About Us

Founded in 1912 by an amazing group of women, the YWCA went on to raise the funds to erect a building that would provide safe and affordable housing for women and would support the mission of the YW through the community. In 1918, that building opened its doors and we have been opening doors for the women, children, and families of Central Virginia ever since. In fact, the YWCA has never closed; not one day in over 105 years!

Since 1912 the YWCA has grown and adapted to meet the needs of our community. Today we serve thousands of women, girls, men, boys, and families each year through our programs, opening doors every day. Our service area encompass seven counties and two cities; an area of 4,440 square miles with a population of over 410,000 community members.

Mission and Vision

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

This YWCA missions statement was adopted by the General Assembly in 2009.
Why Invest

YWCA OF CENTRAL VIRGINIA WORKS TO ELIMINATE RACISM AND EMPOWER WOMEN. IN CENTRAL VIRGINIA, WE ACCOMPLISH OUR MISSION THROUGH OUR CRITICAL PROGRAMS IN OUR COMMUNITY. THESE PROGRAMS INCLUDE:

- Domestic Violence Prevention Program (DVPP) helps women recover from abuse, resolve personal conflicts, improve self-esteem and begin new lives. The program has two state-certified safe houses available in Lynchburg City and Campbell County.

- Sexual Assault Response Program (SARP) companions are on call 24-hours a day to provide crisis intervention, emergency room accompaniment, and support to anyone who has experienced any type of sexual violence.

- Supervised Visitation Center for Children is a well-established program that provides a safe, monitored, child-focused environment where children can visit noncustodial guardians.

- Town Center Residential Housing Program for Homeless and Low-Income Women has provided safe, affordable permanent housing for low-income single women since 1918.

- Racial Justice Program provides the community with diversity and equity programming through collaborations, including the 21 Day Racial Equity & Social Justice Challenge.

PURSE AND PASSION IS A FUN AND FABULOUS EVENT TO SUPPORT YWCA OF CENTRAL VIRGINIA AND ITS PROGRAMS THAT CONTRIBUTE TO THE COMMUNITY. GUESTS ENJOY AN EXCITING VIRTUAL EXPERIENCE WHILE BIDDING TO PURCHASE UNIQUE OR DESIGNER PURSES & MORE!

DOLLARS RAISED WILL ENABLE YWCA TO CONTINUE ITS MISSION AND WORK RIGHT HERE IN THE COMMUNITY. YWCA IS A 501(C)3 ORGANIZATION, SO YOUR SPONSORSHIP IS TAX DEDUCTIBLE.
Event Support & Silent Auction

SPONSORSHIP TIERs

DIAMOND SPONSOR - $2,000
- Recognition of Gift: Name and logo on YWCA of Central Virginia Purse & Passion web page, social media mentions, single logo social media posting, event video ad segment on main page, offer to join YWCA in any media appearances.

GOLD SPONSOR - $1,000
- Recognition of Gift: Name and logo on YWCA of Central Virginia Purse & Passion web page, social media mentions, single logo social media posting, linked ads in event auction page and home page.

PLATINUM SPONSOR -- $500
- Recognition of Gift: Name and logo on YWCA of Central Virginia Purse & Passion web page, social media mentions, logo on event auction and home page.

SILVER SPONSOR -- $250
- Recognition of Gift: Name and logo on YWCA of Central Virginia Purse & Passion web page, logo on event home page.

COMMUNITY SUPPORTER -- $100
- Recognition of Gift: Recognition on event home page.
Purse & Passion event includes a silent auction and much more. In-Kind donations from individuals, businesses, and organizations are critical to the Purse & Passion fundraising efforts. The Purse & Passion auction is a purse lover's dream! With purses from a range of designers and high-end retail stores. Items needed for the Purse & Passion Auction include:

- Purses, Purses, Purses! New designer handbags, clutches, wallets & more.
- Gently used high-end designer purses
- Spa, salon, or manicure packages
- Family Photography
- Jewelry & Apparel
- Shopping experiences and gift cards
- Hotel & Travel packages
- Health club memberships
- Dining & Theater gift cards/tickets
Purse & Passion
Sponsorship and Donation Form

Name/Organization: ____________________________________________________________

Main Contact: _____________________________________________________________

Address: ___________________________________________________________________

City __________________ State __________________ Zip Code _________________

Phone __________________ Email __________________________

Website _____________________________________________________________

If you do not include payment today, we will send an invoice. YWCA of Central Virginia
accepts check, cash, VISA, MasterCard, American Express & Discover for payment of your
sponsorship. Payment of sponsorship is appreciated by May 1, 2021 but please let us know if
you need more time.

- Diamond Sponsor $2,000
- Gold Sponsor $1,000
- Platinum Sponsor $500
- Silver Sponsor $250
- Community Supporter $100
- I/We would like to support the event. A $ __________ donation is enclosed
- I/We would like to support the event with an in-kind donation described below.

Auction, Raffle or In-Kind Donation -- Donations should arrive at the YWCA no later than April
30, 2021 if possible. Please let us know if you need more time.

Product/Service/Description: ___________________________________________________

Retail Value: $_____________ Restrictions/Expiration Date: _________________________

For more information please contact Lauren Alexander, Communications & Development Manager, 626 Church Street, Lynchburg, VA 24504 or development@ywcacva.org