

**About the partner:**

The YWCA of Lewiston and Clarkston is dedicated to empowering women, eliminating racism, and promoting peace, justice, freedom, and dignity for all. It is committed to building a strong community by actively promoting the value of diversity and the right to a life free from violence, poverty, and oppression.

The full list of services offered by the YWCA are

- Personal advocacy
- Extended housing for families or individuals fleeing domestic abuse
- Lodging in hotels when shelters are full
- Legal advocacy
- Individual crisis line calls
- Advocacy for victims of domestic abuse and/or sexual assault

A few examples of events and programs organized by the YWCA

- Book Club
- Domestic Violence Awareness events
- Symbolism of the Purple Ribbon
- Backpacks for Kids
- Soupport our Shelters (volunteer bowl painting year round)
- Women in Leadership
- Sexual Assault Awareness
- The Embrace Race Color Run
- School Supply Drive
- Inspiring Women Brunch
- Dog Obedience Classes
- Women's Support Group
- Children's Support Group
- Sexual Assault support Group

**Problem Statements:**

1. Develop and apply metrics that measure how the events and programs organized by the YWCA affect the level of donor support, membership numbers, and volunteer hours. This measure should help indicate which programs/events are more beneficial.

2. Develop and apply metrics to measure donor retention based on community programs, events, and communications.

Data has been collected and is available. Included in the data is a calendar of events for the past 10 years, donor information over the same time period that includes donor gender, donor type (church, business, person), location of donor, donation dates and amounts, membership information, communication indicator (were the donors given a thank you card letter or any other communication?).