

120th ANNIVERSARY



eliminating racism
empowering women

ywca

O'ahu

2020 ANNUAL REPORT



YWCA IS ON A MISSION

YWCA O‘ahu is a charter member of YWCA USA and is one of more than 200 community associations nationwide which share the mission of eliminating racism, empowering women and promoting peace, justice, freedom, and dignity for all.

Since 1900, YWCA O‘ahu has been opening doors of growth and change for women. Today, it is the largest and oldest women’s membership organization in the State of Hawai‘i.

2020 EXECUTIVE STAFF

Chief Executive Officer Noriko Namiki
Chief Operating Officer Terri Funakoshi
Chief Financial Officer Jonathan Townsley

2020 DEPARTMENT DIRECTORS

Advocacy Jen Wilbur
Development & Community Relations Cara Mazzei
Economic Advancement Programs Kehaulani Coleman
Finance Phillip Doerr
MBDA EWOC Business Center Shan Wirt
Patsy T. Mink Center for Business & Leadership Colleen McAluney

2020 BOARD MEMBERS

Chair Dana Tokioka
Vice Chair Darlene Blakeney
Treasurer Cayenne Pe‘a
Secretary Rachel Cunningham
Immediate Past Chair Kristi Inkinen-Yanagihara

Sophie Adversalo • Emi Au • Catie Cullison • Susan Ing • Colette Masunaga
Heather Miyasato • Kendra Oishi • Catherine Schultz • Tracy Tanaka

LOCATIONS



YWCA Kokokahi

45-035 Kāne‘ohe Bay Dr.
Kāne‘ohe, HI 96744
(808) 247-2124



YWCA Laniākea

1040 Richards St.
Honolulu, HI 96813
(808) 538-7061



YWCA Fernhurst

1566 Wilder Ave.
Honolulu, HI 96822
(808) 941-2231

www.ywcaoahu.org

[f](#) [t](#) [@](#) [@ywcaoahu](#)

CEO MESSAGE

Aloha to the friends of YWCA O'ahu,

You've seen it and lived it yourself. Life with COVID-19.

The year 2020 brought us unexpected and extraordinary challenges. We certainly did not foresee the pandemic impacting every aspect of our operations as we prepared for the year. In fact, I remember people talking about the positive outlook the year might bring with the number 2020 implying 20/20 — a clear vision.

How often did you hear the word “pivot”? The pandemic forced us to “pivot” or modify everything around us — how we live, how we work and how we communicate with each other. The tasks in front of us felt insurmountable at times but together we tackled every hurdle that came our way in order to keep serving the community, which needed to rely on us to clear their own hurdles.

COVID-19 put a hold on many of our regular activities across the country and around the world. It felt like everything stopped in a freeze frame.

YWCA O'ahu did not stop its work in 2020.

Our transitional housing facility Fernhurst kept its doors open so that women transitioning out of incarceration would have a safe place to live as they re-entered society during this unprecedented time.

Survivors of domestic violence received employment and suiting services through our Dress for Success program where our staff pivoted from our traditional “high-touch” and “face-to-face” service delivery to an online approach.

Business owners feeling lost found someone to help them at the Patsy T. Mink Center for Business & Leadership (MCBL) so that they could focus on the issues that mattered most to them, such as applying for the Paycheck Protection Program (PPP) and negotiating their rents/leases with their landlords. Our

staff showed up for them every day no matter where they were so that Hawaii's entrepreneurs would boost their chances of survival.

We had to make some tough decisions out of safety and security concerns. We were not able to meet with hundreds of attendees in a hotel ballroom to celebrate women's leadership as we have done over the last forty years through LeaderLuncheon. The cancellation of our largest annual fundraiser instantly created a deficit of several hundred thousand dollars.

We had to shut down some of our programs such as Health & Wellness, Aquatics and Camps to meet the state's restrictions. I am grateful that our staff kept bringing creative solutions. One example is the introduction of the WellnessLiving app, which offers our Health & Wellness members an alternative to take some classes from the comfort of their homes. We might not have been able to offer perfect solutions to every challenge and we will continue to modify our practices in this new business environment. We will make every effort to do so in a thoughtful way with all of you in mind.

This report is proof of how we showed up for our community in the year 2020. It is a testament to the resilience and commitment of our staff to our mission of eliminating racism and empowering women during what might have been the hardest year of their personal and professional lives.

Despite all the hardships we've gone through, the year 2020 brought us a special occasion for celebration with the organization's 120th anniversary. It is a privilege to have a long history of service for our beloved Hawai'i community and we intend to continue to stay with you all for another century and more.

Thank you for sticking with us.



Noriko Namiki
Chief Executive Officer

PATSY T. MINK CENTER FOR BUSINESS & LEADERSHIP

The Patsy T. Mink Center for Business & Leadership (MCBL) was established by YWCA O‘ahu, the U.S. Small Business Administration and community partners to become the only Women’s Business Center (WBC) in Hawai‘i. WBCs are designed to assist women in starting and growing small businesses, and seek to “level the playing field” for women entrepreneurs who still face unique obstacles in the business world. MCBL is named in honor of Patsy T. Mink for her dedication to helping women through legislative reforms. The Center also provides educational and developmental opportunities for women seeking to grow in their career and step into leadership roles within their industries and community.

W O M E N
helping women
S U C C E E D



MCBL PROGRAMS

- Free to low-cost **Business & Legal Counseling**
- **Launch My Business** (business development)
- **Grow My Business** (business development)
- **Launch My Nonprofit** (nonprofit development)
- **Patsy T. Mink Leadership Alliance** (leadership development for mid-career professional women)
- **Wahine Rising** (building core competencies for future women leaders)
- **Mink Wahine Leadership Series** (4 quarterly events focused on leadership issues and topics relevant to professional women in Hawai‘i)
- **Girls’ Summit** (mentoring for high school and middle school girls)
- **Shop Small Hawaii** community initiative
- **MCBL Toastmasters**



2020 IMPACT

- Supported the creation of **12 new businesses**
- Provided **more than 260 counseling sessions** to COVID-19 affected small businesses
- Trained more than **1,297 unique clients** at over **60 events**
- Clients obtained a total of **49 Capital Infusion Transactions** totaling **\$4,367,433**

SNAPSHOTS

BUSINESS/LEADERSHIP



As a result of the COVID-19 pandemic, small businesses across the world have faced an unprecedented economic disruption. Many of Hawaii's local small businesses are continuing to do their best to manage their businesses during this difficult time and to promote a healthy environment for loyal customers and staff. In response, MCBL held a special **Fall 2020 Grow My Business course focused on Recovery, Resilience & Growth**. Over 7 weeks, the Grow My Business cohort participated in interactive sessions providing insight and tools to help them build a resilient business that can better withstand economic crises, recover, and grow.

GROW MY BUSINESS

Since March 2020, MCBL has provided assistance to small businesses in our community through **remote business and legal counseling and training**. To support local small businesses, MCBL updated its website to include a comprehensive COVID-19 Assistance page that includes COVID-19 Informational Resources, Federal and Local Assistance Information, and an on-demand video library. In addition, MCBL provided online webinars for small businesses on topics including the Paycheck Protection Program, Economic Injury Disaster Loan, Effectively Managing a Remote Workforce, and Small Business Legal Issues.



COVID-19 ASSISTANCE



PTMLA: COHORT 5

The Patsy T. Mink Leadership Alliance (PTMLA) began in September 2016 and is a robust, 10-month program designed for emerging women leaders who are committed to personal growth, professional impact, and community change. This program further develops management and leadership skills in an effort to increase the representation of women executives in Hawai'i. Through facilitated sessions, the cohort has the opportunity to engage directly with established business professionals and build alliances with fellow Mink Leaders. In response to the pandemic, the Leadership Alliance sessions were transitioned online. The Cohort 5 curriculum was updated to cover topics relevant to the current issues that leaders in our community were facing as a result of COVID-19. Today we celebrate an alumni base of 91 Mink Leaders.



SHOP SMALL HAWAII

Shop Small Hawaii is a community initiative and program under the Patsy T. Mink Center for Business & Leadership that provides support to the local Hawai'i small business community. Shop Small Hawaii's mission is to provide business resources and tools to small business owners in Hawai'i which include retailers, service providers, culinary, agriculture, art and hospitality. We do this through educational workshops, promotions and special events in collaboration with community partners. The #SHOPSMALLHAWAII campaign is a year-round celebration of small business owners with an annual celebration on the Saturday after Thanksgiving - Small Business Saturday Hawaii. In 2020, the Shop Small Hawaii Online Directory was created to connect over 300 local small businesses with consumers.



SUCCESS STORY: D'VINE WINE BAR KAILUA

Maureen Willett is the co-owner of D'Vine Wine Bar Kailua and has been a Shop Small Hawaii Business Member since 2019. As COVID shut down Hawaii's economy, MCBL provided counseling support to Maureen as she applied for the Small Business Administration's Paycheck Protection Program. In response to the changing economy, Maureen found innovative ways to shift her business to provide catering for special events, deliveries and online wine sales. It was a highlight for MCBL to support Maureen's business as she provided catering for two of MCBL's socially distanced holiday events: the Leadership Alliance Thanksgiving Mixer and the Wahine Leadership Series Pau Hana event, creating over 200 delicious meals.

NEW PROGRAM LAUNCH

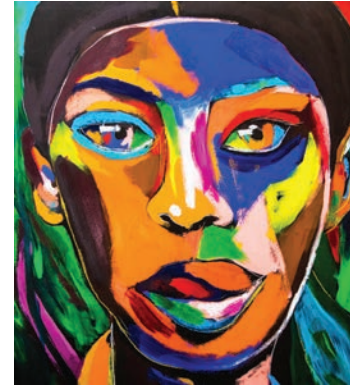
In line with our mission of “eliminating racism, empowering women,” YWCA O’ahu launched the Enterprising Women of Color (EWOC) initiative at its historic downtown headquarters building, YWCA Laniākea, in October 2020.

EWOC is a growing nationwide network established by the U.S. Minority Business Development Agency to promote minority small business owners, with a focus on women entrepreneurs. Clients served by MBDA represent an inclusive group of Black, Asian-American, Native American, Latinx, Pacific Islander and Hasidic Jewish business owners across the country.

The Enterprising Women of Color initiative provides diverse and dynamic women entrepreneurs with resources, training, mentorship and events aimed at facilitating access to contracts and governmental funding for medium-sized minority businesses.

The launch of the YWCA O’ahu MBDA EWOC Business Center was made possible by a \$1 million MBDA grant to support new staffing, program development and client outreach.

MBDA EWOC CENTER



YWCA Oahu’s new app on the WellnessLiving platform was launched in early 2020. The app provided our members a new way of booking classes and reservations for pool activities. Loyal fitness members who used the app regularly, such as Amy Kawakami (above left), earned points redeemable for YWCA O’ahu rewards.

HEALTH & WELLNESS



YWCA Oahu’s Health & Wellness program found innovative ways to keep members active during the COVID-19 pandemic. In addition to offering virtual exercise classes, fitness instructors held onsite sessions following government guidelines for social distancing and protective equipment.

DRESS FOR SUCCESS



Going Places. Going Strong.



Dress for Success Honolulu, a cornerstone program at YWCA O‘ahu for almost two decades, empowers women to break the cycle of poverty and achieve economic independence and confidence by providing them with professional attire, employability skills and the tools to sustain a job.

DFSH PROGRAM UPDATES

From the onset of the COVID-19 pandemic and during mandatory shutdowns, Dress for Success Honolulu (DFSH) Economic Advancement programs continued. Suiting appointments, “Moving Forward” job training and job readiness classes, and Professional Women’s Group pivoted to virtual offerings, with little to no gaps in services.

Of specific note, suitings, which usually require face to face interaction, continued to be provided by phone consult then sharing of photos of outfits, and drive-by pickups of items.

In November and December, the popular Monthly Benefit Clothing Sale was restarted with COVID-19 preventative guidelines, and both sales met monthly financial goals.



2020 IMPACT

- Held **4 in-person Benefit Clothing Sales** under COVID-19 guidelines
- Held **11 Professional Women’s Group** meetings (in-person + online)
- Provided **5 job readiness training series**
- Provided nearly **140 suitings** for women entering the workforce





A COMMUNITY EFFORT

In early June 2020, budgetary concerns led the State Public Safety Department to end its contract with YWCA O’ahu for the community-based work furlough program at Fernhurst. Public concerns grew quickly, as this decision would send Fernhurst furlough residents back to the Women’s Community Correctional Center (WCCC) in Kailua. Program supporters mobilized to organize a rally and widespread outreach. Their online petition campaign garnered nearly 170,000 signatures. Support from various community sectors for the “#FernhurstWomen” effort gave Fernhurst furlough program participants a second chance at continuing their community-based reintegration with YWCA O’ahu.



Photos clockwise from top: Community rally at the State Capitol; Fernhurst alumna Jennifer Hughes shares her story in a video testimonial; Fernhurst program graduates Maryann Bray, Lois Kim and Kepola Dudoit hold signs to urge support for the work furlough program.

ADVOCACY

EQUITY, JUSTICE AND CIVIC ENGAGEMENT

The “Until Justice Just Is” campaign was launched by YWCA USA in response to the issues of race and police brutality that rocked the nation following the deaths of George Floyd and Breonna Taylor.



2020 was a year unlike any other in the mission to “eliminate racism, empower women.” #BlackLivesMatter, the centennial anniversary of the passage of the 19th Amendment allowing women the right to vote, the economic disparities revealed by COVID-19 — these events in 2020 emphasized the need for heightened focus on social justice issues.

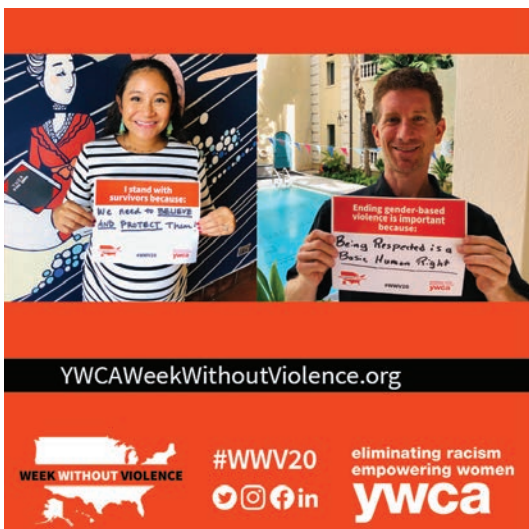
YWCA O’ahu showed its solidarity for gender equity and racial justice through renewed advocacy efforts. Here are a few snapshots of our “mission in action.”



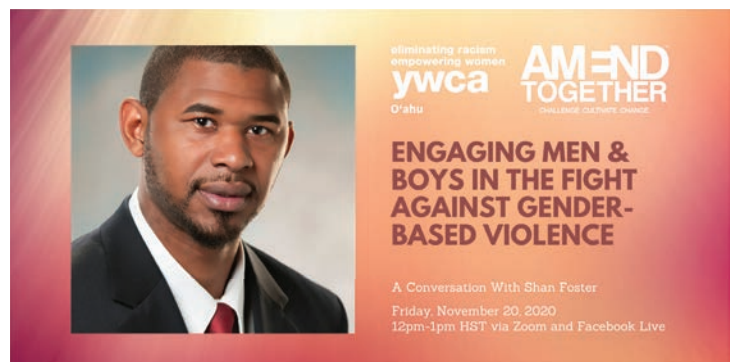
Health & Wellness members showed their support for International Women’s Day on March 8.



YWCA O’ahu staff joined in a “Justice for Breonna Taylor” peaceful protest at the Honolulu State Capitol.



YWCA O’ahu staff participated in the national Week Without Violence campaign.



YWCA O’ahu hosted a powerful discussion with Shan Foster of AMEND Together (YWCA Nashville & Middle Tennessee) about gender-based violence.



2020 marked the centennial anniversary of the passage of the 19th Amendment, which gave women the right to vote after a long suffrage movement. The YWCA O'ahu development and marketing team, at the Honolulu Hale ballot box above, joined nationwide voter initiatives such as When We All Vote and our local Office of Elections to encourage voter turnout in our community. Through blog posts (see quote at right) and social media, the team provided insights and resources for Hawaii's first-ever all-mail election.

ADVOCACY

“

Our collective mission, to empower women and promote justice and dignity for all, is impossible when our country's most vulnerable individuals are not included in the census count or ballot box.

”

- Cara Mazzei, CFRE, Director of Development & Community Relations, YWCA Oahu

eliminating racism
empowering women
ywca



CELEBRATING RBG

Supreme Court Justice Ruth Bader Ginsburg died on September 20, 2020, at the age of 87. She was a longstanding champion for gender equity, an icon for feminism whose 27-year tenure on the nation's highest court covered many critical cases in the social justice sphere.

YWCA O'ahu collaborated with several local community groups to organize commemorative events in honor of Justice Ginsburg. On October 24, YWCA Laniākea served as the site for a drive-thru lei drop-off memorial. That evening, a candlelight vigil was held at the State Capitol to celebrate Justice Ginsburg's remarkable life.

FINANCIAL REVIEW

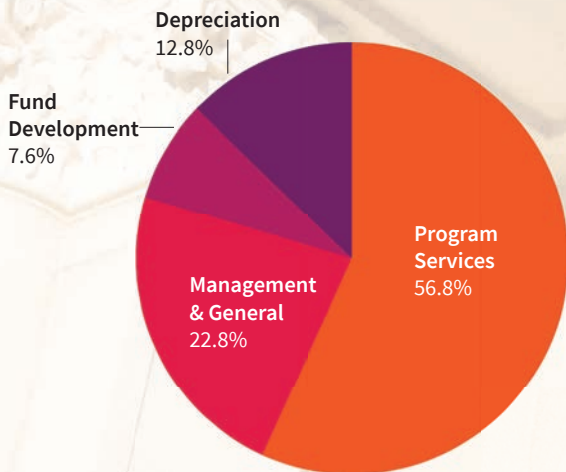
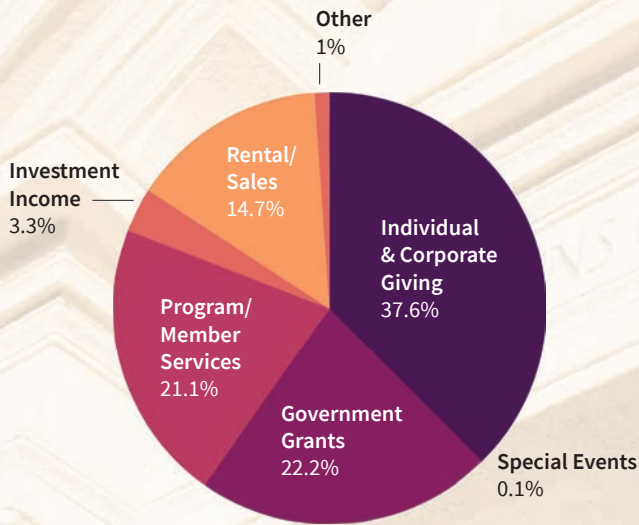
2020 SUMMARY (UNAUDITED)

Sources of Income

Individual & Corporate Giving	\$2,596,306
Special Events	\$6,275
Government Grants	\$1,534,006
Program/Member Services	\$1,461,544
Investment Income	\$228,611
Rentals/Sales	\$1,016,675
Other	\$69,179
Total	\$6,912,596

Use of Funds

Program Services	\$2,693,049
Management & General	\$1,081,360
Fund Development	\$360,293
Depreciation	\$605,572
Total	\$4,740,274

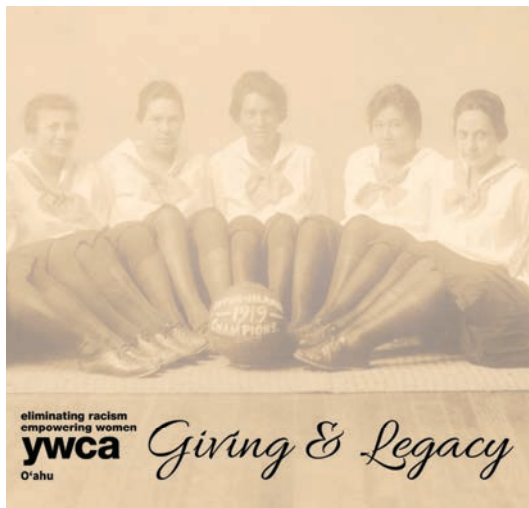


	2020 Financial Report (Unaudited)	2019 Financial Report (Audited)
Total Income	\$6,912,597	\$4,987,271
Total Expenses	\$4,134,702	\$4,663,954
Depreciation	\$605,572	\$627,579
Net Cash (Used in operating activities)	\$2,397,456	\$218,831
Income (Loss)	\$2,172,323	\$(304,262)
Beginning Assets	\$9,247,283	\$9,546,792
Ending Assets	\$11,902,744	\$9,247,283
Total Liabilities	\$943,883	\$460,745
Total Equity	\$10,958,861	\$8,786,538

CULTIVATING CONNECTION AND COLLABORATION

Despite the challenges presented by the COVID-19 pandemic, YWCA Oahu's donors and community partners demonstrated a strong commitment to supporting our mission. Our marketing and development team pivoted to provide alternatives for traditional annual events and fundraising activities which could not take place in 2020 due to COVID-19 restrictions. What resulted were indomitable examples of aloha and the 'ohana spirit.

In 2020, YWCA O'ahu also launched the **Elizabeth Fuller Legacy Society** for planned giving (image below), and our volunteers Kathy Inkinen and Cayenne Pe'a were featured in the national **#TogetherWeCan campaign by Coca-Cola in Times Square** (image at right). We are grateful for such amazing support!



The 2020 LeaderLuncheon, our major spring fundraiser slated to be held at the Sheraton Waikiki on May 7, was canceled at the onset of the pandemic. In lieu of the event, a special 120th anniversary fundraising campaign was launched in early 2020 on social media channels and the YWCA O'ahu website.

The 43rd Annual LeaderLuncheon honorees, left to right in the adjacent photo, were: Jill Higa (senior executive vice president, Bank of Hawaii); Shelley Cramer (vice president and general manager, Saks Fifth Avenue); Judy Bishop (owner and president, Bishop & Co.); Catherine Betts (deputy director, State of Hawai'i Department of Human Services).

2020
LeaderLuncheon



GIVING/COMMUNITY

COMMUNITY PARTNERSHIP



Valia Honolulu boutique owner Camille Heung (in photo below, at right) rallied local entrepreneurs together for a special silent auction on Instagram in July 2020. The “Small Businesses in Support of Positive Change” auction proceeds benefitted YWCA O’ahu and NAACP. Camille also organized a fall donation drive for Dress for Success Honolulu.



YWCA O’AHU DONORS

GIFTS \$75,000+

Anonymous
Hawaii Community Foundation
U.S. Small Business Administration
Honolulu Star-Advertiser
Kamehameha Schools
City & County of Honolulu
State of Hawaii Department of Human Services
Zilber Family Foundation

GIFTS \$10,000+

Allstate Foundation
Frederick S. and Mary B. Lyman Trust
Honolulu Federal Credit Union
U.S. Department of Commerce
Consuelo Zobel Alger Foundation
First Hawaiian Bank Foundation
Bank of Hawaii Foundation
Central Pacific Bank
YWCA USA
Atlas Insurance Agency Foundation
First Hawaiian Bank
H.T. Hayashi Foundation
The Mamoru & Aiko Takitani Foundation
First Hawaiian Bank Foundation
Aloha United Way
State of Hawaii Department of Agriculture
Bank of Hawaii
HomeStreet Bank
Island Insurance Foundation
Pearlside Church
Fidelity Charitable
Hawaii Medical Services Association

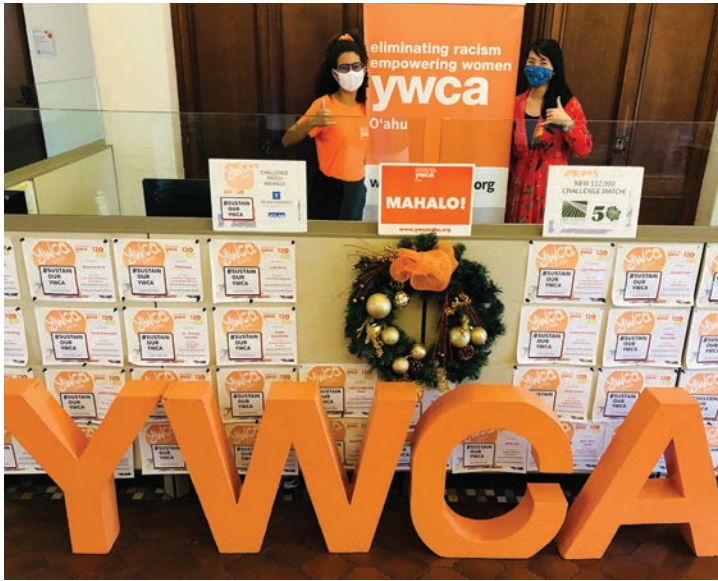
GIFTS \$5,000+

Atherton Family Foundation
Cooke Foundation, Ltd.
Economic Injury and Disaster Loan Program
Friends of Hawaii Charities, Inc.
Jodi Lam & Tim Takaezu Fund of the Hawaii Community Foundation
Hawaii Women’s Legal Foundation
Hawaiian Electric Industries Charitable Foundation
HTH Asset Management Corporation
The Pettus Foundation Trust
Windward Spouse Abuse Center
Thomas Kosasa
Ginny Tiu
First Insurance Company of Hawaii Charitable Foundation
Sunny Mudd
Alexander & Baldwin
The Harry and Jeanette Weinberg Foundation
Remi Collections LLC
Saks Fifth Avenue
The Queen’s Health Systems
Women’s Fund of Hawai’i
Colleen Minami

A full listing of our 2020 donors can be found online at www.ywcaoahu.org

GIVING/COMMUNITY

MAHALO TO OUR YEAR-END CAMPAIGN SPONSORS



YWCA O'ahu staff showed their gratitude to donors who contributed to the year-end #SustainOurYWCA fundraising campaign. The campaign, which successfully raised more than \$130,000, included donation challenge matches from Island Insurance Foundation & Atlas Foundation, PBR Hawaii & Associates Inc., and additional support from Central Pacific Bank.



FOUNDATION



ISLAND INSURANCE
FOUNDATION



CENTRAL PACIFIC BANK

MISSION MAKING SOCIETY MEMBERS (AS OF DECEMBER 2020)

\$5,000 over 5 years

Altres, Inc.
Dr. Belinda Aquino, Ph.D.
Roselle Chin
Faye Chiogioji
Reid Chung
Amanda Corby Noguchi
Nicole Drumeller Kim
June Fernandez
Terri Funakoshi
Susan Ing
Kristi Inkinen-Yanagihara
Melanie Islam
Dr. Tyrie Lee Jenkins, M.D.
Stacey Katakura
Kanani Kealoha-Faleafine

The Honorable Ann Hayashi Kobayashi
Lorna Lee Lo
Lutheran Church of Honolulu
Cara Mazzei
Colleen McAluney
Colleen Minami
Angie Nakasone
Noriko Namiki
Kristi Nohealani Lefforge
Kendra Oishi
PACBLU
Paige Pahlmeyer
Paul Pancho
Cayenne Pe'a
Dr. Mary Therese Perez Hattori, Ed.D.

Evelyn Ramo
Esther Roberts
Crystal Rose
Grace Saturnia
Catherine Schultz
Vincent Shigekuni
Michelle Stone
Tracy Tanaka
Donna Tanoue
Julie Trees Watumull
Marcie Uehara Herring
Janel Yoshimoto
Isla Young

YWCA IS ON A MISSION



COVER STORY



120th ANNIVERSARY MURAL BY KRIS GOTO

Mrs. B.F. Dillingham. Elizabeth Fuller. Julia Morgan. Catherine Jones Richards. Toshiko Takaezu. Mary Sia. Patsy T. Mink.

Seven inspiring women. More than a century of commitment to the YWCA mission, “eliminating racism, empowering women.”

As local artist Kris Goto painted the finishing touches on each figure in the new “Women of YWCA O’ahu” mural at YWCA Laniākea, a powerful story of community-mindedness and determination flowed through the waves of history these trailblazers navigated with YWCA O’ahu. The mural, completed in the summer of 2020, was part of a milestone year for us, as we marked our 120th anniversary.

