YWCA IS ON A MISSION
YWCA METROPOLITAN CHICAGO
CREATING THE
WIN-WIN-WIN-WIN!
MARCH 13, 2017
CREATING THE WIN-WIN-WIN!

Best practices in developing sustainable, strategic partnerships that create value for your organization, partners and those you serve!

Molly Silverman
Chief Strategic Engagement Officer
YWCA Metropolitan Chicago
AGENDA

Welcome & Introduction

About YWCA Metropolitan Chicago

Our Transformation

Approach to Strategic Partnerships

Model Partnerships

Questions
ABOUT ME

From beautiful northern Michigan town of Traverse City

Worked in non-profit my entire career

Been with YWCA Metropolitan Chicago since 2007

Lead a marketing and development team of six outstanding professionals

Passionate about fighting for human rights

Live with my husband, two children and dog in the suburbs of Chicago
ABOUT US

A leading association of YWCA USA, which is a national organization with more than 230 local associations across the United States

A trusted community resource, founded in 1876, making the YWCA the oldest and largest women-focused human service organization in the region

Serving more than 200,000 women and families in neighborhoods all across Chicago and the suburbs

Operating 8 locations throughout metropolitan Chicago

Committed to eliminating racism and empowering women through comprehensive and transformative services

Driving a whole new vision since March 2013 when Dorri McWhorter became CEO and focused on transforming the organization
VISION

We will transform the organization from a 140 year old social service agency to a 21st century social enterprise.

We seek to be an innovative leader and global role model for effectively supporting women and families by addressing three empowerment priorities:

1. Safety & Wellness
2. Education & Training
3. Economic Sustainability

“Chicago’s continued success as a global economic center is inextricably connected to the women across Chicagoland thriving.”

–Dorri McWhorter

“The world is changing very fast. Big will not beat small anymore. It will be the fast beating the slow.”

–Rupert Murdoch
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TRANSFORMATION PRIORITIES

Social Innovation
   Develop programs and services to meet 21st Century needs

Collaborative Enterprise
   Build cross-sector partnerships with marketplace stakeholders

Global Influence
   Leverage Chicago as a Global Economic Center and be a global role model for addressing women issues
A **social enterprise** is an organization that applies commercial strategies to maximize improvements in human and environmental well-being—this may include maximizing **social** impact alongside profits for external shareholders.
## Service Portfolio

<table>
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<th>Reciprocity</th>
<th>Survive</th>
<th>Grow</th>
<th>Thrive</th>
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| Economic Sustainability | - Child Care Assistance Program  
- Child Care Resource & Referral | - Mentorship  
- Special Events | - Leadership Development |
| Education & Training | - Young Parents Program | - Child Care Provider Support  
- Quality Enhancements  
- Financial Management Education  
- Innovation & Technology Institute  
- Basic Computer Training and Digital Literacy Services  
- STEAM Education  
- TechGYRLS  
- 3DYouth: Developing Digital Diversity – Youth | - Women’s Health Exchange  
- Tummy  
- Prevention Education  
- K-12  
- Community  
- Sexual Assault Clinical Counseling | - Empowerment Evenings |
| Personal Safety & Wellness | - Rape Crisis Hotline  
- Sexual Assault Medical & Legal Advocacy | - Women’s Health Exchange  
- Tummy  
- Prevention Education  
- K-12  
- Community  
- Sexual Assault Clinical Counseling | - SVSS Training  
- Colleges & Universities  
- Hospitals  
- Businesses/Workplaces  
- Professionals |
| Food & Shelter | - Referrals to Partners | - Referrals to Partners | - Referrals to Partners |
Understand your organization’s assets and LEVERAGE THOSE ASSETS to CREATE VALUE for your partners, your organization and those we serve!
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ORGANIZATIONAL ASSETS

Trusted, longstanding relationships with constituents (clients, volunteers, staff, donors, partners)

Our informed understanding of the community’s needs

Intellectual Property & Core Competencies (services, curriculum, “experts”, innovative solution development)

Strong reputation and opportunity for good PR, media attention
shared commitment to transforming communities

- Shared commitment to diversity and inclusion

- Focus on development of multi-faceted, mutually-beneficial partnerships
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WHAT IT LOOKS LIKE
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PARTNERSHIP HIGHLIGHT - GRAINGER

- TechGYRLS
- Logan Square
- CONSTRUCT program support and introductions
- Board Member
- Employee Resource Group
- TechGYRLS

Impact: Sustained TechGYRLS support & new module on distribution logistics; Cost reduction associated with new center; Construct women equipped for job sites; Grainger employees contributing to mission at several levels; Growth in Grainger business
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PARTNERSHIP HIGHLIGHT – UBER

- ✓ Trainings for economic empowerment clients
- ✓ YShop
- ✓ Driver recruitment
- ✓ Child Care Referrals
- ✓ Workplace trainings (In development)

**Impact:** More than 15,000 Chicago women have signed up as drivers since launch of partnership, earning over $1 Million; YWCA members receive free transportation to access employment; Uber drivers access quality child care referrals; Increase in marketplace awareness for YWCA.
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PARTNERSHIP HIGHLIGHT – ULTA BEAUTY

- Event support
- Product donations for clients/staff
- YShop
- In-store promotions
- Trainings for salon professionals
- Board member
- Leadership development
- Associate volunteer opportunities

Impact: Sustainable revenue from meaningful event engagement; Increased brand awareness on both sides; Compliance regulations met for associates; Engaged employees at all levels
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PARTNERSHIP HIGHLIGHT – ARCC CONSULTING (TAX SERVICES)

- Trainings for economic empowerment clients
- YShop
- Driver recruitment
- Child Care Referrals
- Workplace trainings (In development)

**Impact:** Growth in minority-owned small business, YWCA clients have increased knowledge around tax implications of sharing economy, small business operations.
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CONVERSATION & QUESTIONS

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Follow us on social media @ywcachicago!