

**YWCA IS ON
A MISSION.**



...and we have a brand



15 Years Running!
Trace
against racism
APRIL 27, 2013
CASTLETON, PA

TWO DUDES
PAINTING COMPANY
4829
ywca race against racism

15 Years Running!
Trace
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APRIL 27, 2013
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TWO DUDES
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15 Years Running!
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APRIL 27, 2013
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A photograph of four runners (two men and two women) standing together on a paved path during a marathon. They are all wearing orange t-shirts and race bibs. The t-shirts have text that includes "15 Years Running!", "Face Against Racism", and "27, 2013". The race bibs have the "TWO DUDES" logo and the number "4929". The background shows other runners and trees, with a semi-transparent orange overlay across the entire image.

**A brand that's courageous,
passionate, committed,
motivating and always
moving forward.**

A brand that connects us to our mission, connects us to each other and serves the unique needs of our community.

WE MUST

STAND TOGETHER & BE PURPOSEFUL.

STAND OUT & BE ICONIC.

BRAND STRENGTHENING INITIATIVES

**STRENGTHEN
OUR
IDENTITY**

**LAUNCH
STRATEGIC
CAMPAIGN**



1. STRENGTHEN OUR IDENTITY

Our identity represents the commitment and purpose of our organization. By applying it consistently, we will increase awareness and strengthen our image.

**The more together we are,
the more substantial we become.**

**eliminating racism
empowering women**


ywca

A close-up photograph of a woman's face, partially obscured by a semi-transparent orange overlay. The woman has dark hair and is looking directly at the camera with a slight smile. The orange overlay covers the entire image, creating a warm, energetic atmosphere.

2. LAUNCH STRATEGIC CAMPAIGN TO SHOW OUR ENERGY AND COMMITMENT AND CONNECT US TO OUR MISSION

Our mission represents the purpose in everything we do. By showing how it brings value through our distinct programs and services, we show our incredible impact. **The more aligned we are with our mission, the more we matter.**

YWCA IS ON A MISSION:
ELIMINATING RACISM,
EMPOWERING WOMEN,
STANDING UP FOR SOCIAL
JUSTICE, HELPING FAMILIES
AND STRENGTHENING
COMMUNITIES.



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US, GLOBAL COVERAGE FROM

THOMSON REUTERS

OPEC

SDA



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IS ON A
MISSION**

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SPEED



U.S. ARMED FORCES
CAREER CENTER

ERIN & YOUNG

RICOH

THOMSON REUTERS

CHASE

PRODUCED SPECIFICALLY
FOR PROFESSIONALS

THOMSON REUTERS

PRODUCED SPECIFICALLY
FOR PROFESSIONALS

THE EVENT

CHANCE

at & t

CAM



YWCA IS ON A MISSION

Eliminating Racism, Empowering Women,
Standing Up for Social Justice, Helping
Families and Strengthening Communities

JOIN US.

Find your YWCA at www.ywca.org
On social media as YWCA USA

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IN YOUR COMMUNITY | ADVOCACY | ON A MISSION | 150+ YEARS

YWCA IS ON A MISSION

FIND YOUR YWCA

ELIMINATING RACISM, EMPOWERING WOMEN,
STANDING UP FOR SOCIAL JUSTICE, HELPING
FAMILIES AND STRENGTHENING COMMUNITIES.

SEE YWCA IN ACTION





YWCA IS ON A MISSION

TO EMPOWER

THROUGH YOUNG WOMEN'S SCHOLARSHIPS

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor.

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YWCA IS ON A MISSION

TO ADVANCE

BY STANDING UP AGAINST RACISM

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor.

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YWCA IS ON A MISSION

TO STRENGTHEN

WITH CANCER RECOVERY EXERCISE FOR WOMEN (CREW)

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor.

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Amanda Lanzone

Where does this ingrained propensity to racial bias come from? [Comments](#)

• [Columnist Page](#) | [Blog](#)



OP-DOCS

‘A Conversation About Growing Up Black’

By JOE BREWSTER and PERRI PELTZ

In this short documentary, young black men explain the particular challenges they face growing up in America. [Comments](#)



TODAY

► COLUMNISTS

EDITORIALS

► CONTRIBUTING WRITERS

OP-ED

► OPINIONATOR

LETTERS

SUNDAY REVIEW

TAKING NOTE

ROOM FOR DEBATE

VIDEOS

PUBLIC EDITOR

EDITORIAL | TRANSGENDER TODAY

The Quest for Transgender Equality

By THE EDITORIAL BOARD



Damon Winter/The New York Times

Being transgender today is still unreasonably hard, but it is far from hopeless. This is the first in a series looking at the challenges ahead.

[Comments](#)

- [Readers' Stories](#)
- [Transgender Resources](#)



TRANSGENDER TODAY

Your Stories

Personal stories from readers that reflect

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Eliminating Racism, Empowering
Women, Standing Up for Social
Justice, Helping Families and
Strengthening Communities

JOIN US.

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TAKING NOTE

The Editorial Page Editor's Blog

Welfare Warfare in the Missouri Statehouse

By Francis X. Clines

May 7, 2015, 9:28 AM

[Read More »](#)



LATEST FROM THE OPINION BLOGS

PAUL KRUGMAN

**THIS IS WHAT
REAL CHANGE
LOOKS LIKE.**

YWCA IS ON A MISSION

ELIMINATING RACISM, EMPOWERING WOMEN,
STANDING UP FOR SOCIAL JUSTICE, HELPING
FAMILIES AND STRENGTHENING COMMUNITIES.

SEE YWCA IN ACTION



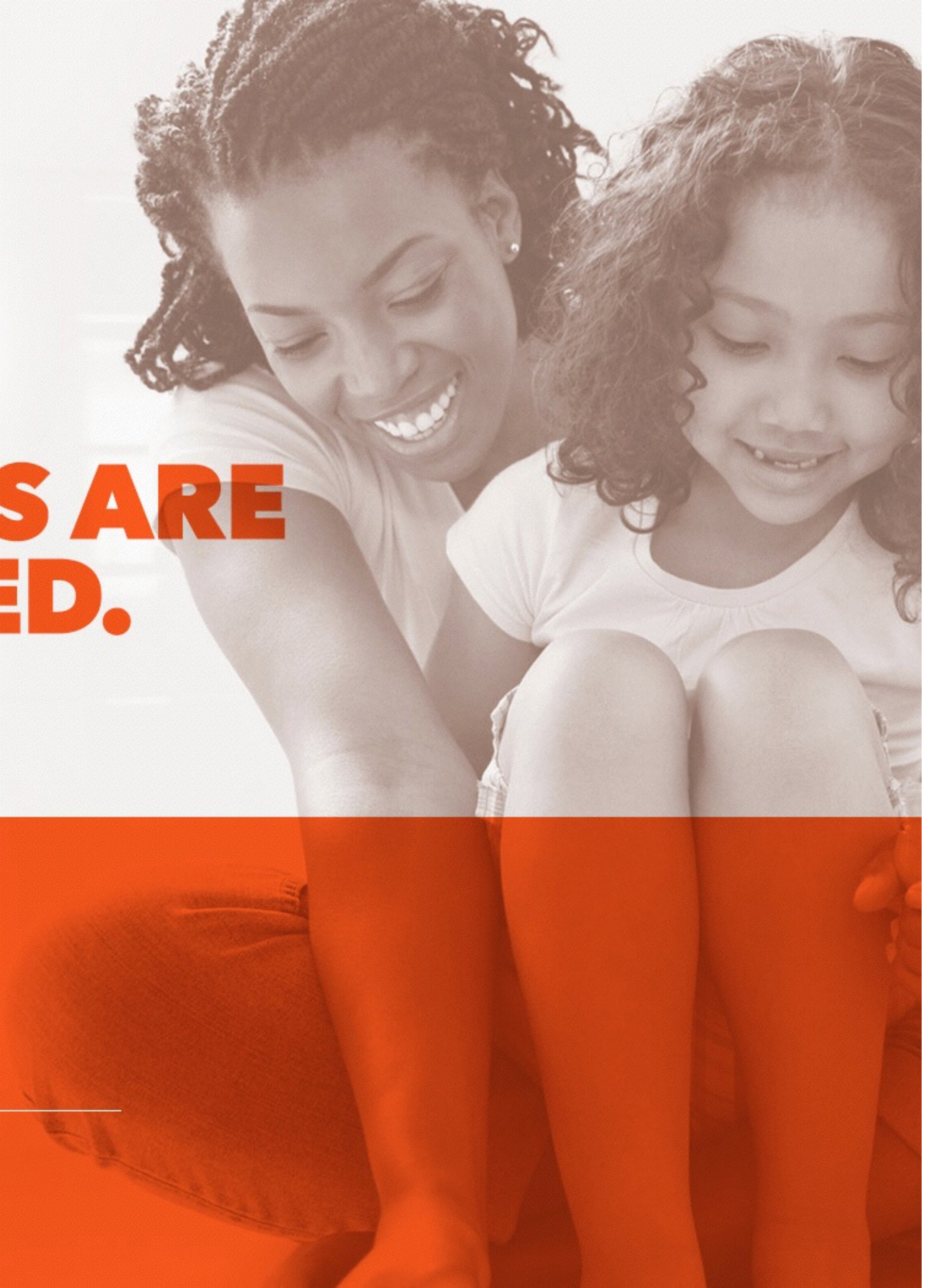
Let Me Live
Past 18!!!

THIS IS HOW COMMUNITIES ARE STRENGTHENED.

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ELIMINATING RACISM, EMPOWERING WOMEN,
STANDING UP FOR SOCIAL JUSTICE, HELPING
FAMILIES AND STRENGTHENING COMMUNITIES.

SEE YWCA IN ACTION





**WORKING
EVERY
DAY TO
EMPOWER
WOMEN.**

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**WORKING
EVERY
DAY TO
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RACISM.**

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**THIS IS
WHAT
REAL
CHANGE
LOOKS LIKE.**

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▼ YWCA IN ACTION



**A NEW GENERATION
OF LEADERS EMERGE.**



**WE'RE ALL IN THIS
TOGETHER.**



**STRENGTHENING
LAWS.**



**150 WOMEN.
150+ YEARS.**



**OUT OF POVERTY TO
FINANCIAL FREEDOM.**



**FIGHTING
DISCRIMINATION.**



GET LOUDER.



**COURAGEOUS WOMEN
ON THE MOVE.**

▼ YWCA IN ACTION



**A NEW GENERATION
OF LEADERS EMERGE.**



**WE'RE ALL IN THIS
TOGETHER.**

One of the most effective ways for
gaining a sense of belonging is to help
those in need within your community.
Recognizing the positive impact of
volunteer and national service

READ MORE >



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LAWS.**



**150 WOMEN.
150+ YEARS.**



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Toolkit Foundations

FIRST WEEK OF AUGUST

- Brand Guide
- Logo and On A Mission Mark
- Pitch Deck
- Media Banners
- Photo Library
- Templates for Letterhead, Business Cards and Fact Sheet

YWCA is on a Mission Campaign

END OF OCTOBER

- Advertisements
- Earned and Paid Media Strategy
- Campaign Microsite on YWCA National Website

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