

YWCA YORK ADVOCACY PLAN 2026–2027

YWCA YORK ADVOCACY PLAN JULY 2026 - JUNE 2027

YWCA York is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom and dignity for all.

Advocacy Committee Purpose: Responsible for recommending an annual advocacy agenda to deliver on the mission at the local level to the Board of Directors for approval; collection and/or sharing of information on relevant issues, related legislation and potential action steps; recommends legislative priorities and actions; requests preparation of talking points and fact sheets on advocacy issues; recommends participation in coalitions and campaigns related to the mission and program at the local, state and national level.

Advocacy Plan, Tactics and Activities 2026-2027

YWCA USA established Advocacy Areas of Concentration. The Advocacy Committee has reviewed those areas and has determined which areas most closely align with the YWCA York mission. Those areas and the work that YWCA York is already involved with in the community are included in the plan. Further, it is understood we will advance voter education and awareness during each election cycle.

Progress toward this Advocacy Plan will be reviewed periodically by the Advocacy Committee and Association's leadership. Success will be measured through a combination of advocacy activities, community engagement, partnership development, public awareness efforts, and mission-related outcomes.

1. Strengthening YWCA York Programs and Services

Advocating for the increase in federal funding and support for housing, including lead safe and lead-free housing and care facilities; childcare; and domestic violence services to address rising demands and ensure stability and infant and childhood wellness.

Advocacy Level/Phase: *Advocacy and Education*

Activities:

- Advocate with YWCA USA
- Meet with legislators (local, state, and federal)
- Advocate for York to change from being a city that treats children with lead poisoning to a city that prevents lead poisoning.

- Emphasize advocacy for workforce stabilization, including childcare staffing shortages and wage equity
- Advocate for investments that strengthen nonprofit infrastructure (facilities, capital needs, etc.)

2. Access to Affordable Childcare and Early Education Programs

Advocating to strengthen the nation's network of childcare and early learning providers, increasing access to quality affordable childcare for working families, and expand behavioral health services for children and staff

Advocacy Level/Phase: Awareness, Education, and Advocacy

Activities:

- Provide access to world class childcare for families (ELC, PKC, SACC)
- Provide accessible EAP information for staff
- Leadership training programs focused on behavioral health topics (self-care, stress relief, and mental health care)
- Provide mental health programming and resources to children and families through parent meetings and classroom activities
- Advocate for mandatory lead testing of all infants before age two and insurance coverage for such testing
- Advocate for mandatory lead testing of rental housing as part of the existing permitting and inspection process
- Advocate for policies supporting recruitment, retention, and compensation of the childcare workforce
- Elevate the connection between childcare access and economic mobility for women and families

3. Safety from Gender – Based Violence

Advocate for supporting survivors and preventing domestic violence, sexual assault, and other forms of gender-based violence as demand for services continues to rise

Advocacy Level/Phase: Awareness, Education, Advocacy, Activism

Activities:

- Provide community education at workplaces, schools, organizations, and the community
- Provide legal advocacy to victims and survivors of domestic violence, human

trafficking and sexual assault

- Provide safe housing to victims and survivors of domestic violence, human trafficking and sexual assault through emergency housing and transitional housing programs (ACCESS-York)
- Maintain partnership with PCADV and PCAR
- Provide leadership, resources, and community education through the York County Human Trafficking Task Force
- Provide counseling and direct services to victims and survivors of domestic violence, human trafficking, and sexual assault.
- Advocate against gender – based violence in the community vocally, through op-ed articles, and physical presence
- Expand advocacy to include digital safety and emerging human trafficking trend

4. Nonprofit Sector

Advocate the strengthening of the nonprofit sector's ability to help government and the broader social service sector work together more effectively to serve communities.

Advocacy Level/Phase: *Education & Advocacy*

Activities:

- Maintain a presence at the community's table with government entities and social service organization

5. Racial Justice

Advocating to advance equity, safety, and racial justice for women and girls of color across justice, education, health, and other systems with structural racial disparities.

Advocacy Level/Phase: *Education & Advocacy*

Activities:

- Re-development of Courageous Conversations in the community through Podcast recordings
- Hire a Full-time Racial Equity Coordinator team member
- Continue collaboration with all York County's Police Department's efforts to diversify the police force

- Advocate against racial discrimination in the community vocally, through op-ed articles, and physical presence
- Provide diversity, equity, and inclusion trainings to organizations, schools, and businesses upon request
- Advance Black Maternal Health initiatives, aligning with national and local efforts to address disparities in maternal outcomes for Black women and families, including partnerships, community education, and advocacy for equitable access to care

6. Reproductive Justice and Women's Health

Advocating to strengthen and protect access to women's health services and safe, legal abortion care.

Advocacy Level: *Awareness and Education*

Activities:

- Maintain partnership with Planned Parenthood York
- Build partnership with Family First Health and York City Bureau of Health to provide access to resources for maternal health to families
- Broaden focus to include comprehensive maternal health outcomes, including prenatal, postpartum, and mental health support

7. Women's Economic Security

Advocating to ensure safe, fair and inclusive workplaces that expand opportunities for women, particularly women of color, LGBTQ+ people, and historically marginalized communities.

Advocacy Level: *Education and Advocacy*

Activities:

- Advocacy for equal pay for women.
- Provide an inclusive workplace
- Provide paid family leave, paid sick leave and job protection for leave.
- Provide equitable access to training, education and career development for team members and program participants
- Support increased federal funding for nonprofit services and tax incentives for donors
- Provide access to financial education resources for team members and program

participants

-Increase focus on workforce barriers including childcare, transportation, and housing stability

8. Civic Engagement and Voter Education

Advocating to increase civic participation, strengthen voter education efforts, and encourage informed, nonpartisan engagement in the democratic process, particularly among historically underrepresented communities.

Advocacy Level/Phase: Awareness, Education, and Advocacy

Activities:

- Reinforce nonpartisan voter education efforts, particularly among underrepresented communities
- Support the local efforts of League of Women Voters (LWV)
- Promote civic engagement as a pathway to advancing equity
- Align efforts with YWCA USA priorities during election cycles

9. Communications and Public Voice

Advocating through strategic communications, public education, and community engagement to elevating issues affecting women, families, and marginalized communities while advancing YWCA York's mission and advocacy priorities.

Advocacy Level/Phase: Awareness, Education, and Advocacy

Activities:

- Expand use of op-eds, public statements, and digital platforms
- Elevate YWCA York's voice on issues affecting women and families
- Ensure consistent messaging that connects local impact to broader policy priorities

HOW WE WILL KNOW WE ARE MAKING PROGRESS

This Advocacy Plan is intended to guide YWCA York's advocacy, education, awareness, and community engagement efforts during the 2026–2027 program year. While not every activity lends itself to a specific numerical target, progress can be measured through a combination of participation, partnerships, community impact, and organizational outcomes.

Some examples of success indicators will include:

Access to Affordable Childcare & Early Education Programs

- Childcare enrollment levels and classroom utilization
- Childcare workforce vacancy and retention trends
- Number of parent engagement and education opportunities provided annually
- Expansion of behavioral health resources for children, families, and staff

Safety from Gender-Based Violence

- Number of survivors receiving services annually
- Number of community education and awareness presentations conducted
- Number of victims receiving legal advocacy support
- Safe housing placements provided through ACCESS-York

Nonprofit Sector

- Participation in community coalitions and collaborative initiatives
- Government and community partnership meetings attended
- Advocacy efforts supporting nonprofit sustainability and community impact

Advancing Racial Justice & Gender Equity

- Hiring a Racial Equity Coordinator
- Strategic partnerships supporting Black maternal health initiatives
- Community education events focused on racial justice and equity
- Advocacy actions advancing equitable access to care and opportunity

Communications & Public Voice

- Number of advocacy-focused op-eds published annually
- Public statements and community awareness campaigns conducted
- Media engagement and earned media opportunities
- Growth in digital engagement around advocacy priorities

These indicators are intended to help the Advocacy Committee and YWCA York's leadership assess progress over time and identify opportunities to strengthen YWCA York's advocacy impact.