

W.K. Kellogg Foundation
STEPS and MOVE UP Grantee Profiles

STEPS Grantee Profiles

Supporting Transitions to Employment for Parents

Summary: Seven, two-and-a-half year projects, from May 2015 to October 2017, with a \$5.95 million investment in seven communities.

Albany Community Action Partnership

Albany, New York

The Albany Community Action Partnership will work to improve educational, employment and economic security outcomes for families, specifically unemployed mothers and their children, by cultivating partnerships between workforce and early care stakeholders that serve young children. Through the program, unemployed mothers will complete job training and earn the credentials needed for employment. In order to help both parents and children thrive together, Albany Community Action Partnership uses a two-generation approach to remove child care barriers while advancing employment outcomes.

Brighton Center Inc.

Newport, Kentucky

Brighton Center Inc. is dedicated to creating opportunities for families to achieve economic security through support services, education, employment and leadership. Brighton Center will create a seamless two-generation system in the Northern Kentucky region between workforce development and early childhood providers, enabling single mothers and children to reach job training, and education milestones. Brighton Center will build upon research-based best practices used in the region to make the system easy to navigate for mothers of children who are currently in child care, and who are not working or in school themselves. The program will provide mothers training in high-demand industry areas and secure jobs that will enable them to save and build assets for the future.

Family and Workforce Centers of America

St. Louis

Family and Workforce Centers of America (FWCA) works to provide St. Louis parents with the skills, family support and resources needed to be successful in their jobs and achieve economic security for their families. FWCA will work with partners to provide unemployed mothers, a majority of whom are African American, with career pathway training programs in promising industries, including bioscience, office administration and pharmacy tech. FWCA will build on previously established workforce and child care partnerships, improve its outreach and recruitment strategies to mothers and focus on

aligning their services to better serve parents and families. The effort aims to help single mothers work toward economic security with aligned services including work supports, child care, parent and pre-employment services.

Goodwill Industries of Central Michigan's Heartland

Battle Creek, Michigan

Since the 1950s, Goodwill Industries of Central Michigan's Heartland (GICMH) has been working with communities in Central Michigan to improve access to employment through workforce development, job training and other employment-related support services. GICMH will use a two-phase planning and implementation approach to address the needs of unemployed, single mothers living in poverty with young children. By cultivating partnerships with both employers and early education providers, GICMH will provide more than 100 women in the community with targeted training and placement in jobs that pay a family-supporting wage. The program will directly affect the lives of families, not just mothers, by allowing parents and children to grow together economically.

Goodwill of the Olympics and Rainier Region

Tacoma, Washington

Since 1921, Goodwill has worked alongside the communities of the Olympics and Rainier Region by breaking down the barriers to unemployment. Goodwill will provide job training, placement, retention and support services to more than 100 single, low-income mothers of color with young children. Goodwill's training programs, created through community and business partnerships, include vocational school certifications for careers in four sectors: bank telling, custodial services, medical or office assistance and carpentry. In addition to employment-related services, Goodwill provides programs that educate mothers on parent-child relationships, nutrition and childhood development. This comprehensive, two-generation approach that focuses on both family engagement and workforce development, aims to equip working mothers with the resources and skills to grow in their careers and support their families.

Jane Addams Resource Corporation

Chicago

Jane Addams Resource Corporation (JARC) provides low-income and unemployed workers, particularly single mothers, with the resources, support and training necessary to achieve self-sufficiency and economic security for their families. JARC will build upon its existing workforce development efforts to enroll unemployed mothers with young children, many of whom are African American, in entry-level job-training programs with accommodating schedules for working single parents. JARC will partner with Chicago Women in Trades and early childhood education facilities to recruit women for training that, upon completion, will lead to full-time positions in the manufacturing sector. JARC offers several training programs including National Institute of Metalworking Skills, Chicago Women in Trades Welding Fast Track and Welding Fast Track-Gas Metal Arc Welding. In addition to job training and placement, JARC offers mothers financial coaching and support to ensure they have the tools to manage their money and save for their family's future.

United Way of Greater Cincinnati

Cincinnati

United Way of Greater Cincinnati (UWGC) is committed to expanding partnerships between workforce development organizations and early care and education providers to improve employment rates, education, retention and economic security outcomes for working parents. UWGC will strengthen partnerships and align the services of the two nationally recognized initiatives it manages: Success By 6, an early childhood education advocacy group, and Partners for a Competitive Workforce, a partnership focused on connecting businesses to qualified workers through in-demand career pathways. UWGC believes that wraparound supports and a two-generation approach are key to removing barriers to economic opportunity for families. By connecting unemployed mothers of children engaged in early education programs with career pathway training, UWGC can address both the education and employment needs of mothers through job readiness support and financial counseling, while also helping children thrive in quality care and education environments. UWGC hopes that strengthening the integration of the services of these two initiatives will better serve families on their paths toward economic security.

MOVE UP Grantee Profiles

Mobility and Opportunity for Valuable Employment by Upskilling Parents

Summary: Seven, two-and-a-half year projects, from May 2015 to October 2017, with a \$5.7 million investment in eight communities.

East Bay Alliance for a Sustainable Economy

Oakland, California

The East Bay Alliance for a Sustainable Economy (EBASE) helps families achieve economic security through employer-based workforce development programs that give lower-income working parents access to jobs that pay a family-sustaining wage. Through a unique partnership between Retaining and Advancing Parents, a program of EBASE, and the West Oakland Jobs Resource Center, EBASE will help Latino and African American parents advance in higher-wage, higher-skill jobs. This project aims to create strong partnerships and deeper engagement with leading employers in growing industries and economic sectors in the Oakland area, ensuring that parents have the tools to better navigate and network within their local job market. While this project targets opportunities for Oakland's lower-income workers, EBASE ultimately hopes to create a comprehensive workforce development model that can be scaled up and replicated in communities nationwide.

STRIVE International

New York

STRIVE International helps people acquire the life-changing skills and attitudes needed to overcome challenging circumstances, find sustained employment and become valuable contributors to their families, their employers and their communities. STRIVE, which has helped more than 60,000 Americans enter the workforce since its founding in 1984, will help to create pathways to career advancement for working parents in the health care, construction and maintenance fields. STRIVE will serve 200 parents of young children by leveraging and strengthening existing employer partnerships, connecting workers to real jobs in high-demand fields and providing parents with the supports and training needed to move up from entry-level to middle-skilled positions.

Healthcare Career Advancement Program

New York, Philadelphia, Eastern Pennsylvania and Seattle

The Healthcare Career Advancement Project (H-CAP) helps the industry address personnel shortages with an emphasis on career pathways for the low-wage and diverse health care workforce. H-CAP facilitates cooperation between partners in its national collaborative of health care employers and SEIU unions. H-CAP will work with four programs located in New York, Pennsylvania and Seattle to pair employer-funded education and training programs with expanded case management for participants. This dual approach will help women, immigrants and workers of color break through the barriers to career advancement often faced by parents of young children. Training programs and supports for child care, transportation, English-language learning and other customized services, combined with rigorous program tracking and evaluation, will help low-wage parents advance to middle-skilled jobs while contributing to the development of an evidence-based model for job training and interventions.

Metropolitan Career Center

Philadelphia

The Metropolitan Career Center (MCC), an affiliate of Public Health Management Corporation, serves 400 people a year by providing workforce development and post-secondary education to low-income, working parents of color with young children. As a member of the STRIVE International network and with access to a nationally recognized work-readiness curriculum, MCC's Career Pathways Initiative will design and implement new training and education programs to create a sustainable career pathway model, strengthen and grow its existing network of 40 employer partners and address the skills gap in Philadelphia. The initiative will serve more than 100 parents by providing them with a suite of services including job training, financial education, benefits and child care subsidies that will help women, single parents and African American parents advance into higher-wage information technology and health care jobs.

Project QUEST

San Antonio

Project QUEST, which stands for "quality employment through skills training," works with a network of community partners to support working parents with training for mid-

to high-level skilled health care careers. The initiative will help lower-income working parents achieve career advancement and higher pay while addressing a key skills gap in San Antonio. Through a comprehensive program that couples skills training and career development with support services such as subsidies for tuition, child care and transportation, Project QUEST will serve more than 200 primarily Latino and female parents.

Towards Employment

Cleveland

Building on its goal to empower individuals to achieve and maintain economic self-sufficiency and security, Towards Employment will provide opportunities for entry-level health care workers, primarily those who are parents of color and earn below a family-sustaining wage, to access training to enhance their skills aligned with partner employer needs, along with coaching and other supports to move up the career ladder. Towards Employment will partner with University Hospital Health Systems, the Cleveland Clinic Foundation and MetroHealth, all of which are located in underserved neighborhoods, in order to develop a sustainable career pathway model that has the capacity to remove critical barriers to economic security faced by low-income parents.

Southwest Organizations Unifying Resources for Community and Employees (The SOURCE)

Grand Rapids, Michigan

Through its Talent Pipeline project, The SOURCE will work to move entry-level, low-income workers into higher-paying jobs by focusing on providing workers with the networks, resources and skills for career and economic advancement. The SOURCE Talent Pipeline, with the help of employers who have committed to assisting in the program, will help participants reach higher wages through well-established employer engagement, evaluation of job ladders and career paths within and across companies, partnerships with educational institutions and wraparound support throughout the program.