YWCA Southeast Wisconsin

PARTICIPANT PROFILE



Tracy Williams
President & CEO
Milwaukee, WI

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Funder: Rockwell Automation

Tracy Williams, a nationally recognized leader committed to equity, social justice, and diversity and inclusion with expertise creating and executing strategies that uplifts underserved populations through entrepreneurship, philanthropy, nonprofit, and for profit sectors. She is the President and CEO of YWCA Southeast Wisconsin and served in several senior leadership roles at UW-Madison. Prior to her leadership at UW-Madison, she became the Diversity and Inclusion Advisor of American Family Insurance Corporate Headquarters, charged with leading the development and execution of a company-wide diversity and inclusion strategy. As an entrepreneur, she led the development and implementation of projects of national and international impacts. Williams' education includes a bachelor's degree in individual and family development with a minor in psychology from Northern Illinois University, a master's degree in Business Management from Cardinal Stritch University, and additional study at Harvard University, New York University, and University of Washington.

ORGANIZATION INFORMATION

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

Mission Priorities:

1. Community Building/Economic Empowerment & Independence
2. Education
3. Youth
4. Arts & Culture
5. Social Services

Other:

Total number of employees: 34
Total number of volunteers (estimate): 50

Revenue	Prior Year	2020
Contributions and grants	$4,711,111	$1,626,900
Program service revenue	$408,771	$489,889
Investment income	$99,202	$666,254
Other revenue	$946,325	$127,648
Total revenue	$6,165,409	$2,910,691

Statement of Revenue (from page 9 – Form 990)	
1a. Federated campaigns	$0
b. Membership dues	$0
c. Fundraising events	$45,977
d. Related organizations	$0
e. Government grants	$732,030
f. All other contributions	$848,893
g. Noncash gifts in line F	$0
h. Total	$1,626,900
2. a-g Other revenue (if applicable)	

Fun Fact: Raised an infant on campus as a student-athlete at the Division I level.