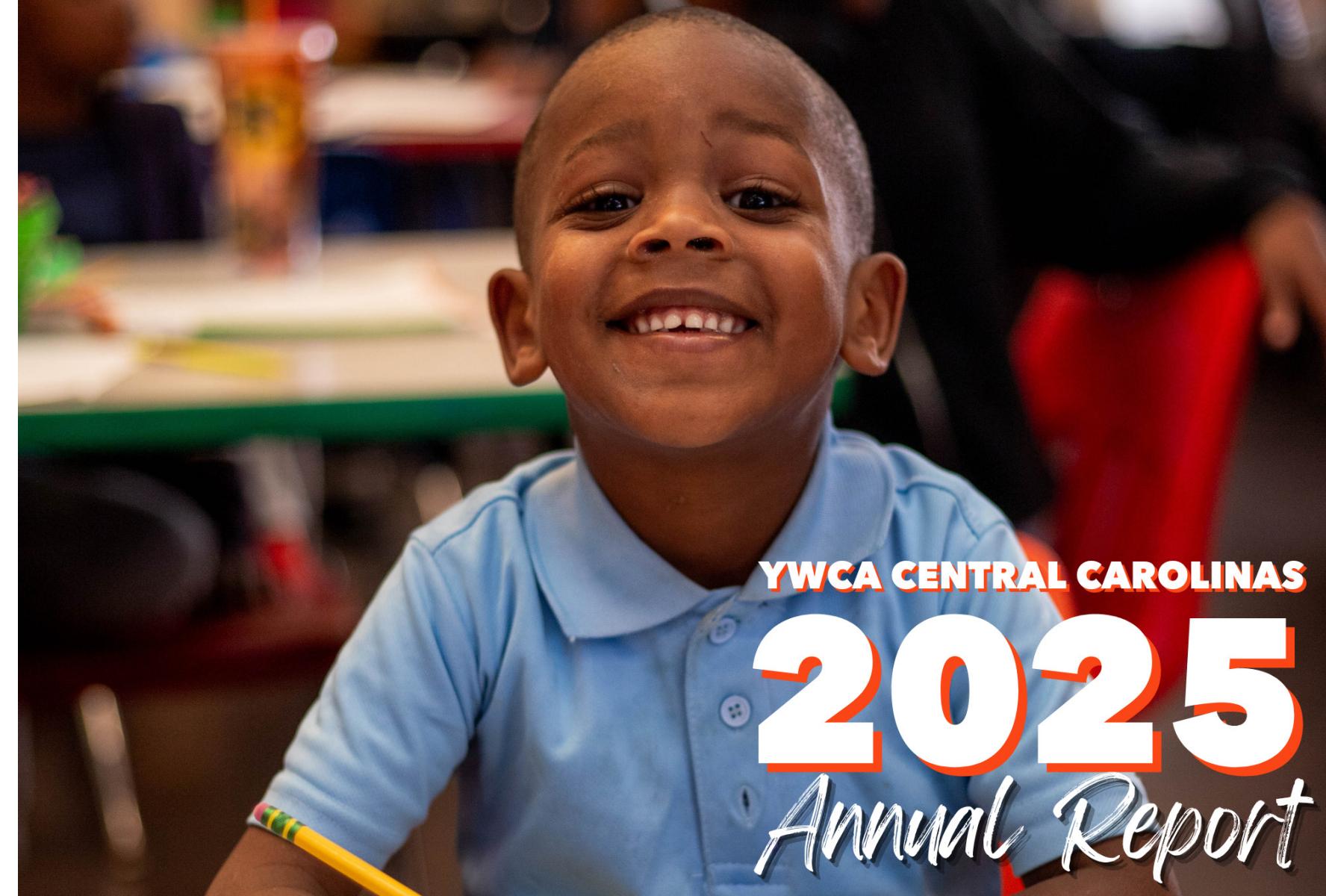


**eliminating racism
empowering women**
ywca

Central Carolinas

**3420 Park Road
Charlotte, NC 28209**

ywcacentralcarolinas.org



YWCA CENTRAL CAROLINAS

2025

Annual Report

THE YWCA

difference

At YWCA, eliminating racism isn't just part of our mission—it's how we've shown up in our community for years. You saw it when YWCA Central Carolinas opened our Park Road campus in 1966 with one of Charlotte's first integrated swimming pools. You continue to see it in the support we give families and women as they find safe and affordable housing. In our youth learning centers, it shows up in the encouragement we offer young people as they grow into confident readers.

Eliminating racism and empowering women are central to everything we do at YWCA. Our Racial Justice and Advocacy work brings this mission to life by creating spaces for learning, conversation and connection through community events. Together, these efforts remind us that equity isn't a single program—it's the heart of everything we do.



Photo by Kelso Ayala

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DEAR YWCA FRIENDS & FAMILY,

This past year has shown us what an impactful life at YWCA truly looks like. It's one built on mission, purpose and community. We've found a Board of engaged and powerful women, committed to our mission. We've found employees who said the number one reason they work for this organization is because of our mission. We've found a myriad of donors, partners, supporters, allies and neighbors who celebrate our continued commitment to racial justice through their generous gifts and support.

With new leadership at both the CEO and Board Chair levels, we are proud to be part of an organization so focused on its mission of eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

When our mission was shared at recent racial justice events, it was pure joy to receive thunderous applause each time. We suspect that part of the elation has to do with our willingness to stay the course against an increasingly challenging backdrop toward those of us engaged in this work. Safety nets provided by nonprofits are being eroded and eliminated. Literacy gains are elusive. And there's little peace and dignity for all to be found from leaders driven by division.

And yet, we continue to do this work, arm in arm with you, our friends and supporters. We believe this region needs YWCA Central Carolinas even more urgently today, and we're so grateful that you agree. I hope you enjoy perusing this annual report and see the profound impact YWCA Central Carolinas has in strengthening our community.

With grateful hearts,



Pamela G. Senegal
Chief Executive Officer



Frenchie W. Brown
Board President



Unlocking Literacy, One Student at a Time



At the heart of YWCA Central Carolinas' department of youth programs are stories of perseverance, growth and confidence. **We believe every child deserves the confidence that comes with flipping the pages of a book, and this year, our literacy initiatives have been a shining example of that commitment.**

Since we incorporated Amira Learning, an AI-powered reading tutor, YWCA's students have read nearly 2 million words this year. The program engages children by listening as they read aloud, providing gentle, real-time feedback on pronunciation and comprehension.

Mia, a bright and determined 2nd grader, made tremendous strides in her reading this past year with Amira Learning. When Mia first participated in the Winter 2024 Amira Learning reading diagnostic, she tested at a proficient level for her grade. While she was on track, we knew that with the right support and encouragement, Mia could achieve even greater success.

*To maintain anonymity, the student's name has been replaced with a pseudonym.

Over the following months, Mia worked closely with her youth learning coordinator through small group instruction, targeted practice with Amira Learning and engaging literacy activities. When she completed her Spring 2025 Amira Learning assessment, Mia had advanced from proficient to above proficient—representing over a full grade level of improvement in just a few short months.

Beyond the assessments, Mia's transformation was evident in her classroom participation and peer interactions. **She began volunteering to read aloud during lessons, sharing her favorite stories and encouraging others who were still building their skills.**

The promise of Amira Learning goes beyond skill-building and our youth learning centers. Parents can hear their child's reading assessments and receive simple, practical tips for everyday learning—like pointing out "silent e" words on signs or practicing certain sounds during bedtime stories. Parents aren't just informed; they're empowered to be active partners in their child's growth.

Mia's journey reminds us that with the right tools, guidance and opportunities, every child can unlock their potential and open new chapters of possibility.



Photo by Mary W. Cox



Yvette Outside of YWCA Central Carolinas

A Story of Support and a Fresh Start

When Yvette and her husband moved to Charlotte with their two children, she carried more than just moving boxes. **After going through a divorce, she found herself responsible for providing housing and stability for her family.**

“I came from a background of ‘you’re never going to amount to anything,’” she recalls. “I was in a marriage where my husband didn’t think I was worth being with.”

Despite facing challenges, Yvette found joy in her work in early childhood education. But she was faced with housing uncertainty after she lost her home due to gun violence. With nowhere else to go, she moved into a pay-by-week hotel.

“I was paying \$320 a week, and it was getting rough,” she says. That’s when a coworker suggested she call the emergency assistance line.

That call eventually led her to YWCA’s Women In Transition program, where we provide safe, affordable transitional housing for up to 66 women at a time.

Yvette says she was nervous when she arrived at YWCA’s doorsteps and unsure if she could make it through the program. But from day one, her participant advocate was there every step of the way—helping her budget, pay off eviction and IRS debts and set achievable goals.

“I had somebody who believed in me as much as I learned to start believing in myself,” Yvette says.

Yvette found a connection with the other women living on her floor at YWCA. Her confidence grew and she was approved for an apartment after graduating from the program—a goal she never lost sight of.

Today, Yvette credits the program’s success to the staff and volunteers who are committed to YWCA’s mission of eliminating racism and empowering women.

“Some days I cried, some days I laughed,” she reflects. *“But through it all, I had support.”*



Scan the QR code to watch Yvette’s story

Laying the Foundation for Brighter Futures

We are so excited for the amazing change taking place on our front lawn at YWCA Central Carolinas! **Grounds for Change, a transformative affordable housing project on YWCA's 10-acre campus, officially broke ground in January and is on track to welcome hundreds of individuals in late 2026.**

The development is a collaborative effort between YWCA and DreamKey Partners, a nonprofit real estate development and finance corporation. YWCA is proud to contribute both the land and significant philanthropic support, furthering our mission to eliminate racism, empower women and promote peace, justice, freedom and dignity for all.

This project will bring 80 affordable housing units to Charlotte, reserved for households earning between 30% and 60% of the area's median income.

DreamKey Partners and YWCA will give preference to participants in our Women in Transition and Families Together programs as units become available and participants are ready to transition.

In Charlotte, we are seeing what Dr. Brian Goldstone described in his book *There's No Place for Us* as fewer affordable housing options, due in part to economic growth—a reality for some of our transitional housing graduates. These 80 units represent a meaningful step toward addressing Charlotte's affordable housing crisis, an urgent need that has only intensified in recent years.

YWCA remains steadfast in its commitment to our mission as Grounds for Change builds upon our decades of work supporting women and families experiencing homelessness through transitional housing.

Looking ahead, YWCA Central Carolinas is thrilled to continue this progress and eagerly anticipates welcoming our new neighbors in 2026, marking another milestone in our journey toward a more equitable community.



Grounds for Change Construction Site

YWCA'S *impact*

Your support of YWCA Central Carolinas makes a direct impact on the community. From July 2024 to June 2025, thanks to your donations...



160

INDIVIDUALS FACING HOMELESSNESS

had a safe place to live in our transitional housing programs.



244

CHILDREN

from low-income households received after-school literacy support.



188

COMMUNITY MEMBERS

were educated and mobilized through racial justice and advocacy events.



A New Chapter for YWCA

In March, YWCA Central Carolinas proudly welcomed a dynamic new leader to carry forward our mission of eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

Pamela G. Senegal returned home to the Queen City as she stepped into the role of Chief Executive Officer with a bold vision and a lifelong commitment to equity and empowerment.

As a passionate advocate for social justice and a proven change-maker, she is guiding the organization through a period of renewed energy, strategic growth and impact.

“We are confident that under Senegal’s leadership, YWCA Central Carolinas will continue to drive meaningful change and create lasting opportunities for those we serve through our transitional housing, youth literacy programs and racial justice and advocacy work,” said Frenchie Wilson Brown, current Board of Directors president, and Brittany Conner, Board of Directors past president. Since her arrival, Pamela has prioritized listening through intentional collaboration and engagement with staff, board members and community partners. Under her leadership, the organization is already taking bold steps to strengthen its programs, elevate the voices of those we serve and build more intentional partnerships across the region.

As we look to the future, YWCA Central Carolinas is energized by Pamela’s leadership and vision for a more equitable and inclusive community.



2024-2025 *financials*

SUPPORT & REVENUE

SUPPORT:

Individuals	\$ 695,209
Corporations	\$ 398,019
Foundations & Nonprofits	\$ 743,434
Governmental Agencies	\$ 11,536
United Way of Greater Charlotte	\$ 44,845
In-Kind Support	\$ 71,195

REVENUE:

Program Fees	\$ 973,172
Other Income	\$ 697,706

TOTAL SUPPORT & REVENUE \$ 3,635,116

EXPENSES

Program Services	
Transitional Housing	\$ 940,161
Youth Learning Centers	\$ 845,656
Co-Ed Fitness Center	\$ 752,463
Racial Justice	\$ 115,464
Management & General	\$ 488,559
Fundraising	\$ 486,682

TOTAL EXPENSES \$ 3,628,985



- Individuals
- Corporations
- Foundations & Nonprofits
- Government Agencies
- United Way of Greater Charlotte
- In-Kind Support
- Program Fees
- Other Income



- Transitional Housing
- Youth Learning Centers
- Co-Ed Fitness Center
- Racial Justice
- Management & General
- Fundraising

**The financials above reflect YWCA's internal financial statements from our 2024-2025 fiscal year, which ran from July 1, 2024-June 30, 2025. Audited financials will be available upon request.*

YWCA *leadership*

BOARD OF DIRECTORS

Frenchie Wilson Brown

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Laurie Guy

Andrea Spears Jackson

President-Elect

Elyse Hamilton-Childres

Sherri York

Treasurer

Ellen E. Rankin

Judy Seldin-Cohen

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Soamoya N. Rankins

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Elizabeth Denton Shah-Khan

Brittany Conner

Ashley Stevens-Smith

Susan Evans

Shelley Grant Smith

Tara Lynn Foster

Kristy Teskey

Elizabeth Funck

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Chief Executive Officer

Sarah Lanners Avinger

Chief Philanthropy Officer

Jolaine Elien

Chief Financial Officer

Jeff Nerret

Director of Fitness

Rebecca Stickel

Director of Housing

Tomiaka Wingard

Director of Youth Programs