

CEDAW and the Advancement of Women

The Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) was adopted by the United Nations in 1979, outlining what constitutes gender based discrimination and a commitment to creating solutions to address it. While 187 countries have ratified CEDAW to date, the United States has yet to do so. This panel will discuss the significance — both symbolic and practical — of the U.S. ratifying CEDAW, the challenges and successes of the Cities for CEDAW movement, which aims to get 100 cities around the U.S. to adopt CEDAW as a local law/ordinance, and ways to mobilize local communities to adopt laws that address gender based discrimination.

PANELISTS: **Martha Kamber** *CEO, YWCA Brooklyn*
Karen Mulhauser *President, Mulhauser and Associates*
June Zeitlin *Director of Human Rights Policy, Leadership Conference on Civil and Human Rights*

MODERATOR: **Desiree Hoffman** *Director of Advocacy and Policy, YWCA USA*

Eliminating Racial Profiling in Your Community

This workshop will address how local associations can work on ending racial, religious and immigration-related profiling at the state and local levels. This workshop features representatives from law enforcement, the state legislature, and the civil rights community. Topics covered include best practices for forming partnerships with law enforcement, supporting model legislation, opposing bad legislation, working in coalition and tips on using the YWCA USA racial profiling community watch checklist.:

PANELISTS: **Chief John Dixon, III** *Police Chief, Petersburg, VA, Bureau of Police*
Senator Catherine E. Pugh *National black Caucus of State Legislators*
Chris Rickerd *Counsel, ACLU*
Linda Sarsour *Executive, Arab American Association of New York*

FACILITATOR: **Tralonne Shorter** *Senior Advocacy and Policy Associate for Racial Justice and Civil Rights, YWCA USA*

YWCA Annual Fund Plan: A Blueprint for Your Fundraising Success

Want to improve your YWCA's fundraising results? Learn about the new YWCA Annual Fund Planning tool developed specifically for our member associations in this workshop. Our objective is to help associations meet their annual fundraising goal and develop their fundraising capacity. Attendees will also hear how the YWCA Evanston/North Shore built its Major Gifts Program, and the YWCA Central Alabama's approach for securing endowment and planned gifts.

PANELISTS: **Rita Ryder** *YWCA USA Director of Member Services*
Karen Singer *CEO of the YWCA Evanston/North Shore*
Yolanda Sullivan *CEO of the YWCA Central Alabama*

Big Social for Locals

Social media is a powerful and cost-effective tool for engaging communities about the great work YWCA does. But finding the staff time to use it effectively can sometimes be a challenge. Don't worry — the social media experts from Turner4D will share the secrets to impactful social media engagement with a staff and budget of any size! Join this workshop to learn how to efficiently and effectively maximize our impact on social media, no matter how limited your staff and time.

PRESENTERS: **Alan Rosenblatt** *Senior Vice President of Digital Strategy, Turner4D*
Violet Tsagka *Vice President, Turner4D*

Governing for the Future

One of the most critical attributes of high-impact organizations is the board's ability to govern for the future. This means that boards must assure that their mission endures through changing times and circumstances, and take informed, calculated risks. To accomplish this, boards can transition from a focus on the present (operations) to the future (strategic). This workshop session for executives and board members will explore how boards can move from an operations focus to a strategic focus and explore the strategies and tools nonprofit boards have successfully used to elevate their leadership capacity.

PRESENTER: **Polina Makievsky** *SVP, Knowledge, Leadership & Innovation*

Lethality Assessment Approaches and Uses

The Lethality Assessment Program (LAP) is a tool that was created nearly 25 years ago as a best practice in to more accurately predict how fatal a domestic violence incident will be and, in turn, how first responders can use that information to better support victims of violence by connecting them to community service providers, health care workers, and courts. In communities where it has been implemented as a protocol, it has saved countless lives and significantly decreased the homicide rate for victims of domestic violence. Join us for this panel where a certified trainee will go over the 20 questions that make up the assessment, followed by an in depth discussion on the benefits and challenges of implementing LAP in communities across the country.

PANELISTS: **Linda Baechle** *CEO, YWCA North Central Indiana*
Karolina Szatkowski *PALS Director, YWCA Union County*

MODERATOR: **Qudsia Raja** *Advocacy and Policy Manager, Health and Safety, YWCA USA*

Closing the Gender Pay Gap

This workshop will focus on how local associations can close the gender pay gap through federal grant opportunities and state level advocacy. Topics covered include paid sick days, apprenticeships and equal pay.

PANELISTS: **Lisa Maatz** *Vice President of Government Relations, American Association of University Women (AAUW)*
Pronita Gupta *Deputy Director Department of Labor Women's Bureau*

FACILITATOR: **Tralonne Shorter** *Senior Advocacy and Policy Associate for Racial Justice and Civil Rights, YWCA USA*

Our Collective Power: A Persimmon Paper on the YWCA USA Mission to Eliminate Racism

A Persimmon Paper is a YWCA USA adaptation of what is more commonly referred to as an organizational "White Paper." The publication of a Persimmon paper on the elimination of racism is a direct response to findings of the YWCA 2011 comprehensive organizational assessment and in response to local associations that cite racial justice as a high need area for capacity building. The workshop will introduce major topics that the paper explores: the history and development of YWCA's anti-racist mission, the current relevance of our mission to eliminate racism, and how YWCA can enhance and deepen our collective racial justice work in the 21st Century. During the session, hard copies of the paper will be distributed, an overview will be provided, and the use and application of the document will be discussed.

PRESENTER: **Donte Hilliard** *Director of Mission Impact, YWCA USA*

Raising Funds for Social Change through Digital Media

More and more nonprofit organizations are using digital platforms like Crowdrise as an effective way to raise funds. During this panel discussion, you will learn from Allstate Foundation about why they shifted to this platform for the Purple Purse campaign and hear from local YWCAs who raised substantial funds through the campaign last year. Learn what worked and how to maximize this type of platform to raise awareness and funds for your association.

PANELISTS: **Madeline Halperin-Robinson** *Lead Consultant, Domestic Violence Program, The Allstate Foundation*

Sharon McFeders *Chief of Staff and Member Experience, YWCA Metropolitan Chicago*

Shea Sibula *Master Partner Squad Boss, CrowdRise*

Kathy Slaughter *Director of Development, YWCA Evanston/North Shore*

MODERATOR: **Marla Caulk** *Chief Operations Officer, YWCA USA*

Nonprofit Operations and Ways to Fight Inequality

Join YWCA Madison trainers as to learn how to create an inclusive organization through systemic, long-term culture change at your own YWCA. Explore how the Multicultural Organization Developmental model can be an effective tool to evaluate the current state of your organization and to vision concrete strategies to become a more equitable and inclusive YWCA. Trainers will also share best practices and answer questions as they report on the state of their own process at YWCA Madison.

PRESENTERS: **Rachel Krinsky** *Chief Executive Officer*

Geraldine Parades Vasquez *Racial Justice Associate*