

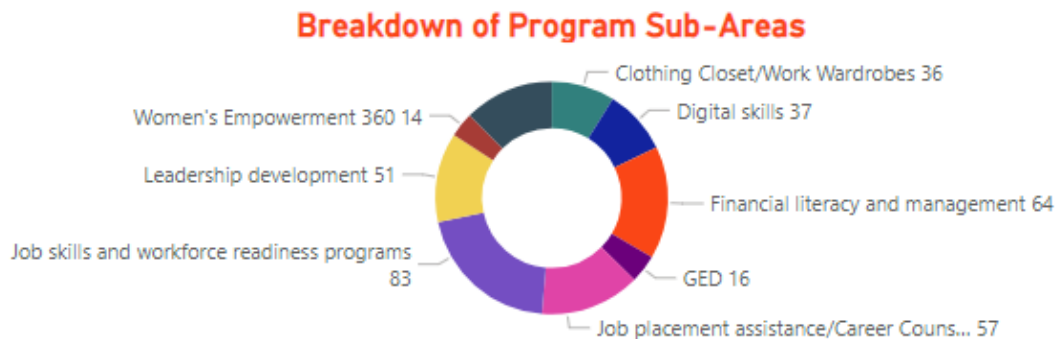
## 2022 YWCA USA Program Inventory and Impact Summary Impact Area- Women's Empowerment

### About

YWCA USA is a strong network nationwide of 196 local associations. Local associations are asked yearly to provide program-level data for collective impact evaluations. In 2022, 135 (68.9%) local associations reported on their programs and impact. Impact data provided throughout recognizes those who submitted and is not the collective 196.

### Summary

Women's empowerment programs are designed to increase empowerment among Women and Girls. Programming includes but is not limited to economic advancement and leadership development. Local associations who completed the survey were allowed to select which sub-area the program that was being reported on fell into. The graph below shows programs per sub-area.



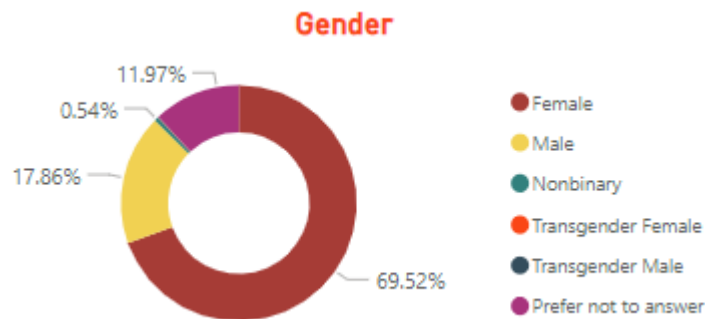
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Sixty-seven associations reported having a Women’s empowerment program, and these associations said:

- 147 programs
- Served 70,742 people
- 52.11% of people served were people of color (see graph below)
- 69.60% of people served were Women and Girls (see graph below)

In the 2021 YWCA National Program Inventory and Impact Survey, Health and Wellness served 72,733 people in their programs. Compared to the 70,742 served in 2022. There was a decrease of 2.7% in the number of people served in Women’s Empowerment.



YWCA local associations reported 83 programs focusing on job skills and workforce readiness, while 37 programs focused on digital skills. At the 2023 <sup>1</sup>United Nations Meeting on March 9, the hot topic focused on “Innovation and technological change, and education in the digital age for achieving gender equality and the empowerment of all women and girls.”

The press coverage continued, “The increased participation of women and girls in digital technology and innovation, and their engagement as students and professionals in science, technology, engineering, and mathematics, is crucial to economies around the world, as well as the global transition to sustainability, ministers and other Government officials emphasized today in the general discussion, as the Commission on the Status of Women continued its sixty-seventh session” stated the press coverage. (2023)

In the post-COVID world, technology and technology innovation has had major impacts on work and daily life, including a need for increased online presence and aptitude (e.g., retail, banking, food procurement, telehealth, etc.). These associations are working to combat what is termed the Gender Digital Divide. Eleanor Greenbaum (from the US Department of State) says, “The Gender Digital Divide refers to women and girls’ lack of access to, use, and development of ICTs [Information and Communication Technologies]. Ms. Greenbaum recognizes that Women and Girls are needed in the digital skills world, and every person should have equal access to inclusive education that promotes understanding and the use of innovative and accessible digital technologies. However, with 250 million fewer women online globally than men, and

<sup>1</sup> United Nations, “Increase Women’s, Girls’ Participation in Digital Technology”, [2023/wom2224.doc.htm](https://www.un.org/womenwatch/daw/women2023/2023/wom2224.doc.htm)

over 1.7 billion women not owning a mobile phone, the gender digital divide poses a threat to economic, social, and political progress.” (Greenbaum, 2023) <sup>2</sup>

## Women’s Empowerment Trends

**Programs:** The following programs/initiatives are consistently reported by associations for Women’s Empowerment:

- Clothing Closet/ Work Wardrobes
- Digital Skills
- Financial Literacy
- GED
- Job Skills/ Placement/ Career Counseling
- Leadership Development
- Women’s Empowerment

**Challenges** to program delivery reported by the associations:

- Funding
- Recruitment for participants
- Relationships with local government agencies
- Space
- Spanish interpreters
- Staff shortage/ Volunteers
- Still transitioning back from COVID protocols

**Opportunities:** The associations reported the following opportunities for greater impact

- Client tracking
- Expansion of initiatives
- Grant funding/ expanding grant funding/ fundraising/exploring other funding outside of grants
- Hiring more staff/Internship opportunities for local students
- Marketing
- More space for initiatives
- Partnership/ Partner with local agencies
- Program sponsorships
- Provide workshops on a variety of topics
- Strategic Planning

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<sup>2</sup> Greenbaum, “Narrowing the Gender Digital Divide” [narrowing-the-gender-digital-divide-empowering-girls-around-the-globe-to-build-digital-skills-for-a-lifetime/](#)

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