



## 2016 Social Service Funding Application – Non-Alcohol Funds

### SECTION 1. APPLICANT INFORMATION

Legal Name of Agency: Women's Fresh Start Project, INC  
Name of Program for Which Funding is Requested: Life skills, work norm readiness & job skill training and transitional employment for women  
Primary Contact Information (must be available by phone 5/27/15 from 8 a.m. to 12:00 p.m.)  
Contact Name and Title: Susan Sloop, Executive Director  
Address: 946 Vermont, Room 105  
Telephone: 785-766-2753 or 841-7500 ext117 Fax: \_\_\_\_\_  
Email: [ssloop@womensfreshstartproject.org](mailto:ssloop@womensfreshstartproject.org)

### SECTION 2. REQUEST INFORMATION

**A. Amount of funds requested from the City for this program for calendar year 2016:**

\$38,000 is requested in 2016

**B. Will these funds be used for capital outlay (equipment or facilities?) If so, please describe:**

No funds provided by the City will be used for capital outlay. Production equipment listed in the budget is non-capitalized and will be purchased with funds generated via Indiegogo Crowd Funding Campaign.

**C. Will these funds be used to leverage other funds? If so, how:**

Yes, these funds will be used to show community support when seeking grant funding and will be used as matching funds if required by the granting source.

**D. Did you receive City funding for this program in 2015? If so, list the amount and source for funding (i.e. General Fund, Alcohol Fund, etc.):**

No, *Women's Fresh Start Project* is a new organization. This is the first of two planned budget requests to the City. One in 2016, a second in 2017 with no additional request planned following 2017.

**1. How would any reduction in city funding in 2016 impact your agency?**

*Fresh Start* did not receive funding in 2015 therefore this response is based on the impact if no funding is received.

If support is not received, *Women's Fresh Start Project* will most likely not be able to expand its programing as quickly, thus increasing the numbers of participants at a slower rate. Less participants would result in less product produced which would impact sales and could jeopardize the social enterprise model.

**2. If you are requesting an increase in funding over 2015, please explain why and exactly how the additional funds will be used:**

Funding is being requested for the first time in 2016 as *Women Fresh Start Project* is a new social enterprise operating in Lawrence. *Fresh Start* has moved beyond the start-up/proof of concept phase and is now moving into full production, market development, and mass sales phase. Being a social enterprises, similar to commerce business, a cash infusion by investors or in this case stakeholders is necessary for one to two years to move to self-sustainability.

### SECTION 3. PROGRAM BUDGET INFORMATION

#### A. Provide a detailed budget for the proposed program

<b>Revenues:</b>	
Unrestricted Fund Balance 1/1/16	41,231
City of Lawrence	38,000
Douglas County	38,000
Grants	50,000
Fundraisers	25,000
Contributions	78,834
Other: Sales Revenue	160,000
<b>Total Revenues:</b>	<b>389,834</b>
<b>Total Revenues and Fund Balance</b>	<b>431,065</b>
<b>Expenditures:</b>	
Salaries	82,040
Employee Benefits	19,664
Health Insurance	9,600
Supplies	600
Utilities, Building Maintenance	250
Travel & Training	750
Production Equipment	4,000
Participants Wages and Related Costs	151,236
Cost of Finished Goods & Goods Sold	65,600
General & Liab Insurance	2,439
Fundraising & Marketing	3,000
Misc. Expenses	934
Professional Fees	2,200
<b>Total Expenditures:</b>	<b>342,313</b>
<b>Ending Fund Balance 12/31/16</b>	<b>88,752</b>

#### Budget Notes:

City funding will be used to fund the cost of staff effort while providing job and life skill training and coaching of participants while applying and practicing those learned skills in a controlled work environment. The structure of *Women's Fresh Start Project* is based on the principle that the best way to learn a skill is to practice the skill or stated more directly the best way to learn to work is to work.

80% of sales revenue is earned in the last quarter of the year. Therefore 75% of net sales revenue needs to be carried forward to the next year, resulting in an ending fund balance of approximately \$90,000.

The social enterprise business model being utilized assumes cash infusion in the first two to three years of operation. Once market share is established 70% to 75% of expenses will be covered by sales revenue with the remaining 25% to 30% of operating income being generated by donations and grants.

City support will only be requested in 2016 and 2017. Following a social enterprise model, capital infusion is needed in the early stages after which the business operation will sustain itself.

**B. What percent of 2016 program costs are being requested from the City?**

\$38,038 is requested from City of Lawrence for 2016. This represents 11% of the total 2016 budget of \$390,000.

**C. Provide a list of all anticipated sources of funding and funding amount for this program in 2016:**

Expected budget sources for 2016 are individual contributions, proceeds from a fund raising event, proceeds from Indiegogo crowdfunding campaign, sales of product and possible granting foundations such as Kansas Health Foundation, Rice Foundation, the Bill and Melinda Gates Foundation.

**SECTION 4. STATEMENT OF PROBLEM / NEED TO BE ADDRESSED BY PROGRAM**

**A. Provide a brief statement of the problem or need your agency proposes to address with the requested funding and/or the impact of not funding this program. The statement should include characteristics of the client population that will be served by this program. If possible, include statistical data to document this need.**

*Fresh Start* is designed to add an additional level of support and training for women who are in transition from homelessness, domestic violence, incarceration, or medical issues. Often, these individuals have found barriers to directly entering the work force and earning a wage which will allow them to move beyond assistance programs and become self-sufficient and contributing members to the local economy. By participating in *Women's Fresh Start Project*, individuals will have an immediate source of income, access to a safe work environment in which they can build self-esteem, establish a positive work history, learn and practice relevant life and work skills and hone job search and interview skills. As participants graduate, they will be contributing to the tax base of the county as their spending power increases and the reliance on assistance programs will decrease.

We do not have firm statics on the number of women who are in need of transitional employment. However, leadership of the social service agencies serving this population have stated that the need exceeds the 24 women we hope to reach annually once we reach full operational capacity in 2017-2018. Conversations with referring partners have shown that the supply of potential women (community demand for this service) is great. For example, during the March 2015 recruitment period, the Jail Reentry Program had two individuals it referred and the Lawrence Homeless Shelter had planned to refer or nominate two clients, Head Quarters contacted us regarding a client, Ballard/Penn House referred one individual and two women receiving service from Willow inquired concerning employment. This response or demand for services during a "soft recruitment" was 66% of the projected full operational capacity in year three of operation. This demand was generated with little public knowledge of the opportunity and by partially engaging our referral partners as we knew that demand for the positions would greatly exceed our initial class hiring capacity.

**B. How was the need for this program determined?**

In February of 2014, meetings were held with social service agencies which served the same populations as the *Women's Fresh Start Project* as part of a needs assessment for a transitional employment and training program in Lawrence, KS. Those in attendance included representatives of the Ballard Community Services & Penn House, Bert Nash Community Mental Health Center, Catholic Charities, DCCCA, Inc., Douglas County Jail Reentry Program, Family Promise, First United Methodist Church, Health Care Access, Lawrence Community Shelter, Plymouth Congregational Church, United Way and The Willow Domestic Violence Center. The clear consensus was that there was a need and *Fresh Start* founders were encouraged to begin the process of forming an organization.

**C. Why should this problem/need be addressed by the City?**

According to the Social Enterprise Alliance, based on research conducted by economists, the net value of a job created by social businesses such as the *Women's Fresh Start Project* is at least \$80,000 per year. This figure

takes into account a number of primary effects, including direct income, added consumption, social benefits and avoided social costs, as well as a number of secondary benefits.

City support of a social enterprise dedicated to the training and employment of women who face barriers to career entry level employment will generate major economic as well as social returns for the community. The social enterprise model is similar to a business model as infusion of capital is necessary in the first two to three years of operations as markets are developed and grow. Following the start-up and ramp-up period, economic benefits are returned to initial investors. As illustrated by **Figure 1** below, a two year investment by the City of \$38,000 per year will result in net return of 17,500% over the next 10 years based on the research of the Social Enterprise Alliance. (\$13.5 million return on a \$72 thousand dollar investment). Job placement numbers over a ten year period show 188 individuals move from unemployment or underemployment to a career path position as illustrated by **Figure 2** below. **Figure 3** and **Figure 4**, both found on page 5 reflect annul return on the city’s investment and annual job placements respectfully.

Figure 1 Cumulative Economic Impact of Jobs Placement of *Fresh Start* Graduates Compared to Cumulative City Funding Support

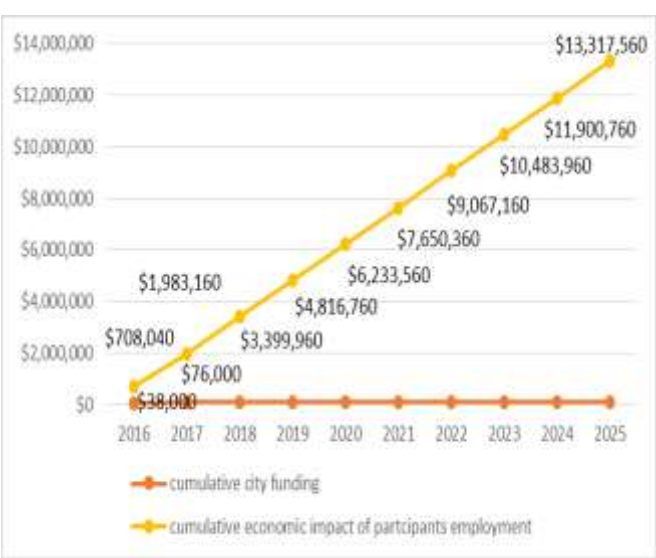


Figure 2 Cumulative Number of Job Placements by *Fresh Start* Compared to Cumulative City Funding Support

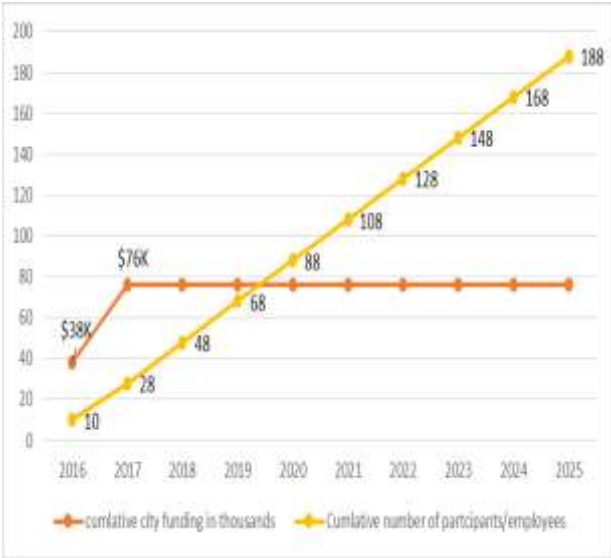
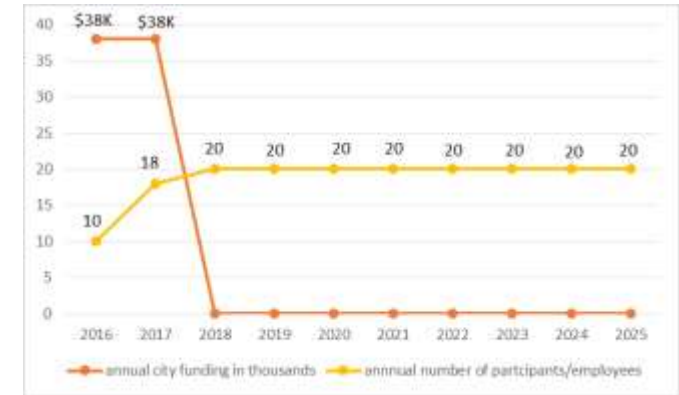


Figure 3 Annual Economic Impact of Jobs Placement of *Fresh Start* Graduates Compared to City Funding Support



Figure 4 Annual Number of Job Placements by *Fresh Start* Compared to Annual City Funding Support



Not only would **2 years** of City support or investment in the *Women’s Fresh Start Project* increase the City work force it would also reduce the graduates’ reliance on social services provided by other agencies. In addition to the economic impacts, the human impact is real. Training and gainful employment will empower

women who have been marginalized in the past to be positive role models for the families and increase the likelihood of future success of their children.

**D. How does the program align with the Community Health Plan?** (Excerpts from the Health Plan are noted in blue.)

The mission of *Fresh Start* directly addresses the **Poverty and Jobs Goal of the Douglas County Community Health Plan**, “All people have equal opportunity for employment & resources that meet their family’s needs.” The sole purpose of *Women’s Fresh Start Project* is to provide transitional employment while participants are increasing their employability by participating in life and job skill training and applying that training in an actual work environment. While participating in *Fresh Start* programing, women earn an income, gain work experience, work skills and self-confidence and are assisted in obtaining an entry level career position which will support her and her family in the future. **Anticipated Outcome A:** “By 2018, decrease by 1% the percentage of families with income below the poverty level.” Is directly supported by *Fresh Start’s* operating plan which states that by 2018 *Fresh Start* will have successfully assisted 43 individuals in obtaining an entry level career position.

The activities of *Fresh Start* support at least one Opportunities for Community Action under each of the four strategies listed in Poverty and Jobs section of the 2013-2018 Douglas County Community Health plan.

**Strategy 1:** Enhancing partnerships for schools/community colleges to prepare people for good-paying trades/industrial jobs.

**Opportunities for Community Action 3.** Establish and maintain programs that prepare people for the technical and job skills required to enter the workforce (e.g., computer skills, career and technical education).

The job skills training program of *Fresh Start* will assist individuals in preparing to participate in the training opportunities offered by the Peaslee Technical Training Center. Specific training programs will include basic computer training, time management, goal setting and communication techniques.

**Strategy 2:** Assure that families’ economic needs are met by developing sustainable employment opportunities.

**Opportunities for Community Action 3.** Increase financial supports and career counseling to allow low-income students/residents get access to job training and education.

The mission of *Fresh Start* is programing to assist women obtain sustainable employment. With regards to Opportunities for Community Action 3, *Fresh Start* is providing job training at no cost as well as offering assistance in obtaining career focused employment and or additional job training and education.

**Strategy 3:** Enhance employer and community supports (including access to safe, affordable housing and adequate living conditions) for those services necessary to obtain and retain jobs.

**Opportunities for Community Action 4.** Establish and maintain financial literacy programs

Family Budgeting and Financial Goal Setting are two components of the life skills curriculum of *Fresh Start*.

**Strategy 4:** Communicate information about what contributes to poverty and how it can be addressed.

**Opportunities for Community Action 1.** Establish a community wide campaign to educate the public on the community benefit of collaborative efforts to reduce poverty.

Every presentation made by *Fresh Start* staff as well as all information distributed to the community as well as the website, clearly communicates that among the causes of poverty are the marginalization of women in transition, a lack of support mechanisms for those women to seek the job and life skill

training as well as to establish a positive work history. Not only does *Fresh Start* communicates the causes of poverty we also advocate for and address these needs within the community.

## **SECTION 5. DESCRIPTION OF PROGRAM SERVICES**

**A. Provide a brief description of the service you will provide and explain how it will respond to the need you identified in Section 4. The description should include how many clients will be served, and should describe as specifically as possible the interaction that will take place between the provider and the user of the service.**

*Women's Fresh Start Project* provides employment for women who are in transition, homeless, under/unemployed, or caught in the cycle of poverty. *Fresh Start* provides a safe work environment, job readiness and life skills training, a mentor/coach and an opportunity to experience success. *Fresh Start* will initially manufacture handmade soaps, soy candles, and natural cleaning products.

Participants will be paid for a 40 hour work week. Their time will be split between production and training, 70% production and 30% training. Training topics will included both life skills and employment skills such as computing and job place norms. The time spent in production activities will also be considered training. They will be practicing the work place norms taught as well as practicing communication skills, being part of a successful community, etc. The length of employment will be a minimum of 6 months with a maximum of 12 months with an anticipated average length of employment being 7 to 8 months.

*Fresh Start* will work to establish business partners within the Lawrence community and to aid in permanent job placement for the participants and continue contact and support of participants for a full year of permanent employment. A mentor will be assigned to each participant to aid in the transition to fulltime permanent employment. Each mentor will make a year commitment to the participant so they will still be involved as the participant begins her first four to six months of permanent employment.

*Fresh Start* hired the first class of participants in late March 2015. Two individuals were selected based on the referrals and recommendations of two of our social service partners, Douglas County Jail Reentry program and Ballard Center/Penn House). Based on the experiences of social enterprise transitional employment organizations such as the Women's Bean Project in Denver, we anticipate a seventy five percent graduate rate. We will then hire an additional two to four individuals in September based on funding and sales levels. In 2016 we anticipate hiring seven participants for each of the two classes and hire twelve participants for each of two classes in 2017 and each year thereafter.

**B. What other agencies in the community are providing similar types of services. What efforts have you made to avoid duplication or coordinate services with those agencies?**

To our knowledge no other organization in Lawrence is providing transitional employment and life skill and job skill training opportunities where those new skills can be applied and practiced in a leaning lab environment which closely emulate an employment situation. Efforts have been made from the inception of the *Women's Fresh Start Project*, not to duplicate existing services but to complement or complete them.

In February of 2014, meetings were held with social service agencies which served the same populations as the *Women's Fresh Start Project* as part of a needs assessment for a transitional employment and training program in Lawrence, KS. Those in attendance included representatives of the Ballard Community Services & Penn House, Bert Nash Community Mental Health Center, Catholic Charities, DCCCA, Inc., Douglas County Jail Reentry Program, Family Promise, First United Methodist Church, Health Care Access, Lawrence Community Shelter, Plymouth Congregational Church, United Way and The Willow Domestic Violence Center. The clear consensus was that there was a need and we were encouraged to begin the process of forming an organization.

Six agencies have agreed to be referring partners to *Fresh Start*. As referring partners, the agencies agree to continue to provide *Fresh Start* participants/employees with case management services to allow *Fresh Start* to focus on employment issues and not to duplicate services already available in the county. As of April 2015, the following agencies have agreed to be *Fresh Start* Referring Partners: Ballard Center/Penn House DCCCA, Inc.'s First Step at Lakewood, Douglas County Jail Reentry Program, Family Promise, Lawrence Community Shelter and The Willow Domestic Violence Center.

## **SECTION 6. PROGRAM OBJECTIVES**

**Please provide three specific program objectives for 2016. Objectives should demonstrate the purpose of the program and measure the amount of service delivered or the effectiveness of the services delivered. A time frame and numerical goal should also be included.**

1. Recruit and hire at least 12 women in 2016.
2. 75% of participants who begin employment with *Women's Fresh Start Project* in 2016 will successfully complete the program and become graduates.
3. 90% of graduates to date will be successfully employed in career entry-level position or be full time students farthing their education and increasing their employability.