



County of Marin Community Service Fund Program Application Form

Application Date September 12, 2016

Fiscal Year July 1, 2016 - June 30, 2017

Organization Information

Full Legal Name: YWCA of San Francisco and Marin

Organization URL: <https://www.ywcasf-marin.org>

Mission/purpose of your organization:

YWCA San Francisco and Marin is part of a national movement dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom and dignity for all people. Established in 1878, our association is one of the oldest and most respected women’s organizations in the San Francisco Bay Area. Our program priorities focus on providing (1) safe, clean, and healthy affordable housing for seniors and disabled persons, (2) economic empowerment for women and girls, and (3) community understanding about racial and women’s issues. We are also proud to be the stewards of the Marin Women’s Hall of Fame, which has worked tirelessly since its inception to publicly honor the achievements of Marin women, preserve their stories, educate the public and inspire the continued achievements of women and girls.

Grant Request Information

Program/Project Name: FiftyPlus Volunteer Manual: A training & teaching resource that leads to more classes

Amount Requested Dollar: \$7,500.00

Total Project Cost: \$15,000.00

Description of the proposed project/program, including the proposed project's goal(s), and the nature of the costs in specific terms, i.e. materials, labor costs, etc. Specifics of how the requested County funds will be used.

YWCA’s FiftyPlus Employment Support Program helps low-income women 50 and older achieve self-sufficiency through employment, by offering free job training and placement services tailored to the unique needs of mature jobseekers. FiftyPlus has a proven model of placement success in good wage jobs, and our high-quality classes demonstrate strong training results, with a 96% skill gain demonstrated from pre- and post-skills assessments, and 98% willingness to recommend rate. Our program is in high demand, with consistent wait lists for classes and demand from women all over the Bay Area. We have worked to expand the number of classes we offer by engaging pro-bono support from professionals with significant experience in recruiting, human resources and workforce development. Our small pilot group of 4 consistent pro-bono instructors have to date allowed us to offer an additional 60 hours of instruction each year, and last year that resulted in an additional 124 attendees in our “Express” classes. We have sought out feedback from our pro bono professionals on how we can enhance their ability to teach classes, and they have asked for an instructor’s manual that makes it faster, easier and more consistent to offer these classes. We also have met with a number of highly qualified individuals who would like to join as volunteers and help us expand by teaching classes, but they feel they cannot join until they have a manual to guide them through the process. As such, we seek funding for a one-time project to create an instructor’s manual that codifies all of the training direction and best practices we have learned and allow us to offer more classes through volunteer instructors - thereby reaching substantially more women without increasing our ongoing costs. Our request would require \$15,000 to cover the costs of both content creation and design work, and the project would be completed in 4 months after receiving funding.

List of all community interests that will be affected by the proposed project/program and the public benefit to be derived from it:

Since its inception in 2000, FiftyPlus has been serving women in our community by helping them achieve economic self-sufficiency through employment. Marin has the oldest and most rapidly aging population in the Bay Area; almost one in five of the County’s residents is 65 or older. And while Marin is a wonderful place to live, it is almost an expensive place, with one of the highest costs of living in the country. That’s why our program works with Marin women at an age when, with some support and guidance, they can continue to play a viable and vital role in our community. It offers older Marin women a safe place where they can build their skills and deepen their connections to the community that most have lived in for 20+ years. While there are many workforce providers in Marin, none offer targeted services for women over 50. We have found that our clients thrive in a program with customized

curricula addressing the unique challenges of their stage. Some are returning after a long hiatus and are bewildered by the changes in job searching practices. Others may have left a job to care for a family member and now are unsure of their value. Wherever they may be in their job search, our curriculum gives them the skills to turn their story into an asset that leads to employment. Our FiftyPlus program delivers best in class results: last year we placed 174 clients in living wage jobs (\$20/hr+) while minimizing the time they were unemployed (average of 13 weeks to placement as opposed to national data of 57 weeks for this age group). In addition, almost half of clients see a wage gain in their first job after completing their FiftyPlus training, while nationally two-thirds of older workers lose wages as they re-enter the workforce. That's why our program is a vital contributor to the economic stability of Marin's many mature women, and to the county's overall economic prosperity through employment contributions made by our placed clients.

The total amount received for the past three fiscal years:

Year	Amount	Project
2015 - 2016	\$3,000.00	FiftyPlus Microsite: Developing a user-friendly website for mature women jobseekers
2014 - 2015	\$1,000.00	FiftyPlus Employment Support Program (general support)
2013 - 2014		

No County funding was received for this project or others.

Project/program can be completed if amount received is less than requested amount of Community Service funds.

Applicants are encouraged to leverage funding from other non-County sources, and priority will be given to requests that represent no more than 50% of total project cost. To demonstrate all sources of project funding, including other County sources, please provide a project/program budget below. Please fill in as applicable, and round to the nearest dollar.

Project Funding Sources	Funding Agency	Funding Requested	Received	Notes
County CSF	County CSF	\$7,500		
Federal Grant				
State Grant				
Individual Contributions				
Other Local Agencies				
In kind services	Pro Bono Volunteers	\$2,500		<i>Cost of time providing feedback on training manual</i>
Other	Joseph & Vera Long Foundation	\$7,500	\$0	<i>We expect to receive a decision by EOY</i>
Total Sources		\$17,500	\$0	
Project Expenses		Budgeted	Spent to Date	Notes
Personnel Costs		\$11,500		
Services and Supplies		\$3,000		<i>Graphic design</i>
Capital				
Other		\$500		<i>Printing</i>
Total Expenses		\$15,000		