

eliminating racism empowering women

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Gary Becker
Mayor, City of Racine
730 Washington Ave.
Racine, WI 53403

March 26, 2007

Dear Mayor Becker;

Last year the YWCA of Racine raised \$25,000 in "start up" funding for a new program, Training, Inc. Training, Inc. is a national program that provides low-income individuals with job skills training that help them attain livable wage employment. The organization's curriculum offers the combination of technical training; soft skills development and on-going support that trainees need to find and retain good jobs. This "start up" funding is used for training, travel, cabling and computers for a computer lab, office furniture, and the Training, Inc. license. Now we are seeking "implementation" dollars. The YWCA of Racine is seeking funding support of \$40,000 from local options to help transition Training, Inc. from the "start up" phase to the implementation phase of this much needed program.

Organizational and Background Data: For 113 years, the YWCA of Racine has been serving the Racine community. The organization, a non-profit, has a budget size of \$1.0 million and is one of 59 YWCA Associations in the Great Lakes Region. The YWCA of Racine is governed by a 15 member Board of Directors, in addition to a 6 member Board of Trustees. The organization has close to 50 full and part time staff. The mission of the YWCA of Racine is to "**empower women and girls and to eliminate racism.**" In order to accomplish the mission, the organization provides its "Hallmark Programs" including economic empowerment programs for women; leadership development for girls; and racial justice programs. Hallmark programs include:

Women's Economic Empowerment Programs: The YWCA provides programs and services to address the economic status of women in Racine County. Program methods include: Job Training and Job Placement; (**Training, Inc. and Dress for Success Racine**); Job Retention; (**Dress for Success Professional Women's Group**); and Asset Building (**Women Out of Poverty Initiative**).

1. **Dress for Success Racine:** *Dress for Success Racine* helps low-income women look and feel dressed for success as they face the job market. Dress for Success provides workshops, interview suits, confidence building, retention, and career development to low-income women. The Professional Women's Group provides job shadowing and mentors for women who are entering into the professional work environment for the first time.
2. **Training, Inc.:** *Training, Inc.* is a national program that provides low-income individuals with job skills training that help them attain livable wage employment. The organization's curriculum offers the combination of technical training; soft

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skills development and on-going support that trainees need to find and retain good jobs.

3. **Women Out of Poverty Initiative:** The purpose of the *YW Women Out of Poverty Initiative* is to assist low-income women with the crucial task of building tangible financial assets and progressing toward financial independence. This matched-savings (IDA) program provides low-income women with the financial assistance required to realize the dream of higher education, homeownership or business ownership.

Leadership Development for Girls: The YWCA of Racine in partnership with Girls, Inc. provides Financial Literacy; Literacy; Science, Math, and Technology; Healthy Body Image; and Leadership Development programs for urban elementary, middle and high school girls.

Racial Justice Programs: For the past three years, the YWCA has facilitated the Town Hall on Race to educate, discuss, and look for solutions to racial issues in Racine.

Family Resource Center: In May of 2006, the YWCA of Racine received a contract from the Wisconsin Children's Trust Fund to create the YWCA of Racine Family Resource Center designed to serve families with children between the ages of 0-6. The YWCA of Racine Family Resource Center provides resources to these parents for effectively preventing child abuse and neglect and to provide community support for parents. The Family Resource Center focuses on family strengths and builds self esteem and confidence within families. There are three focus areas that the YWCA Family Resource Center will provide to strengthen Racine families: comprehensive educational programs for parents and children: anti-poverty programs and services, and health and wellness programs and services. In addition we have our traditional YWCA programs including fitness and swim programs; Before and After School Childcare at 4 elementary schools in Racine, summer camps and River Bend Nature Center.

Description of Program/Project Activities:

Training, Inc. is the third component of a comprehensive economic empowerment program for the women and men in the city of Racine. Training, Inc. is a national program that provides low-income individuals with job skills training that help them attain livable wage employment. The organization's curriculum offers the combination of technical training; soft skill development and on-going support that trainees need to find and retain good jobs. Programs provide participants with the skills to enter careers with good growth potential, including computerized office skills, PC technician, and web development. By moving people off of public assistance and on to self sufficiency, the Training, Inc. program benefits the government, tax payers, and families of graduates.

Key National Results include:

1. Training, Inc. programs have successfully trained over 16,000 individuals since the first program was founded in 1975;
2. Most recent results show that 85% of Training, Inc.'s trainees secured jobs upon completion and 80% of graduates were working one year later;
3. Training, Inc. graduates' salaries averaged \$22,300, the majority with health benefits.

The unique need this program addresses is that it is the only program that primarily addresses the economic status of women. Women are the backbone upon which lives of the working poor are built – a staggering 75% of our working poor live in female headed

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households. By improving the earning power of women, we can create a new economic reality for low-income families.

Specific plans include:

Spring (March, April, May): Have 2 training programs identified from the information on RAMAC survey; Identify foundation and government funding sources to implement program; Have 10-15 mentors and 10 internship slots identified with current Training, Inc. corporate sponsors. (Currently have 3 mentors from Johnson Bank and 5 from WE Energies. Internship opportunities are being identified by WE Energies for 2007 and Johnson Bank for 2008)

June: Recruit and hire staff; train staff; work with existing community partners to recruit program participants; send out press releases to local media outlets.

July: Implement program.

Staffing needs include: Training, Inc. Manager/case manager; part-time Training, Inc. Job Developer; and part time Training, Inc. Trainer.

Need: The goal is to serve 100 women and men (the target is women, however will not turn down men) residing in census tracts 1-5. These are some of the oldest areas of the city, with residents entrenched in many of the economic, social and personal problems found in many aging, urban areas. Some of the challenges facing the families in the targeted area include: high unemployment, high poverty rates, high percentage of single and female head of households, high percentage of children living in poverty and low educational attainment. These will be women between the ages of 18-40 from low-income households, with an average annual income of \$11,000-30,000...women who are just making it, but not necessarily in severe poverty.

Program Outcomes:

- a. Provide specialized training to 100 women (however, will not turn away men) from census tracts 1-5;
- b. 80% of trainees complete their training;
- c. Place 80% of women (men) in banking, healthcare, and manufacturing industries. 80% of trainees will be working after a year;
- d. Provide 60% of participants with a job with livable wages including benefits.

If you have any questions, please contact me at 633-3503.

Sincerely,

Deborah L. Embry, CEO

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YWCA of Racine Training, Inc. Budget

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Revenues

	Startup	Implementation (Pending)
Foundations	\$15,000	60,000
Corporate Support	10,000	10,000
City of Racine		40,000
Total	\$25,000	110,000

Total Cost of Program: \$135,000

Expenses:

Salaries

Executive Director	\$25,000
Case Manager	30,000
Job Developer	15,000
Life Skills Trainer	15,000
Total Salaries	85,000

Fringe Benefits

Social Security	5,270
Medicare	1,233
FUI	488
SUI	147
W/C	935
Life Insurance	756
Retirement	1,250
Insurance	3,000
Total Fringe	13,079

Total Salary and Fringes 98,079

Other Expenses

Start up	27,000
Supplies	3,262
Mktg	2,400
Maintenance	3,259
Space	1,000
Total Expenses	135,000