

eliminating racism
empowering women

ywca

bergen county

“y the w makes a difference”

YWCA News

ywupcoming events

Active Adult Health Day

Tuesday, October 13

10:00 a.m. – 2:00 p.m.

Lectures, screenings,
exhibits & more!

112 Oak Street, Ridgewood

Call 201-445-2600 for info

Blue Moon Mexican Café Community Night

Monday, October 26

All Blue Moon Locations

20% of lunch/dinner bill donated
to YWCA Rape Crisis Center
(MUST PRESENT FLYER)

Flyers available at YWCA
Ridgewood & Hackensack locations

Shop for a Cause

Tuesday, October 6

Lord & Taylor, The Fashion Center,
Ridgewood

Saturday, October 17

All Macy's New Jersey stores

Thursday, October 29

Bloomington's Hackensack,
Willowbrook, Bridgewater
& Short Hills

Proceeds benefit YWCA Rape
Crisis Center.

To purchase your advance tickets call
201-881-1700.

Power & Possibilities

Saturday, January 9, 2010

A day-long empowerment event for
Bergen County high school girls
Bergen Community College,
Paramus.

Presented by the YWCA
of Bergen County Girls Coalition
Call 201-444-5600 x351 for info

Visit

www.ywcabergencounty.org
for more event info.

Handle With Care

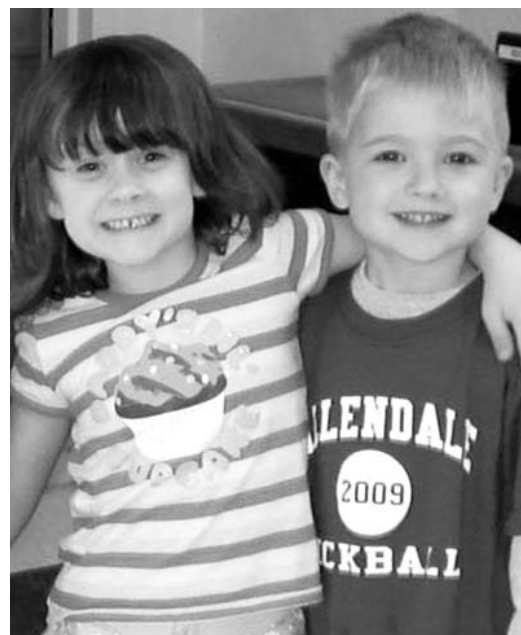
The YWCA Early Learning Center nurtures children and their parents

The YWCA Rodie Child Care Center had a busy summer. In addition to hosting family picnics and teaching the children to swim, the center changed its name—to the YWCA Early Learning Center—to reflect our philosophy of emphasizing developmentally appropriate education for children at every age and stage. It also changed its hours, opening at 6:15 a.m. for the convenience of parents who commute or work in industries such as health care.

What hasn't changed is the high-quality care that parents expect and value. Since 1957, when our YWCA opened its first nursery school, we have given working women and their families the peace of mind of knowing that their children are well cared for. Today we care for more than 1,500 children daily at sites throughout Bergen County. So it's not surprising that we have become a trusted resource for parents seeking guidance in choosing the best care for their children.

Today's parents have far more child care options than parents did 50 years ago, so it's important that they focus on a few key criteria. Pat Finn, Director of the YWCA's Early Childhood Programs, says, **“A safe, nurturing and healthy environment is of primary importance.”** The facility itself should be secure, with limited and controlled access points. When touring a facility, parents should ask to visit their child's prospective classroom, meet the staff and see how they interact with the children. At the YWCA Early Learning Center, “We encourage parents to bring their children and let them join in an activity,” says Finn. Parents should also consider the facility's cleanliness and ask questions about the food provided. “We serve two healthy snacks a day and the price is included in our fee. But parents need to ask if a facility charges extra for food.”

The educational curriculum is the second key consideration. Children learn at a developmental pace, and the YWCA's structured early learning curriculum encourages them to develop intellectually, physically, socially, and emotionally through play



and hands-on activities. “Infants, toddlers and preschoolers engage in the same set of activities, from circle time to free play,” says Finn. “The difference is that each activity is developmentally appropriate.”

The YWCA Early Learning Center also offers a unique art program. “Art allows children to express not only their creativity but their individuality,” says Diane Eide, director of the center, which boasts a dedicated art studio and one-on-one instruction, including learning about master artists like Picasso, Van Gogh and Monet.

The final issue parents should consider is the reputation of the company, organization or center. The YWCA has enjoyed a long history in Bergen County, and parents appreciate the longevity of our staff. **“Experience and long-term training are critical to working with young children,”** says Finn. **“Twenty-five percent of our staff has been with us for 15 years or more.”** She balances their maturity with the enthusiasm of younger staff, some of whom grew up at the YWCA and returned after college. “We believe in nurturing the entire family, and this proves that they stay with us for a very long time.”

ywca mission

YWCA Bergen County is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all.

about us

We are the area's largest provider of child care services, a recognized leader in health and fitness programs, and operator of the county's only Rape Crisis Center. Celebrating nearly a century of commitment to our community, today we improve the lives of thousands of women, girls, and their families.

For more information, visit www.ywcabergencounty.org

board of directors

Lisa Kender, President

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Christina Gibbons

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Barbara Keirnan

Mary Jo Kurtz

Amy Labanowski

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Teresa Oakley

Nancy Passow

Monica Roers, CEO

from the ceo's desk



Dear YWCA friends,

This time last year, we were just becoming aware that the economy was in a recession. Now, a year later, I am struck by the many ways that the YWCA, our staff, and our members have carried on (and in some cases flourished) amidst the challenging economic circumstances.

Despite the fact that many families were forced to cut back on non-essential expenditures, our Aquatics programs had higher revenues over the past 12 months than in prior years. I am delighted that so many families recognize that swim lessons are a skill for life, and that they have continued to make swimming a priority for their children. It is also wonderful that working parents who have counted on our YWCA to provide safe and fun before and after school care for their children, have continued to utilize these programs when out of work and looking for a job—as well as when they landed a new job. To you, our YWCA members, I say a special “THANK YOU” for your loyalty and continued participation in our programs during this tough economy.

The YWCA has been in Bergen County for nearly 90 years and will continue to be here for you and your family when you need it. Whether empowering women and girls or eliminating racism, the YWCA continues to deliver programs and services aimed at fulfilling this mission—and the economy has not slowed us down. This summer we launched a new “Girl Power” camp for girls ages 11-14. For these girls, summer camp was all about self-discovery and empowerment. And in April, for the first time in Bergen County, the YWCA held a Stand Against Racism day. Our staff and our community—including over 1,000 elementary school students and approximately 20 local businesses and civic organizations—stood together to pledge to take definite steps to eliminate racism from their lives. What a statement!

I have every faith and confidence that the economy soon will be robust once again. And as the economic picture continues to show signs of improvement, know that the YWCA and our staff will continue to build a community that is committed to the elimination of racism and the empowerment of women!

Monica Roers
CEO

one person

It's hard for One Person to change the world.

But it's easy for One Person to change another person's life—and no gift is more precious.

Our requests for financial assistance have increased during this financially challenging time. We would like to assist more people, and we are asking you to be our partner. Here's how your contribution can help One Person.

Special Needs: With your support, a challenged child will lace up his bowling shoes, aim the ball down the lane and experience the thrill of bowling. Or, a child enrolled in the Special Kids Variety Pack will take part in games and sports that develop coordination while building self-esteem and socialization skills.

Fitness and Dance: A lifelong affinity for movement, activity and fitness is the goal of these programs. Your support will help pre-teen girls in our dynamic Girl Power wellness program learn about healthy eating and exercise, coping skills and more.

Rape Crisis Center: This unique program provides the only 24/7 Rape Crisis Hotline in Bergen County. You can help fund accompaniment time by a trained professional advocate responding to a sexual assault survivor's need for help anytime day or night. The Rape Crisis Center is funded solely through donations and grants.

Aquatics: Swim lessons are skills that last a lifetime—and no one teaches swim like the YWCA. Six months old? We've got a class for that. Arthritic joints? We've got a class for that. Dads who want pool time with their toddler? We've got a class for that. Advanced swimmer? We've got American Red Cross Lifeguard Training. With your financial support, those experiencing financial difficulties can still learn these valuable skills.

Early Childhood: You may find our preschoolers finger painting, building a cave, exploring world cultures, or talking about dinosaurs—all valuable ways to develop motor skills and engage a child's mind and body. Your donation will help satisfy a child's curiosity and launch a desire for learning.

It is the YWCA's policy to provide financial aid whenever possible—and it is you who help make this happen.

Perhaps you can't give as generously as you have in the past, but your continuing support is vital. Thank you.

I will help One Person by donating

\$50 \$75 \$100 \$250 \$500 other \$ _____

To donate, go to www.ywcabergencounty.org and click on “Give”; use your credit card; or make your check payable to YWCA Bergen County and mail to Jennifer Rosa, YWCA Bergen County, 2 University Plaza, Hackensack, NJ 07601.

Check MC/Visa Amex

Card # _____ Exp.date _____

Name _____

Address _____

City _____ St _____ Zip _____

Email _____

yw thanks you!

Our sincere appreciation to:

Oritani Bank

Toys“R”Us

Panico Salon & Spa

Their generosity is making a difference in our Girl Power Camp, special needs programs and Rape Crisis Center.

ywca and community partners stand against racism



Above: Bergen County Freeholder Vernon Walton, YWCA of Bergen County CEO Monica Roers, Freeholder Bernadette McPherson and YWCA Board President Lisa Kender flank the "Pledge to Eliminate Racism" in the North Court at Paramus Park Mall.

Local legislators, community activists, teachers, students and area residents joined the YWCA of Bergen County in taking a "Stand Against Racism" on Friday, April 3rd at Paramus Park Mall. Along with 14 sister YWCA's in New Jersey, New York and Connecticut, we supported this regional initiative aimed at raising awareness about racism and discrimination and celebrating the richness of diversity. Over 300 organizations and 25,000 individuals also participated by simultaneously hosting their own events.

The mall event featured guest speakers including WVNJ radio morning show host Sam Greenfield and Bergen County Freeholders Vernon Walton and Bernadette McPherson. The Paramus High School Premiers choral group performed and the student winners of the YWCA Martin Luther King, Jr. Essay Contest were honored.

Planning is underway for SAR 2010, set for Friday, April 30th. We look forward to even greater community involvement in this vital initiative. For more information, visit www.standagainstracism.org.

ywprogram news

aqua zumba® makes a splash!

Now you can enjoy the fun of Zumba® in an environment that's gentle on your joints. Aqua Zumba® is the latest addition to our Body Shop class schedule, and it's a refreshing way to incorporate a low-impact workout into your fitness routine. The high-intensity dance movements and upbeat Latin music that have made Zumba® so popular have been adapted to suit the pool, creating a water workout like nothing you've ever experienced! Visit our website for details or call 201-444-5600, ext. 351.

power up your yw membership

Persimmon is more than just the YWCA's signature color—it's the color of empowerment! Our new Persimmon Membership combines a basic YW membership with a \$50 tax deductible donation that empowers you to directly support our 24/7 Rape Crisis hotline, scholarships for child care, and special needs fitness programs. As a "thank you," you'll receive access to Early Bird Registration (sign up for classes a week before registration starts) and a Persimmon tote filled with goodies. Call the Membership Office at 201-444-5600, ext. 341 to sign up!

ywvolunteers making a difference: alana goodman

Alana Goodman wanted to raise funds for a worthy non-profit organization. As part of an independent study marketing project, the West Essex Regional High School senior chose to support the meaningful work of the YWCA of Bergen County's Rape Crisis Center.

From January until she graduated this June, Alana dedicated herself to heightening awareness about sexual assault among her fellow students and collecting donations to support the center's 24/7 crisis hotline. In April, she enlisted Panico Salon & Spa as the first corporate participant in "Denim Day in NJ," an observance dedicated to educating young people about consent and healthy relationships. Working with the salon's marketing team,

she designed a week-long event that delivered the Denim Day message to employees and customers—and was the first Panico fundraiser held simultaneously in its three New Jersey locations.

Alana epitomizes the spirit of volunteerism, and we salute her for her creativity, fearlessness, and commitment. She is responsible for raising nearly \$2,000 for the YWCA Rape Crisis Center, and we are sincerely grateful for all that she has done on our behalf.

Interested in becoming a YW volunteer? There are many ways you can get involved, from assisting in our special needs programs to working at special events. For more information, visit www.ywcabergencounty.org.

"y the w makes a difference" ready 2 launch

The "W" will take center stage this fall as our YWCA launches a new awareness campaign: "Y the W Makes a Difference". For us, the "W" is all about empowering women, girls, and their families across all generations, abilities, and walks of life. We do this by providing programs and services that improve lives, inspire change, and create opportunities.

But we know that making a difference is a two-way street. So this campaign is really about starting a conversation. In the coming weeks we'll invite you to share your own thoughts or stories about the ways our YW makes a difference in your life or the lives of your family or friends. And we'll share these stories with others—via email, Facebook, video, and special events.

After all, what matters isn't only "Y the W Makes a Difference" to us. What matters is "Y the W Makes a Difference" to YOU. Isn't that what empowerment is all about?



Above: Alana Goodman (right) celebrates Denim Day with Jack Panico in Panico Salon & Spa's West Caldwell location.



YWCA Bergen County
112 Oak Street
Ridgewood, NJ 07450

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U.S. Postage
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how to reach us

Hackensack:

2 University Plaza, Suite 208
Hackensack, NJ 07601
201-881-1700

Ridgewood:

112 Oak Street
Ridgewood, NJ 07450
201-444-5600

For more information, visit www.ywcabergencounty.org

ywout & about

unilever joins the ywca in honoring 30 nj business women

The YWCA of Bergen County and host company Unilever honored 30 women and 20 businesses at the 35th Annual Tribute to Women and INdustry (TWIN) awards gala on April 30th at the Teaneck Marriott at Glenpointe. The largest awards program of its kind in northern New Jersey, TWIN celebrates business women who have made significant contributions to their companies and the organizations that have supported them. **Pictured L to R:** Linda Murphy, TWIN 2009 Chairwoman and member, YWCA Board of Directors; Amanda Sourry, TWIN 2009 Honorary Chairwoman and Executive Vice President, Global SCC & Dressings, Unilever; and Monica Roers, CEO, YWCA of Bergen County.



denim day 2009 educates students about preventing sexual assault

An expanded program of educational activities marked the 2nd Annual “Denim Day in NJ” observance on April 28th, sponsored by the YWCA of Bergen County Rape Crisis Center. Fairleigh Dickinson



University’s Nubian Ladies and Black Men’s Alliance hosted a panel discussion on sexual assault prevention featuring agency representatives from the field of victim services. Students from Teaneck, Mahwah, Tenafly, Lyndhurst, and Hackensack High Schools (**pictured above**) also took part in events to raise awareness about consent and healthy relationships.

yw board welcomes new officers & members



The Board of Directors of the YWCA of Bergen County introduced its newly elected officers at the organization’s Annual Dinner on May 13th. The 2009-10 YWCA Board of Directors officers (**pictured L to R**) are Lisa Kender, President; Mary Jo Kurtz, 1st Vice

President; Nisha Cordero, 2nd Vice President and Treasurer; and Nancy Passow, Secretary. The board also welcomed new members Kristine Austria and Melinda Cronk.

new ywca camp helps girls gain confidence

Summer camp has new meaning for the 11-to-14-year-olds who attended the first-ever YW “Girl Power Camp”. The four-week “girls only” camp mixed arts and crafts, sports, music, and drama with self-confidence and leadership building programs, including guest speakers from area businesses, yoga instruction and stress management (**pictured left**), and rock-climbing expeditions.

