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COMPLETE

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Q1 Name of your organization.

WHW (Women Helping Women)

Q2 Grant #

20160485

Q3 Grant Period

8/1/16 – 7/31/17

Q4 Location of your organization

City	Santa Ana
State	CA

Q5 Name and Title of person completing evaluation.

Janie Wolicki Best, Chief Executive Officer

Q6 Phone Number:

(949) 631-2333, x-316

Q7 Email address.

janiew@whw.org

Page 2: Key Outcomes and Results

Q8 Total number of clients served through this grant funding:

8,146

Q9 Describe the project's key outcomes and results based on the goals and objectives. Use the following format: State the Goal: State Objective 1: Describe the Activities, Results and Outcomes for Objective 1: State Objective 2 (if applicable): Describe the Activities, Results and Outcomes for Objective 2: State Objective 3 (if applicable): Describe the Activities, Results and Outcomes for Objective 3:

The goal of the Employment Success Program to create marketable, employable job applicants by providing free services that will help them get and keep a good job. During FY 2016-2017, our objectives and accomplishments were as follows:

Objective I: The Program will serve at least 8,000 disadvantaged individuals; 70% (5,600) will be women.

Accomplishment: We exceeded our goal! We provided the Employment Success Program services to 8,146 disadvantaged job seekers! Approximately 70% (5,702) were unemployed or underemployed women.

Objective II: 100% of clients who participate in the Employment Readiness component will receive one-on-one assistance in creating a customized resume, participate in at least 6 hours of educational workshops or computer training, and receive over 400 job leads twice weekly.

Accomplishment: WHW achieved this objective.

Objective III: At least 60% of Employment Readiness clients will become employed within four months of service. Once employed, at least 90% will retain their jobs for more than six months, which is the timeframe our staff tracks our clients' success.

Accomplishment: WHW expanded the educational components of the Program, which helped to increase the success of our clients. Approximately 83% became employed within three months of service, and they maintained a 91% retention rate and household incomes increased by 311%!

Q10 Please describe any challenges/obstacles the organization encountered (if any) in attaining goals & objectives.

Our challenge now is our limited space. We have reached capacity for the number of clients who can attend our workshops and computer classes at our Santa Ana facility – all of our classes are full. Our lease is expiring at the end of 2017 and we are actively searching for a larger location that will enable us to continue to expand to support all those who need our services. With this change, we anticipate significant upfront costs will be associated with moving to a new location.

However, a benefit to finding additional space is the ability to expand our social enterprise activities, especially our Saturday Sales. Our quarterly Saturday Sales event is our opportunity to sell the donated clothing we receive which is not business appropriate. Our last sale generated over \$18,000 in just one day! Having a larger space to increase this successful enterprise will help to offset an increase in rent for a larger facility.

Q11 How did you overcome and/or address the challenges and obstacles?

Over the years, as client needs have changed with the changes in the job market and economic climates in Orange County, WHW has grown and modified services to help them attain employment in face of their barriers. WHW is very proud of the expanded services we provide today, which have helped our clients succeed. We provided 398 in-house workshops and 371 computer classes. In addition, we continued to build our partnerships with local corporations to produce "Project Interview" and in-house Hiring Events. In addition, we have been able to reach our target of four "touches per client" (workshops/private sessions), which is what we have determined to be ideal to lead to employment.

Q12 Describe any unintended positive outcomes as a result of the efforts supported by this grant.

Since 2010, WHW has seen a continuous need for job readiness support services and the number of clients we have served has increased by 500% to meet this demand. In FY 2016-17 (ended June 30), we served 8,146 men and women. Based on the large number of clients seeking our services, it is clear that there continues to be a strong need for job readiness training to help both the unemployed and the underemployed so that they can compete effectively in today's job market. Thanks to the support of the S.L. Gimbel Foundation and The Community Foundation, WHW had the resources to meet this need and help the disadvantaged attain self-sufficiency.

Q13 Briefly describe the impact this grant has had on the organization and community served.

Although Orange County, California, has a reputation of being a very affluent community, reality is much different. According to the United Way, Orange County faces four interconnected issues – Education, Income, Health, and Housing. Over 300,000 residents are living below the poverty level; a minimum-wage worker must work 105 hours per week to afford a one-bedroom apartment; 1 in 6 residents lack access to quality healthcare; and nearly 30,000 children do not have a stable place to live. WHW provides the unemployed and the underemployed the skills and resources they need to get and keep a good job – and a “good” job is one answer to all of these problems.

Every year more than 5,000 job seekers participate in WHW's services, which are focused on making them the most marketable candidate for the job they seek. Services include Employment Readiness Workshops, Computer Training, Job Placement Assistance, Employment Retention Support and Professional Apparel. By empowering our neighbors to get and keep a job that affords them a livable wage, WHW helps to increase household income, which increases access to better education, healthcare, and housing. Our vision to see every OC resident who wants to work gainfully employed, paying taxes, giving back to the community and participating in all that OC has to offer.

S.L. Gimbel Foundation Fund

Q14 Please provide a budget expenditure report of the approved line items. Include a brief narrative on how the funds were used to fulfill grant objectives.

Although the cost to WHW is approximately \$260 per person, WHW provides all services at no charge to our clients or their referring non-profit. Therefore, support from the community is critical to ensure these services remain available to the underserved and we sincerely appreciate the \$25,000 in funding from the S.L. Gimbel Foundation. Your contribution was used to provide support for two critical staff positions that provide direct services to our clients, and program related expenses as follows:

1. Program Manager – Education, who is responsible for the delivery of all workshops and computer classes. She spends approximately 10 hours per week delivering workshops to clients ($\$31.58/\text{hr} \times 10 \text{ hrs/wk} \times 52 \text{ wks} = \$16,421$).
2. Volunteer Manager, who is responsible for recruiting, training, and placing over 1,000 volunteers who provide direct services to clients, including Personal Stylists, Workshop Facilitators, and Computer Lab instructors ($\$23.13/\text{hr} \times 5 \text{ hrs/wk} \times 52 \text{ wks} = \$6,058$).
3. Program Related Expenses, including workshop handout supplies, paper, ink = \$2,521

The free services provided to clients included:

- Employment Readiness Workshops
 - o “Job Club” for first time Job Seekers, Resume Development, Mock Interviews, and “Pathways to Employment” (focused on networking)
- Computer Training
 - o Beginning to advanced classes on Microsoft programs, as well as Outlook and LinkedIn, and access to computers/Internet/printers
- Job Placement Assistance
 - o Weekly Job Leads
 - o Employment Forums, where hiring companies interview clients at our facility
 - o Transportation to interviews, classes, and job fairs
- Employment Retention Support
- Rewards to clients for achieving employment milestones
- “Alumni Alliance” – quarterly meetings for employed clients; topics include dealing with difficult supervisors and coworkers, negotiating salary increases and promotions and public speaking/presentations.
- “Top Performers” – provides 1-on-1 coaching to employed clients to navigate through corporate cultures, increase retention, and nurture career growth
- Professional Apparel
 - o Two Complete Business Outfits, Accessories, Haircut and Manicure, Image Awareness and First Impression Coaching

Page 4: Success Stories

Q15 Please relate a success story:

The impact of our services is reflected in the success of clients such as Mary Ann. When she was laid off, she found herself sitting at home and applying for hundreds of jobs online with no success. As a single mother of our children, surviving on unemployment benefits and money borrowed from her 401K, she knew she needed help. The One Stop Center referred her to WHW, where she took advantage of WHW’s free educational workshops. She learned how to create a great profile on LinkedIn, target the companies she wanted to work for, create connections at those companies, and develop a great resume. She also learned how to prepare for interviews by participating in taped mock interviews. Today, Mary Ann is working her dream job – she is a landscape architect and has gone back to school to increase her technical skills for career advancement. If Mary Ann had not come through the doors of WHW, she is not sure where she would be. “I know that I was not in a position to do this on my own. This is where I wanted to be, and I would not be here, if it were not for WHW.”

Q16 Please relate a success story here:

Respondent skipped this question

S.L. Gimbel Foundation Fund

Q17 Please relate a success story here:

Respondent skipped this question

Page 5: Organizational Information

Q18 Which category best describes the organization. Please choose only one.

Women & Children

Q19 What is the organization's primary program area of interest?

Health & Human Services

Q20 Percentage of clients served through grant in each ethnic group category. Total must equal 100%

African American	5
Asian/Pacific Islander	7
Caucasian	28
Native American	1
Hispanic Latino	47
Other	12

Q21 Approximate percentage of clients served from grant funds in each age category.

Children Birth-05 years of age	0
Children ages 06-12 years of age	0
Youth ages 13-18	2
Young Adults (18-24)	19
Adults	66
Senior Citizens	13

Q22 Approximate percentage of clients served with disabilities from grant funds.

Physically Disabled	8
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Q23 Approximate percentage of clients served in each economic group.

At/Below Poverty Level	88
Homeless/Indigent	21

Q24 Approximate percentage of clients served from grant funds in each population category.

Single Adults	23
Families	76
Single Parent Families	70
Disabled	8
Ethnic Minority	72
Abused Women/Children	23
Homeless/Indigent	21
Military	4
Students	5
Elderly	5
Children/Youth (those not included in Family)	2