All Women of Vision are featured on a donor list that is published and distributed throughout the year.

Visionary: *Kathy Schultz*

Friends: *Heidi D. Davis*

Jill Pruski

Nancy Secker

Karen Tammela, MD

Peggy Voskamp

Edith Everson

Jill Lauritsen

Margo Marquette

Ingrid Merkatoris