

ywindow

eliminating racism
empowering women
ywca

winter 2011
greater harrisburg

holiday giving program touches lives



This year the YWCA of Greater Harrisburg's Holiday Giving Program was a huge success! Thanks to our fabulous co-chairs Deb Yates and Dee Lewin, along with over 70 generous sponsors and tons of volunteer elves, this Holiday season was a time of joy and blessings for the individuals and families we serve at the YW and throughout the community.

Each and every woman and child living in our shelter was granted two needed items and one desired item. Gifts were also given to women, children and men in the community who have come upon hard times, as well as individuals participating in our career programs, legal clinic, and visitation program, and homeless veterans. In total this holiday season we distributed over 1,000 gifts to more than 400 individuals and families.

"I wanted to thank all of you for your generosity and kindness this holiday season. Not only did you make Christmas special for both of my children, but you even included gifts for me too. It has been an extremely difficult year for us, after fleeing from a domestic violence situation. We had to leave all of our possessions behind; we were feeling sad after such a loss. I could not have afforded to buy gifts for the children. Thanks to all of you, they had a wonderful Christmas. We appreciate that you cared about us!" (Holiday Giving recipient)

- Devan Drabik, Resource Development Assistant

weed and seed supports walking police unit

Weed and Seed coordinated an effort with PNC Bank, the United Way and the YWCA to raise money to support the Harrisburg Police Department's walking patrol unit. PNC Bank provided an initial contribution of \$10,000 toward the fundraiser. In total nearly \$15,000 was raised. This money purchased 9 police bikes and allowed 11 officers to complete the bike safety training for law enforcement.

Jason Rissler, Weed and Seed Site Coordinator stated, "For a long time the community has been requesting police on the streets. The City responded to this request. This fundraiser was a way for the community to contribute to the effort of increased public safety."

On October 28 a press conference was held to announce the completion of the fundraiser and to thank those who contributed.

- Jason Rissler, Weed and Seed Coordinator



Harrisburg Bike Patrol Officers in yellow with Corporal Wealand at the far right. In the center (L to R) Captain Umipig, Jason Rissler, Chief Ritter, Mayor Thompson, Tim Whelan-United Way and Chris Rockey-PNC Bank.

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mission

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

1101 Market Street, Harrisburg, PA 17103
Phone 717.234.7931 Fax 717.234.1779
Kids on Campus 717.901.3637
Legal Center 717.724.0516
24-hour hotline 0800.654.1211

www.ywcahbg.org

programs and services

Childhood Programs

Day care on east and west shores
Before and after school programs
Camp Reily
REACH wrap around services

Housing & Homelessness Services

Emergency shelter
Bridge housing
Transitional housing
Permanent housing
Lifeskills education
Children's case management
Employment services
Homeless veterans' re-integration

Violence Intervention & Prevention

Sexual Assault and Domestic Violence Hotline
Court and hospital accompaniments
Support groups
Individual counseling

Legal and Visitation Services

Domestic Violence Legal Center
Visitation Center

Community Programs

South Allison Hill Weed and Seed
Community Technology Center
CEEED Center for Education, Employment and Entrepreneurial Development
Supported Employment

MESSAGE

from the CEO

You might have heard about this story on the news, or perhaps you missed it. The incident took place on December 23rd, a time when many of us were gathering with family to celebrate the holiday season.

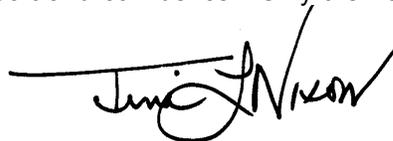
Police say Miguel Figueroa-Novoa, 24, shot and killed his 18-year-old girlfriend in her apartment and critically wounded her mother. A 9-year old girl was in the house and actually witnessed the entire event, according to Harrisburg City Police. The couple had a two year old son.

The Holiday Season is a very busy time for the YWCA. Domestic violence doesn't take a break during the holidays, nor does it exist entirely during that period.

I was reminded of this when I had the opportunity to host my 13-year old daughter's basketball team; they volunteered to assist with our Holiday Giving Program. Halfway through a tour of our facility, one of the girls stated how sad it is that women and children don't have homes or had to leave their home because of domestic violence. Pouncing on the opportunity for a teachable moment, I quickly stated that while it is a tragic situation, our community is very fortunate to have the YWCA for women and children to find safe shelter.

It is so important to increase the level of awareness of domestic violence in our community and to educate our youth. This is why we are currently working with John Harris and SciTech High School students on a summit to empower women and eliminate racism. The students themselves have identified topics they wish to address including self-esteem building, healthy relationships, and respecting and accepting yourself, among others. They will also be responsible for selecting speakers and recruiting participants. The aim is to foster student leadership in the school district and accomplish meaningful change.

The New Year presents the perfect time to renew our commitment to our young people and provide a future in which they can make better decisions with support and confidence. Only then can we end the cycle of violence.



grant funds domestic violence

hotline outreach

Despite the fact that the YWCA of Greater Harrisburg has been providing a wide range of domestic violence services in the capital region for decades, and the reality that the need for such services is on the rise, we occasionally experience decreases in demand. Thanks to a generous grant from the Anne M. and Philip H Glatfelter, III Family Foundation, the Violence Intervention and Prevention Program was able to leverage a variety of media and outreach methods aimed at increasing public awareness of the YWCA of Greater Harrisburg's domestic violence toll free hotline number and available services. The project utilized flyers, radio spots, television spots and public transportation 'billboards'. We anticipated that the diverse nature of the media campaign would result in a 20% increase in hotline calls from victims and their non-offending significant others.

During active periods of the campaign, and in the months of June and October in particular, hotline calls increased as much as a 42%. While we attempted to collect information from individuals about the source of information about the hotline number, it is not always feasible to collect such data during a crisis call. However, we were able to demonstrate that during active periods of the campaign, hotline calls increased dramatically, and during inactive periods hotline calls decreased. For example, bag-stuffers and CAT bus tail displays were deployed in June and radio PSAs ran in September and October. Hotline activity increased significantly during these months. Conversely, calls decreased during the months of July and November when the campaign was less active.

The initial phase of the campaign began in May 2010 when we experienced a significant decline in hotline calls -- approximately 19%. The YWCA's Violence Intervention & Prevention Programs ("VIP") designed and published a "bag stuffer" advertising the hotline number. In collaboration with 70 local businesses, the bag stuffers were stuffed in customer's bags along with their purchases.

Phase two of the campaign involved the development of a "tail display" for CAT buses that advertised our hotline number and services. Beginning in June, the tail displays were featured on buses traveling numerous routes around the City of Harrisburg.

The third and fourth phases of the project employed targeted television and radio public service announcements that ran in September, October and December. The announcements featured the hotline number and services that the YWCA provides.

It is clear that a media blitz achieves the goal of continually exposing the community to available resources, including the domestic violence hotline number. Allocations provided by traditional victim services funding streams do not provide sufficient support to mount such comprehensive media campaigns on an on-going basis. The YWCA of Greater Harrisburg will continue to seek additional funding in order to ensure that the public is consistently reminded of the valuable resources provided by the YWCA.

- Pamela Rhoads, VP of Resource Development

One of the public transportation "billboards" used during the campaign.

YWCA OF GREATER HARRISBURG

OFFERS:

- counseling • crisis intervention • support groups
- prevention education programs • legal services
- court & hospital accompaniments

24-hour domestic violence & sexual assault crisis hotline.

1-800-654-1211

SERVICES ARE FREE & CONFIDENTIAL

eliminating racism
empowering women
ywca

junior board update

The second year for the Junior Board of the YWCA of Greater Harrisburg has proven to be even more successful and rewarding than our first. Last year we were able to continue and improve upon our efforts of the prior year, and also expand our activities in support of the YW.

Fall Fest, the Junior Board's most successful fundraising event to date, exceeded our expectations and was a fabulous time! The event fell on a sunny autumn day and Camp Reily looked beautiful clothed in colorful changing leaves. Close to 100 people purchased tickets to sample craft micro-brewed beers, snack on an abundance of food and enjoy two talented bands. There were seven beer-tasting stations around the camp's lodge where attendees used their souvenir pint glasses to sample seasonal beers, like Dogfish Head Brewing Company's Punkin Ale and Harpoon Brewing Company's Octoberfest. Long Trail Brewing Company's Blackberry Wheat beer was also a big hit, reminding some tasters of blueberry pie! Each station also featured information about the beers and the breweries where they were made. Live music from local artists Nina Scarcia and the Erica Lyn Everest Band set a wonderful tone for the evening, and the bonfire helped take the edge off the crisp fall air. Support for the Fall Festival was generously provided by Gold Sponsor Bybel Rutledge LLP, as well as Silver Sponsors the Carlisle Carrier Corp and the Metzler Family Foundation and Summers; McDonnell, Hudock, Guthrie & Skeel, LLP; and Bronze Sponsor ACCORD Restoration. Guests enthusiastically let us know how much they enjoyed themselves, and the Junior Board is looking forward to hosting the event again next year.

We could not be happier with our accomplishments this year. The 2nd annual Camp Reily cleanup went really well, with volunteers making improvements to the camp that benefited the children who attend the camp in the summer. Benches, made from recycled plastic bags and generously donated by GIANT Food Stores, were delivered to the camp to provide additional low-maintenance seating in



the pool area, basketball court, and around the fire pit. In addition to Fall Fest, the Junior Board held a happy hour fundraiser at Privado in April, and a community night dining fundraiser with Isaac's Deli in March. These three events helped us raise well over \$4,000. Those funds will allow us to make even more substantial improvements to Camp Reily next year.

This year marks the Junior Board's third year. Nicole Stezar will be passing the president's torch on to Emily Bensinger. The board's 1st president, Nicole exhibited dedication and enthusiasm that were invaluable as we worked to shape our identity and purpose as a board. We are saying goodbye to some members, and welcoming four new members. We are also changing our committee structure – next year the Junior Board will have a Community Outreach Committee and an Events Committee. The Community Outreach Committee will look for ways for the Junior Board to engage young people in the Harrisburg area in the YW's mission, while the Events Committee will plan fundraisers and coordinate the board's volunteer efforts.

The Junior Board seeks to promote awareness and support of the YWCA's mission with the assistance of young professional women in the Harrisburg community. If you would like more information about the Junior Board, please contact Board President, Emily Bensinger at ebensinger@saul.com.

- Lissa Richards, Jr. Board Member

resident spotlight

Growing up in Harrisburg, life was not easy for Amanda (name changed for confidentiality.) As a child she was moved from home to home while her parents were unable to care for her. At the age of seven Amanda moved in with a family friend where she was molested for a year before she went to live with her grandmother. Five years later Amanda moved again when her mother died and her father wanted her to come home.

Although money was tight and the stress of everyday life could be overwhelming, Amanda excelled in school and at 17 years of age she graduated with honors and was accepted to West Chester University. College was not only a chance to escape the poverty she had grown up with, but also a chance to be independent and challenge herself. Having a true passion for learning helped Amanda maintain an A/B average throughout college.

“School is my comfort zone. I feel like a nut for education. I’ve always been that way,” Amanda commented.

In her senior year at West Chester University, Amanda’s mind was flooded with fear over what would happen when she graduated. Where would she live? Where would she work? How was she going to support her father who was unable to keep a job? In the middle of the semester, Amanda had a nervous breakdown. Unable to concentrate for more than a few minutes, she began battling depression and was hospitalized for a week before being sent to the PA Psychiatric Institute (PPI).

Amanda was diagnosed with Bipolar Disorder in May of 2010. She was assigned a case manager through PPI to work with her after she returned to Harrisburg and both she and her father moved into her grandmother’s house. As part of her treatment, she attended counseling sessions three times a week and began to work through some of the fears that had held her back.

In June Amanda began receiving food stamps and \$200 a month on welfare. Because she was unemployed, her grandmother demanded the food stamps from Amanda as rent payment but by July she was also demanding \$200 cash towards taxes for her home. Unable to afford to ride the bus to her counseling appointments, Amanda offered her grandmother all her food stamps but said she needed to keep the money for transportation. Furious, her grandmother kicked her out and Amanda found herself homeless.

(continued on page 8)

a message to our donors

The YWCA of Greater Harrisburg respects the privacy of our donors and safeguards the confidentiality of all information related to your gifts. If you would like your monetary contribution to be kept anonymous, please let us know. All monetary gifts are acknowledged with a letter that reflects the tax deductible portion of the donation. The official registration and financial information for YWCA of Greater Harrisburg can be obtained from the PA Department of State by calling toll free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

Please consider making a general donation to the YWCA. Every dollar makes a difference! Questions? Please call Pamela at 724-2241.

Thank you Power of Style Sponsors

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ywca transportation impacts workers

The Transportation Department at the YWCA provides an essential service for hundreds of clients: offering transportation services for YW Works, Violence Intervention and Prevention program clients, Supported-Employment, Veterans, and CEEED clients. Transportation to and from work, job fairs and interviews is provided free to our clients. By coordinating schedules with case managers to assist clients with daily transportation issues, Transportation Department staff strive to overcome one of the most prevalent barriers to obtaining gainful employment.

Over the last few months, the demand for transportation has substantially increased. As a result, we have expanded our service area to include the east and west shores, and extended service hours from 4:30 a.m. until 11:30 p.m.

One YWCA resident who benefited from the free transportation was Anna (name has been changed for confidentiality.) Anna lives in the Bridge Housing program at the YWCA. In July, she found a job where she truly excelled and was well on her

road to self-sufficiency. Then, in August Anna's car failed inspection and she was left without transportation to and from work. She took taxis at first but with fees of up to \$40 a day, Anna simply could not afford to get to work.

Her Supported Employment case manager contacted the transportation department and arranged to have a driver take Anna to work and pick her back up five days a week. "I appreciate the transportation back and forth everyday because it saves money I need to feed and clothe my daughters," Anna said.

The challenges of coordinating with all departments, dealing with changes in schedules, and managing clients and those responsible for transportation are great, but our resolve never waivers, and we continue to go above and beyond to provide quality transport services to those in need. With continued development, we hope to expand our staff to include both full-time and part time positions as the demand for transport increases.

- Stacy Baltimore, Transportation Coordinator

with a little help from **our Friends**

Happy New Year from the Friends of the YWCA Board, the volunteer auxiliary responsible for assisting the YWCA with fundraising and outreach efforts. Board members oversee a number of well-recognized fundraising initiatives including the Power of Style Fashion Show.

Six years ago, the first annual Power of Style drew over 250 guests and raised over \$20,000 for the YWCA. Over the years we have continued to grow this event to feature nine local woman-owned retail businesses who showcase their unique merchandise while raising awareness about domestic violence issues. Last year the sixth annual Power of Style Fashion Show, held on October 21st, raised over \$45,000! Friends Board members Liz Delaney and Melissa Menke co-chaired the event featuring apparel and jewelry from Maggie Adams, The Plum, Higashi, Presence, Leaf of Eve, Creative Elegance, Baby bug and Me, Tara's Bridal and this year, men's clothing from D.L. Stevick Clothier. After browsing over 50 silent auction items, guests enjoyed a beautifully prepared lunch while nearly 40 models graced the runway.

The Holiday Giving Program, co-chaired this year by Deb Yates and Dee Lewin was a huge success. (See article on front page.) This meaningful project offers donors the opportunity to be matched with a woman, child or family in need. Each YWCA resident fills out a wishlist with two items they need such as toiletries, sheets and blankets, and one wish. During the third week of December, volunteers converged on the YWCA and as the donors drop off their gifts, our volunteers wrap and distribute them in time for the holidays.

Be on the lookout for more information in upcoming newsletters about other fundraising events, including the Mother's Day card campaign, the American Journey event and a new event coming this spring, Teddy Bear Tea Party.

Friends Board members generously give of their time and talent to assist the YWCA with fundraising and

outreach efforts. Beginning with this newsletter, we will introduce you to a different Board member with each new newsletter. We hope you enjoy getting to know these caring individuals who comprise the Friends Board.

meet Erin Hoynes

who hails from the Hudson Valley in New York State. Erin came to Harrisburg nine years ago and has worked for the American Cancer Society as a Regional Income Development Director for seven of those years. She attended Elizabethtown College and then went on to secure a BS in History from Mercy College in New York.



It was passion for the cause of domestic violence, which brought Erin to begin her volunteer work with the YWCA. She volunteered as a planning sub-committee member for the American Journey event before being invited to join the Friends Board. Since joining the Friends of the YWCA Board, she has served as co-chair of the Holiday Giving Program and sub-committee member for the Mother's Day Cards campaign, along with two terms as the board treasurer. This year, Erin is excited to try something new and will co-chair the Valentine's Day party for the women and children of the YWCA.

When Erin isn't working or doing volunteer work for the YWCA, she enjoys cooking and traveling. Erin, thank you from all your "Friends" for your fundraising and outreach efforts that support the YWCA.

Board members encourage friends, family, colleagues and long-time supporters to become "Friends of the YWCA". Your contribution helps to ensure the future of our mission critical programs. Please consider becoming a Friend to the YWCA by calling 717-724-2248.

- Michelle Piscioneri, Friends Board member

resident spotlight *(continued from page 5)*

Desperate, Amanda called her case manager who directed her to Help Ministries. They connected her with an Emergency Shelter case manager at the YWCA of Greater Harrisburg. She moved in immediately and while sharing her story with her YWCA case manager, Amanda realized that she desperately wanted to return to college. Her fear was that since she had left in the middle of the semester her GPA would be diminished by a semester of failures. With the help of her case manager and her therapist, Amanda explained her situation to West Chester University and her semester was deemed "excused" with the opportunity to retake all the courses she failed due to her absence. Thrilled, Amanda enrolled in the Spring 2011 semester.

While waiting for classes to start, Amanda was transferred from the Emergency Shelter to the YWCA's Transitional Housing program. She also secured a housekeeping job at a local hospital in September. Recently, she was offered a big promotion and when she explained that she is returning to school, her supervisor offered to hold the position until she graduates in May.

Although her life has not been easy, Amanda believes her struggles have only made her stronger. With college starting in a few weeks, a job waiting for her after she graduates, and the supportive staff of the YWCA to help her weather future challenges, Amanda's future is brighter than ever.

"The women here have shown me that if you strive for what you believe in, anything is possible. The staff here have been wonderful. They provided me with housing, clothes and even a bus pass. Without their help, I would not be going back to school. The YWCA is my mini sanctuary. A word to those who haven't found their way yet, wherever you come from, don't be scared to open your mouth and ask for help because a closed mouth doesn't get fed."

- Devan Drabik, Resource Development Assistant

Help and support are available if you suspect someone you know has been sexually assaulted.
For more information please call the YWCA at 1.800.654.1211

go to www.ywcahbg.org for more information about upcoming events

upcoming events

Tribute to Women of Excellence • March 23, 2011

Race Against Racism • April 30, 2011

ywca of greater harrisburg
1101 market street
harrisburg, pa 17103



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The YWCA of Greater Harrisburg is a 501(c)3 organization, affiliated with the YWCA of the USA and is a United Way Agency. The YWCA is certified under the Pennsylvania Association of Non-Profit Agencies' Standards of Excellence.