

# our voice

eliminating racism  
empowering women  
ywca

Spring 2004

## Women of Distinction

The YWCA of Madison will hold its 30th annual Women of Distinction Awards Luncheon on May 6th at the Concourse Hotel. This year we will honor six women whose community service, professional achievement, integrity, leadership and dedication to the lives of others stand as a reflection of the YWCA's historic mission and values.

This years winners are:

- Marilyn Beach has been a Registered Nurse with Dean Health System for over 30 years. She is currently working in their Urgent Care Department, but her job does not end there.
- Michelle Behnke, President-Elect of the State Bar of Wisconsin, is a Madison lawyer who practices law in the areas of business, real estate and estate planning.
- Charlie Daniel is the Education Director at the Wisconsin Technical College System (WTCS) for Minority and Retention Services and the Displaced Homemakers programs.
- Gloria Sarto is a Professor of Obstetrics and Gynecology and Co-Director of the Center for Women's Health Research. She is also the President of the American Gynecological and Obstetrical Society.
- Kathleen Voit has been President of the Madison Community Foundation since 1997. A Madison native, she has been a leader in the non-profit sector for 20 years.
- Florence Zmudzinski is a retired social worker with the Madison Area School District for twenty years and longtime tenant advocate.

The YWCA gratefully acknowledges Madison Gas & Electric, American Family Insurance, Dean/St. Mary's, The Printing Partners and the many area businesses and individual contributors for making this event possible. Corporate and individual donations help underwrite the costs of the Women of Distinction event and will help fund the YWCA's programs and operations throughout the year. If you are interested in attending or becoming a sponsor please call Debra Schwabe at 257-1436.



Marilyn Beach



Michelle Behnke



Charlie Daniels



Gloria Sarto



Kathleen Voit



Florence Zmudzinski

# The YWCA of Madison Includes Men as Full Voting Members



By Eileen Mershart

Over the course of the past several years the YWCA of Madison considered changing our bylaws to become inclusive of all people who support the mission and work of the YWCA—in effect, to change the policy to allow men as full voting members of the YWCA of Madison. For us in Madison, the choice is clear and we have voted to change.

The action to include men as full voting members came in a unanimous vote taken in January 2004 at a special membership meeting called by the Board of Directors of the YWCA. The vote was not taken lightly and it was one that had been fully thought through.

The YWCA of Madison feels very strongly that the national YWCA policy, which prohibits membership of men, is detrimental to our credibility as an organization that fights against all forms of exclusionary discrimination. Additionally, it is clear that men have supported the work and the mission of the YWCA. Including men as equal partners in our struggle to empower women and eliminate racism will help assure our success.

In August 2000, the Supreme Court of the United States issued an opinion allowing the Boy Scouts of America to exclude gay men and boys from volunteering for, or being members of their organization. As a result of that decision, the Boy Scouts in Madison withdrew from the United Way due to the fact that the United Way asks all member agencies to sign a document that declares that the agency does not engage in discriminatory activity.

It was a short time after this that the YWCA was contacted by the United Way of Dane County regarding our policy of only having women as full voting members. We whole-heartedly agreed with the United Way that the national policy was discriminatory even though it was based on an argument called

the “compensatory purpose” doctrine. At a point in history when women could not vote, could not own property, or enter into contracts this policy made sense, but no longer. This is not 1858, the year the YWCA of the USA was founded. We are a very different country and a very different YWCA. Additionally, in a climate where civil rights are again taking center stage, the YWCA of Madison stands for inclusivity. The YWCA of Madison had been working for some time to change the national policy. We voted in the summer of 2001 to support a change at the annual convention held in Albuquerque, New Mexico. That vote failed.

In 2002, the board of directors of the YWCA of Madison then brought the issue up for discussion at the April Annual Meeting with the intent of bringing the amendment forward the following year. No objections to the change in policy were heard and the board then moved forward in advancing the change.

**“For us in Madison, the choice is clear and we have voted to change”**

Several other YWCAs have changed or will be changing their bylaws for reasons that are similar to those of the YWCA of Madison—to invite all those who support our work to join us in our efforts to work towards the elimination of racism and the empowerment of women. These associations include the YWCAs of Tucson, Arizona; Albuquerque, New Mexico; San Jose, California; Olympia, Washington; Seattle, Washington; Portland, Oregon; and Berkeley, California to name a few.

A report on this issue will be prepared for the annual meeting of the YWCA of the USA to be held in April 2004 in Washington D.C. Following the dissemination of that report, local organizations will have another opportunity to discuss the issue and in late 2004 or early 2005 a national vote may again be taken to amend the bylaws of the national body. The YWCA of Madison will continue to work for this change.

# Same YWCA, New Look

The YWCA has long been dedicated to its mission of eliminating racism and empowering women. During the last 145 years, the organization has grown to become a vibrant force in more than 110 nations, serving more than 25 million women and girls around the world.

And while the YWCA continues to maintain its unwavering commitment to this mission, the time has come for a fresh look.

That's why over the past year, with the help of a national marketing firm, the YWCA has worked on rebranding the organization on both the national and local levels. Over the next few months, a new logo will appear in YWCA correspondence, literature and national advertising.

"As we celebrate our 95th year, we're very excited about the new look and the opportunities it will provide the YWCA to dramatically increase and enhance the understanding of our mission," said Eileen Mersher YWCA Executive Director. "Our commitment to eliminate racism and empower women will remain unchanged. This new brand simply places those hallmark initiatives at the forefront of the organization and will help us grow our local and national visibility."

The YWCA will launch the new brand campaign nationally in April 2004, utilizing both advertising and public relations activities. Included in the change is a new logo. The previous stylized "Y" will be replaced with a mark that highlights the organization's hallmark programs with the YWCA name, making it easier to connect the two and deliver a clear message.

That message includes two main aspects. Most people are familiar with the YWCA mission of empowering women. By bringing strengths together in its local associations, the YWCA makes an impact in communities throughout the U.S. by helping women realize their full potential.

However, many are less aware of the YWCA commitment to eliminate racism.

Statistics show that within 50 years, European Americans will be a minority in the U.S. As the nation's landscape continues to become more diverse, the new YWCA brand will call upon every YWCA to enrich their communities by providing programs and opportunities for people of all ages to prosper in a multicultural world.

While it's apparent that a new look is necessary for the YWCA to continue to serve its mission, the process of rebranding an organization that has existed for more than a century is no small task.

The process sought the input of more than 300 local associations and countless individuals. During that time, YWCA representatives partnered with a strategic brand-consulting firm, to take an in-depth look at who the YWCA is and what it stands for.

The results of this research and self-analysis yielded a list of attributes identifying the role of the YWCA brand, reasons to believe in the brand, the personality of the brand and how it will perform.

For the YWCA, those attributes included its powerful mission statement, its long and remarkable history, its bold, pioneering and winning personality, its strength as a grassroots organization, its hallmark programs and its caring and welcoming approach.

And that is exactly what the YWCA hopes to accomplish through the new brand.

*"Our logo speaks volumes about the YWCA as an organization and its members," Steve Leger, Development Director said. "It communicates an activist energy and signals the unique importance of local YWCA associations that are connected through a unified national organization."*

**about us.**

**eliminating racism  
empowering women  
ywca**

**madison**

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338 W. Lakeside Street  
Madison, WI 53715  
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# Former Third Street Resident to be Honored

Former YWCA of Madison Third Street Resident and current board member, Jacquelyn Hunt, was chosen as the winner of "Our Voice: Share Your Story" contest held by the National YWCA in March. The goal of this contest was to gather stories from women whose lives have been transformed through the help of the YWCA. These stories embody what the YWCA does, empower women and eliminate racism. Nine regional winners were also named.

Jacquelyn will receive an all expense paid trip to the National YWCA Annual Meeting in Washington D.C. held April 16-18, where she will speak to the Executive Directors and Board members of YWCAs across the country. These stories will be used as a part of the new branding campaign and a press conference will be held with Ms. Hunt.

*"Third Street offered the safe, nurturing, drug-free environment I needed to allow myself to grow."*

Here is Jaqueline's story.



My life before becoming involved with the YWCA was a mess. I had been a drug addict for the majority of my life. Substance abuse started quite early for me, at age 10. After spending time in the prison system and a residential treatment program, I learned about Third Street at the YWCA of Madison.

I was (and still am) a single parent with five children. At the time, I had one son; age 11 months, who lived in the halfway house with me. My six-year-old daughter lived with an aunt in Memphis and two teenage children were living with their father in Milwaukee.

Prior to release from the halfway house, I realized that as a result of my substance use and felony conviction, it would be difficult to find housing. I would be homeless if I did not find someone willing to give me a second chance.

It was while I was attending a program for returning adult students and displaced homemakers that I decided to contact the Coordinator of Third Street, Nancy Wrenn Bauch, to inquire about housing there. I explained my situation to her, which was urgent for me, and she agreed to interview me for

the program. I didn't get a sympathetic enabling ear from Nancy, what I got was much greater than that.

I do not even want to think about the options I would have had to explore if I didn't get into the Third Street Program. I only know that they were not good. I feared that my race, my age and my past would surely prevent Nancy from considering me for an apartment. To my surprise, when we first met, she made me feel quite comfortable talking to her. She wanted to know about my past, but I got the impression that it was not as important as the goals that I had for myself.

I moved to Third Street and I don't think anyone can know what that did for my self-esteem. Nancy did not let me feel like she was giving me a chance. She kept instilling in me that I was earning this. She said that she really appreciated my honesty, and that she could see where I had already begun to take the steps necessary to achieve my goals. Third Street offered the safe, nurturing, drug-free environment I needed to allow myself to grow.

Nancy helped me to realize my own potential and it could not have come any other way for me. She did not do things for me, rather she offered the encouragement I needed to believe that I could be successful.

As a result of the program goals and objectives of Third Street and the continued commitment and support from Nancy, I have some very incredible accomplishments of which I am very proud.

I now counsel people with substance abuse issues, with families to overcome the barriers to self-sufficiency and help others to realize their full potential. Is any of this now beginning to sound familiar to you? I am a true product of the mission of the YWCA!

I am eternally grateful to the YWCA. It was more than a place to live, for my son and I. It was a place which allowed me to find myself, to grow, to blossom. It was the first step on a path of recovery that I could only dream about. Who could have thought that it could one day become my reality? Nancy Wrenn Bauch did, and I love her for not only believing in me, but for helping me learn to believe in me as well.

# Program Notes

## Annual Meeting held April 14

The YWCA of Madison held its Annual Meeting this year at the Edgewater Hotel. During the meeting, the YWCA honored dedicated volunteers who are committed to furthering the mission of the YWCA. This year's honorees include: Atwood Community Center's Girl Neighborhood Power for their services with Third Street and Children's Programs, Dan Ross, Resident Computer Lab Volunteer, Robert and Ida Wrenn for helping with the Third Street Holiday Party, and Daniel G. Guerra, Jr. a volunteer at the YWCA Employment and Training Annex Computer Lab. The YWCA also inducted new members to the YWCA board. Therese Gulbrandsen, Pearl Leonard-Rock, Mary Lynch, Sarah Zylstra and Jacquelyn Boggess began their service to the YWCA Board. Additionally, members voted on changes on the bylaws regarding the nomination process.

## Second Chance Receives United Way Funding

The YWCA Second Chance Program has received funding from the United Way of Dane County to bring our tenant education and financial workshops to local youth group homes and alternative high school programs. Thank you, United Way!



## Second Chance Apartment Project Receives Grant

The Second Chance Apartment Project, a collaborative effort between the YWCA, Interfaith Hospitality Network and area Congregations, received a 2-year HUD grant. Gayle Ihlenfeld, YWCA and Rachel Krinsky, Interfaith Hospitality Network, accepting the grant award from Marivel Turman, HUD.

## Apartment Project Houses Seventh Family

Thanks to the generous support of our participating congregations, the Second Chance Apartment Project just housed its seventh homeless family in our transitional housing program! We now house 7 single moms and 14 children in the program. Many of the women are working, and most of them have received promotions during their time in the program. We are screening three homeless families now, but we are still in need of more participating congregations. If you belong to a congregation that you think might be interested in learning more about how to get involved in the program and changing the lives of a family in your community, please contact Colleen at the YWCA.

## Skilled Trade Program

The YWCA-Annex is launching a new training program. It is called Training Partnership for the Skilled Trades. This program will serve women and minorities by assisting in their family supporting career aspirations in the skilled trades. The pre-apprenticeship training offered will help fill gaps in their educational background and assist applicants in preparing for apprenticeship tests and interviews. Interested candidates will be able to obtain information about careers in electrical, masonry, steamfitters, heavy equipment operation, bricklaying, heating and refrigeration, ironworker, plumbing, sheet metal mechanic, plasterers, and roofers.

For more information call 255-3098.



## Volunteers make the difference all year 'round

Pam McDonald and her family and friends have donated teddy bears each holiday season for the YWCA children. Thanks to many like them who donate food, toys, household items and money as well as their time as volunteers, the YWCA is better able to serve women and families.

# Circle of Women Success!



*Steve Goldberg, CUNA Mutual Group Foundation, presents a check to the YWCA.*

**Thank you to all of our Sponsors, Table Captains and attendees. We hope to see you next year.**

Nearly 800 people attended our first Circle of Women Luncheon held on February 19, 2004 at the Alliant Energy Center. Attendees gathered to hear about the history of the YWCA and the testimonials of three women the YWCA has served. Money raised during the event will help the YWCA continue its mission and serve the community of Madison and Dane County. During the Luncheon Steve Goldberg presented a \$15,000 check, from CUNA Mutual Group Foundation, to renew the foundation's support of the Second Chance Tenant Education Workshops.

## Giving Back

Many women say "I've had a good life; I've been successful; and I want to give something back." For these women, including charitable beneficiaries in their estate planning is a great way to give back. You can perpetuate your support for the YWCA of Madison and other charitable organizations through a gift in your will or living trust or making them the beneficiary of life insurance, retirement plans or savings and brokerage accounts. We hope you will consider the YWCA of Madison in your will or other estate plans, and would be pleased to hear from you. You can reach us at 608-257-1436.

### Free Life Insurance Through the YWCA

The Massachusetts Mutual Life Insurance Company (Mass Mutual) is offering a free life insurance program available through the YWCA and other non profit organizations. Under the "LifeBridge Free Life Insurance Program" Mass Mutual will provide term life insurance policies with a \$50,000 death benefit to qualified parents to protect their children's education in the event of their death.

If the insured parent dies during the 10 year term policy, the death benefit will be paid to a trust established by the Mass Mutual Trust Company, to be applied towards the education of the parent's eligible named children to help cover school expenses, including books and tuition. Parents must be between the ages of 19 and 42, have a dependent child under the age of 18 and be employed with an income between \$10,000 and \$40,000 annually.

For more information on the program and how to apply contact the YWCA of Madison at 101 East Mifflin Street, Madison, WI 53703 or call 608-257-1436.

**you have the power to make a difference.**

**get involved.**

# Heil Scholarships Awarded

Every year the YWCA of Madison awards deserving students scholarships to attend MATC. On Thursday, April 29, 2004, MATC will hold its Foundation Awards and Recognition Breakfast where the Heil Scholarships winners will be honored. This years recipients are:

- Felicia Anderson - Liberal Studies/Transfer
- Diane Collins - Human Services Associate
- Debra Kundert - Liberal Studies/Transfer
- Kimberly Rodgers - Therapeutic Massage
- Kiesha Young - Liberal Studies/Transfer

# embrace diversity

## board of directors

- Susan Connors - President
- Lynn Sproule - Vice President
- Sarah Zylstra - Treasurer
- Amy Schiefelbein - Secretary
- Jacqueline Boggess
- Ann Dingman
- Sally Miley
- Mary Gulbrandsen
- Therese Gulbrandsen
- Mary Lynch
- Teri Schacker
- Christina Sheehan
- Pearl Leonard Rock
- Pat Roggensack
- Teresa Tellez

## Join US! YWCA of Madison Membership

Name \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Email \_\_\_\_\_

### Check Your Membership Support Level:

- \$50       \$100       \$250       \$500       Other \$ \_\_\_\_\_

- Check Enclosed - Please make check payable to YWCA of Madison.
- Mastercard/VISA Card # \_\_\_\_\_ Expires \_\_\_\_\_
- Signature \_\_\_\_\_

Mail to: YWCA of Madison, 101 East Mifflin Street, Madison, WI 53703. *Thank you!*

[www.ywcamadison.com](http://www.ywcamadison.com)

# Klinke Cleaners Suited for Success Clothing Drive

**April 19 - May 1, 2004**

**Madison area Klinke Cleaners will clean and press three suits or dresses, then deliver the clothing to the YWCA. Drop clothes at any area Klinke Cleaners between April 19th and May 1st.**

Klinke Cleaners and Women in Government are partnering once again with the YWCA of Madison to launch a clothing drive for the YWCA's Suited for Success Program. This program gives business attire to women during the interview process. The YWCA is most grateful to Women in Government which is helping to promote the effort and to Klinkes for their generous contribution.

Donation receipts for tax purposes can be picked up at the YWCA .

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