
January 23, 2017
January 26, 2017
February 2, 2017 - Follow Up and Q & A Session

eliminating racism
empowering women

ywca
Webinar Agenda

• Welcome, Introductions
• YWCA National Metrics and Impact Report Overview
• Report Particulars
• Data Entry
• What Goes Where
• Tips to Facilitate Completion
• January 26: Repeat of this Webinar
• February 2: Open Q & A Session re: What Goes Where
• February 14: Webinar Covering the Technical Aspects of Moving through the Report Form
• February 21: Open Q & A Session re: Technical Aspects
Welcome and Introductions

YWCA USA Resource and Metrics Office

Martha Breunig, Director, YWCA Resources and Metrics

Contact: nationalimpactreport@ywca.org
Metrics and Impact Report Overview

• What is it?

• Where did the questions come from?

• Why is it important? – Part I
Metrics and Impact Report

Overview

• Why is it important? – Part II

<table>
<thead>
<tr>
<th>Recent Grant Notices Received by YWCA USA</th>
<th>Data Submitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awards ranging from $50,000 to $975,000 and totaling $2,000,000+</td>
<td>YWCA domestic violence services, YWCA “Friends” and “Followers” on social media, YWCA girls, youth and teen program services, YWCA racial justice and civil rights program services, YWCA STEM program services, YWCA teen program services</td>
</tr>
<tr>
<td>Pending requests - for $300,000</td>
<td>YWCA young child services, YWCA STEM and STEAM (addition of the arts) program services</td>
</tr>
</tbody>
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Metrics and Impact Report

Overview

• Due date – March 24, 2017 -- A FIXED DATE
Report Particulars
How the report form and process are organized

SECTION 1. YWCA OPERATIONS
YWCA location, property, staff, and financial information

SECTION 2. YWCA SERVICE VOLUME, DEMOGRAPHICS, AND MAJOR PROGRAMS

SECTION 3. PROGRAM DETAILS FOR EACH OF YOUR YWCA’S MAJOR PROGRAMS
Mission Framework Impact Areas:
- Racial Justice and Civil Rights
- Women’s and Girls’ Empowerment and Economic Advancement
- Women’s and Girls’ Health and Safety

SECTION 4. ADDITIONAL PROGRAM /SERVICE INFORMATION
Period Covered by the Report:

The fiscal year for your YWCA that ended in 2016, or, the most recent 12-month period for which requested data is available.

Most financial information will be drawn from your most recent Form 990. Details about government funding and endowment worth can be drawn from your YWCA’s internal or other reports.
Report Particulars

Queries and Response Formats

• New online form
  - Look
  - “Feel”
Report Particulars

Queries and Response Formats

<table>
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<th>SECTION 2. SERVICE VOLUME, SERVICE DEMOGRAPHICS, AND MAJOR PROGRAMS OF YOUR YWCA</th>
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<tbody>
<tr>
<td>YWCA staff, board member and volunteer information</td>
</tr>
<tr>
<td>Service Volume – For <em>ALL</em> programs and services provided by your YWCA in 2016</td>
</tr>
<tr>
<td>Service Population Demographics</td>
</tr>
<tr>
<td>Designation of your YWCA’s major programs</td>
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<th>SECTION 3. PROGRAM DETAILS FOR EACH OF YOUR YWCA’S MAJOR PROGRAMS</th>
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<td>Racial Justice and Civil Rights Ongoing and Multi-week Programs</td>
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<tr>
<td>Women’s Economic Advancement Ongoing and Multi-week Programs</td>
</tr>
<tr>
<td>Children’s, Youth, Teens’ and Family Development Ongoing and Multi-week Programs</td>
</tr>
<tr>
<td>Women’s and Girls General Health Programs</td>
</tr>
</tbody>
</table>

| SECTION 4. ADDITIONAL PROGRAM /SERVICE INFORMATION |
Queries and Response Formats

- **Training** for navigating through the form will be provided on February 14th’s webinar. The link to register for that webinar is in the Metrics and Impact December 20 memo from Mission Impact – or from nationalimpactreport@ywca.org

- **Availability of survey after submission**
Data Entry

Types of Query Responses Include:

• Number responses
• Check box responses
• % responses
• $ responses
• Text responses
What Goes Where

• 2017 Categories – Match YWCA Mission Impact Areas

• Aim is to capture data related to each YWCA’s *major* programs

• At the end of Section 2 of the report, each YWCA marks its major programs, then provides details only for those programs
What Goes Where

About

• Entering numbers for all participants, for “Unduplicated” participants,
• Program(s) “within” a program
• Participants attending/involved in collaborative programs/events.
• Programs that closed during 2016
• Notes and comments
Tips to Facilitate Completion

Questions?

• Use the PDF copy of the form as a guide and draft.
• Ask the Director of Member Services for your geo network, or,
• Write to nationalimpactsurvey@ywca.org
• Phone conversations are welcome – let us know via email and you’ll be contacted quickly.
Q & A and THANK YOU

To attend a February 2 follow up and open Q & A session at 2:00pm (eastern time) go to: (right click to open hyperlink),
http://ywcagla.adobeconnect.com/e5w18km7jo4/event/registration.html

Click here to register for the “How To” webinar covering the technical aspects of moving through the report form:
(right click to open hyperlink)
February 14th webinar