

**YWCA IS ON
A MISSION**

eliminating racism
empowering women
ywca

For Immediate Release
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YWCA San Francisco and Marin Brand Awareness Campaign

San Francisco + Marin, California, January 26, 2016 — Today, YWCA San Francisco and Marin, alongside YWCA USA and more than 220 other YWCAs around the country, launched a brand awareness campaign, meant to reintroduce YWCA, share its life-changing work, and invite people to join us on our mission to empower women and eliminate racism.

“We’re excited to highlight the important work we do to in our community to move the needle on women’s empowerment and racial justice, and our updated brand is a great opportunity to invite members of our community to join YWCA’s movement,” said YWCA San Francisco and Marin Executive Director Jane Winter.

YWCA Is On A Mission

For over 150 years, YWCA has been at the forefront of the most critical social movements — from voting rights and civil rights, to affordable housing and pay equity, to violence prevention and health care reform. But despite important work being done on the ground by more than 220 local associations across the country, not enough people understood the size, impact, or relevance of YWCA.

Today, YWCA is one of the top 25 largest charities in the U.S., according to *NonProfit Times*, with total revenues of more than \$775 million. YWCA helps more than 2 million women and children each year in the U.S., and worldwide, YWCA serves 25 million women and girls in 120 countries. At YWCA San Francisco and Marin, we:

- Advocate for policies and provide issue education to our community on ways to eliminate structural racism, promote systems that empower women, and train women to be empowered advocates on the issues they care about most.
- Bring to life the legacies of phenomenal local women each year through our Marin Women’s Hall of Fame awards and annual induction ceremony.
- Provide affordable and safe housing in a historic San Francisco building for low income, elderly residents. We pair our housing with culturally competent and

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linguistically responsive services that empower our residents to age in place and with dignity.

- Offer a free employment training and job placement service for women fifty and over so they can find living wage jobs. Our Fifty+ program is the most comprehensive and current resource available to mature women in the Bay Area.

But there is still unmet need. With this brand awareness campaign, we invite the public to join us on a mission, and help even more women, children, and families.

YWCA San Francisco and Marin is on a mission to eliminate racism, empower women, stand up for social justice, help families and strengthen our community. YWCA San Francisco and Marin is part of an international movement serving over 2 million in the United States and 25 million worldwide. For comprehensive information about this important work, go to: <https://www.ywcasf-marin.org> and www.ywca.org.

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