

# ForImpact

Context: Letter from Board Member/Champion to prospect

Dear Katherine,

As you may know, I have served on the Board of the YWCA City for the last four years. In that time, I have seen firsthand the amazing impact this 90 year-old organization has had on women and children in our community, empowering them to reach their dreams and helping to eliminate racism in our society.

In 2007, we came to a crossroads as an organization, and were called upon to address the growing needs of women and families in City. We went to the community to see if there was more we could be doing to make an impact, and the answer was a resounding, "Yes!" Since then, we have developed a vision and plan to transform the YWCA into a community hub for all women, transforming the social and economic fabric of City.

The YWCA's place in this vision will focus on three areas:

- **The Center for Economic Independence** – This will include a series of programs, including Non-Traditional Career Development and Financial Literacy, that speak to transforming women and giving them the skills they need to be economically empowered.
- **Youth Development** – In addition to our YW Teens, Mentoring, and Racial Justice Programs, we are a community leader in Licensed School-Age Childcare and Summer Enrichment programs.
- **Community Hub** – Community leaders have consistently stressed that a primary need in City is Permanent Supportive Housing for women and children, and centralized access to health care for low-income women. Along with education, these three pillars of economic disparity can be addressed by the YWCA with programs at our renovated central downtown hub.

There are lives that we, as a community, can be saving, and this plan requires the support and the voice of many more. I would love if you would consider giving 30-60 minutes of your time to learn more about our vision and discuss how you can help. I've asked Betty Smith, our Development Director, to follow up with you next week.

Sincerely,

Abby Jones