

*Supporting Enhanced Economic Development,
Employment and Training Opportunities For Parents*
September 19, 2016
3:15 p.m.—4:15 p.m.

Speaker:

Constance Willis, Family Economic Success Program Manager, The Center for Working Families, Inc.



ADMINISTRATION FOR
CHILDREN & FAMILIES





The Center for
Working Families, Inc.

Employment and purpose for everyone.

Mission



To advance economic success for hard-working families and their children through workforce development, economic supports and asset building.



“The Center for Working Families is a shining example of what a nonprofit should be; **focused on mission**, providing **data-driven outcomes** and **collaborative practices** that really engage a total community.”

Milton J. Little, Jr.
President, United Way of Metro Atlanta

Who We Are

Our Footprint

NPU-V:

Adair Park

Mechanicsville

Peoplestown

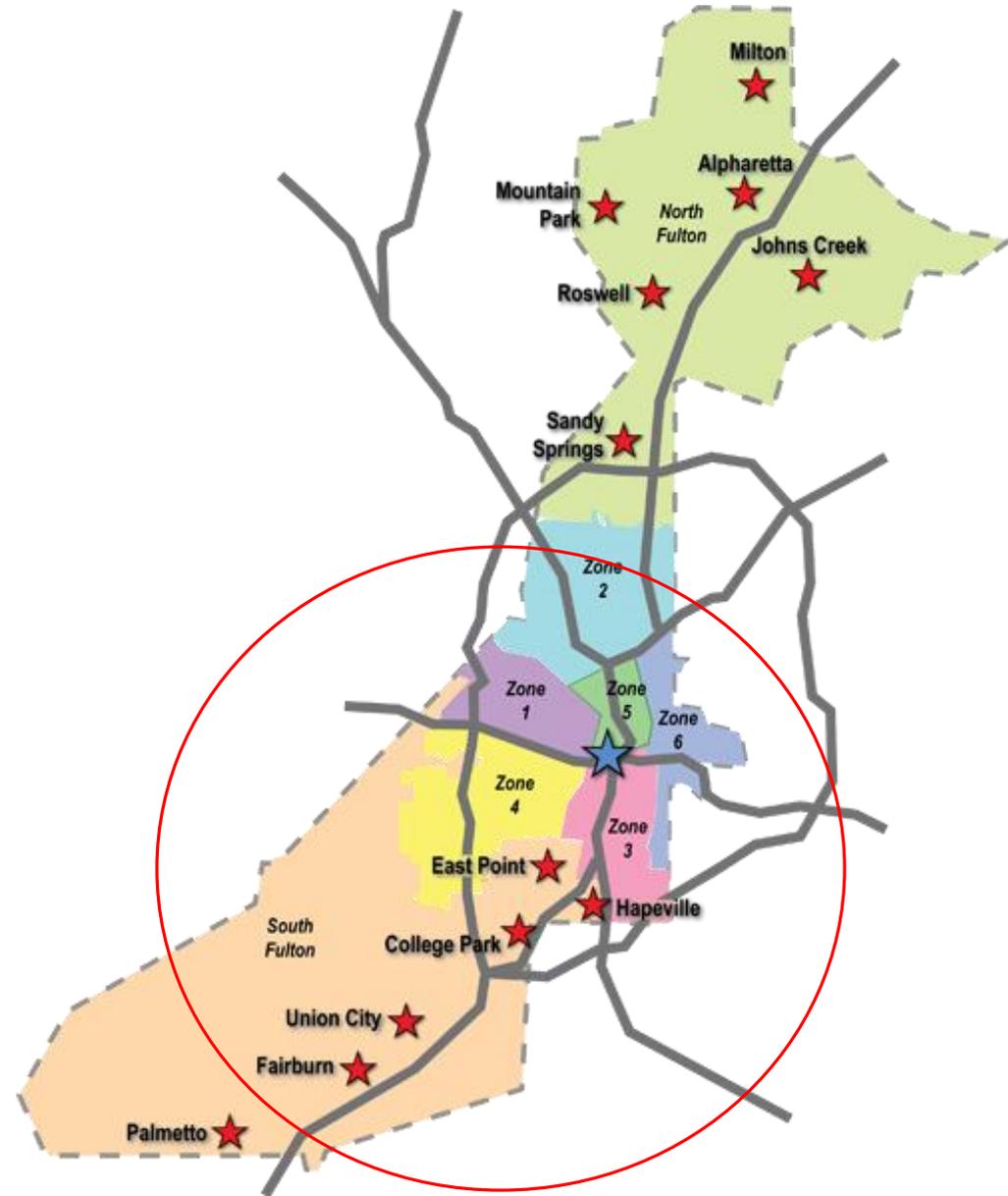
Pittsburgh

Summerhill



Our New Footprint

Fulton County
with a
focus on
neighborhoods
South of I-20





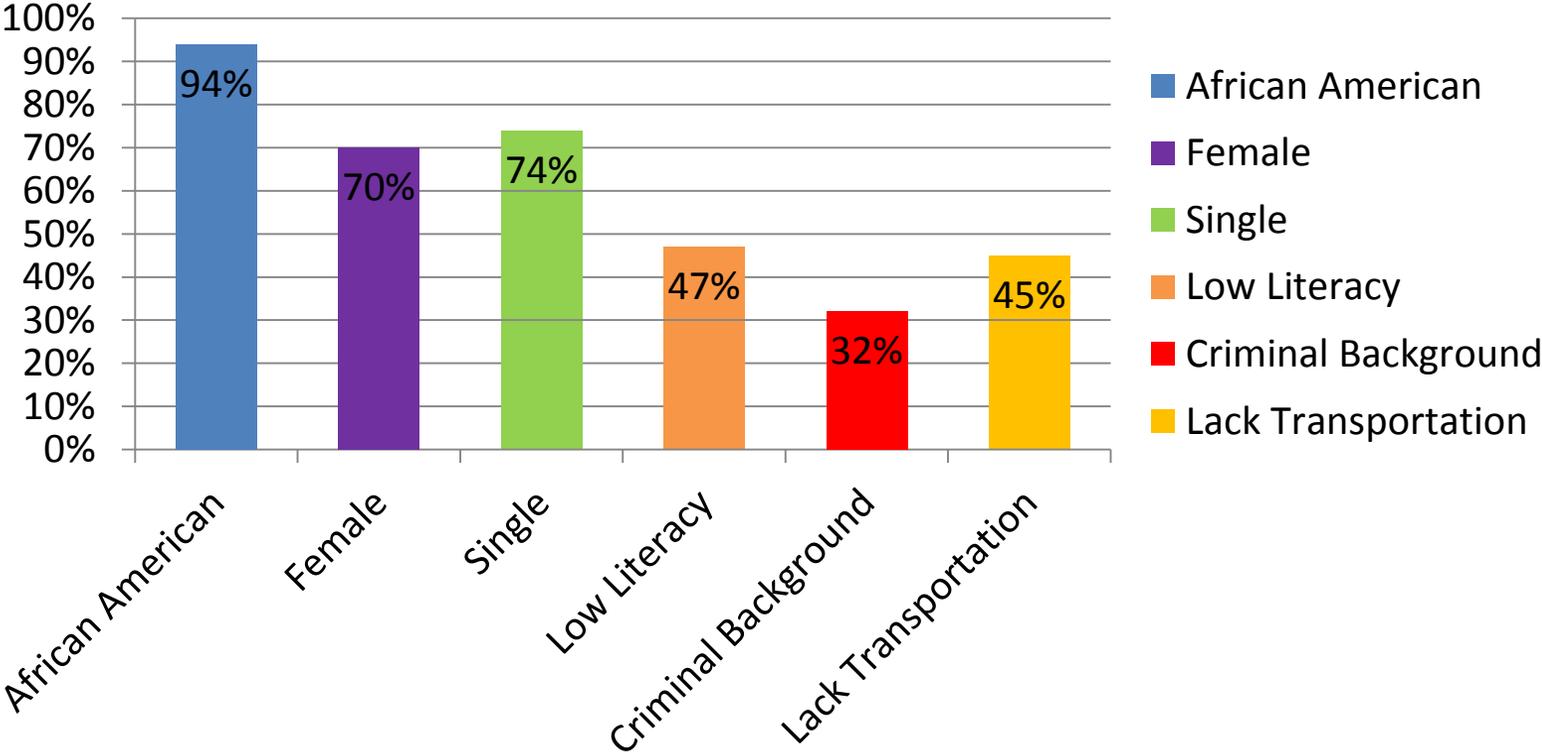
“If it weren’t for The Center for Working Families, I would still be going from job to job, without a plan for my family. I’m so thankful for all the help, and all the doors they have opened.”

2015 Program Alumni

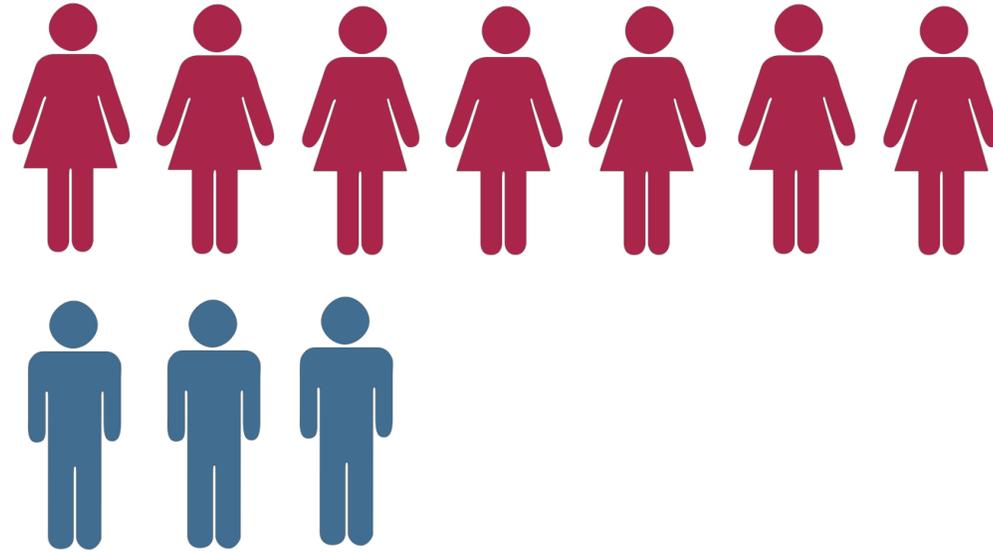
Why It Matters

Who We Serve

2015 The Center Participant Demographic Snapshot



Additional Demographics



Female

“We can always tell when a new hire is from The Center for Working Families. There’s just something about their pride, eagerness and commitment that makes them stand apart. They are truly a great partner!”

--Sodexo at Zoo Atlanta

What We Do

Pathways to
Success

Two Generation Approach

Two Generation is...

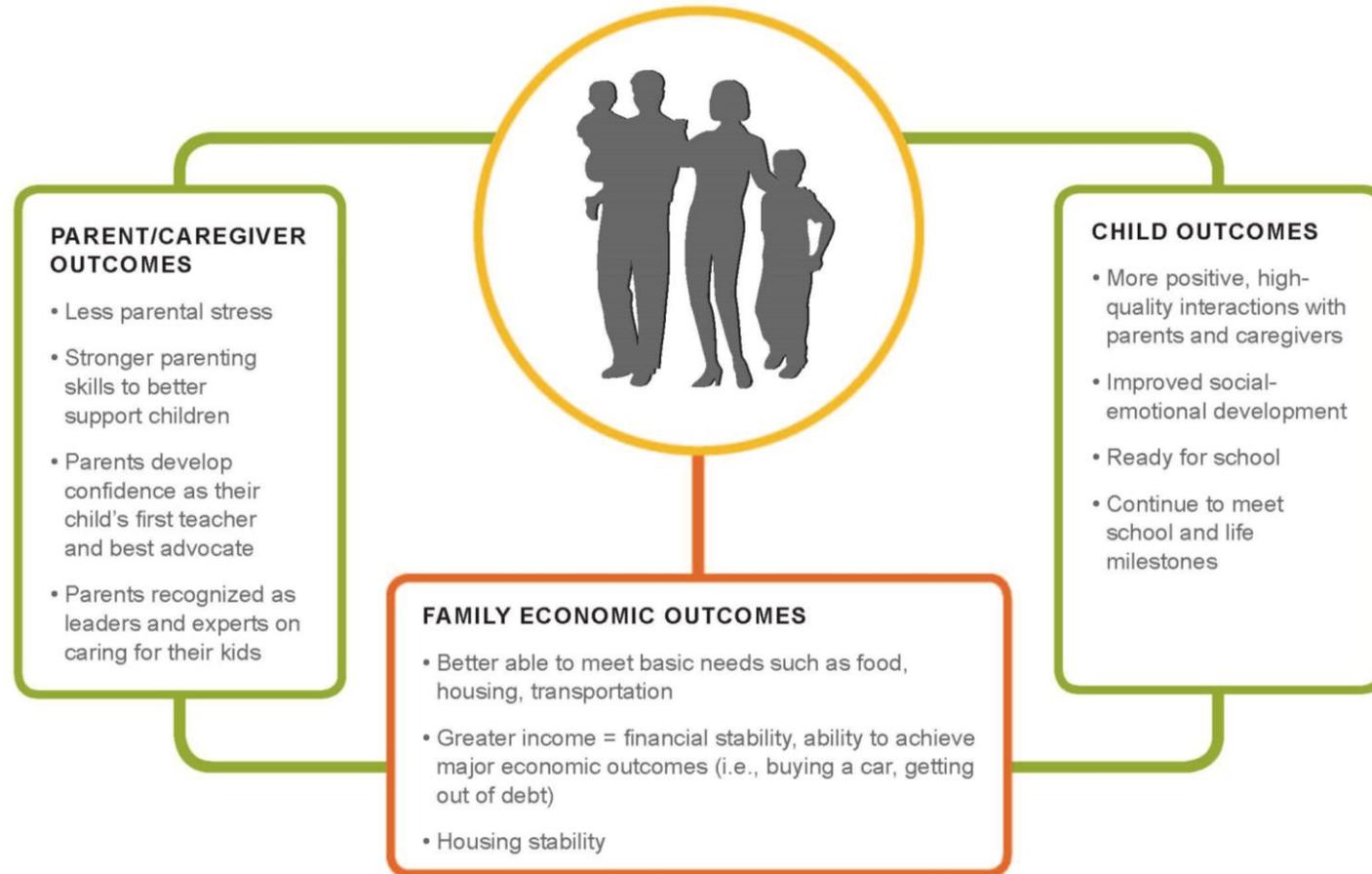
- Our intentional approach to reducing poverty seeks to **strengthen families** by giving low-income parents and children the opportunity to **succeed together, in tandem**.
- This approach connects parents with **tools** like **hands-on job training** and education that will enable them to get a **stable job** and increase **economic opportunity** for themselves and their families.
- Parents enhance their **professional and parenting** skills so they **create a more nurturing home environment**, while their children receive **high-quality early education** to help them reach their fullest potential in the classroom and beyond.

Two Generation Hypothesis

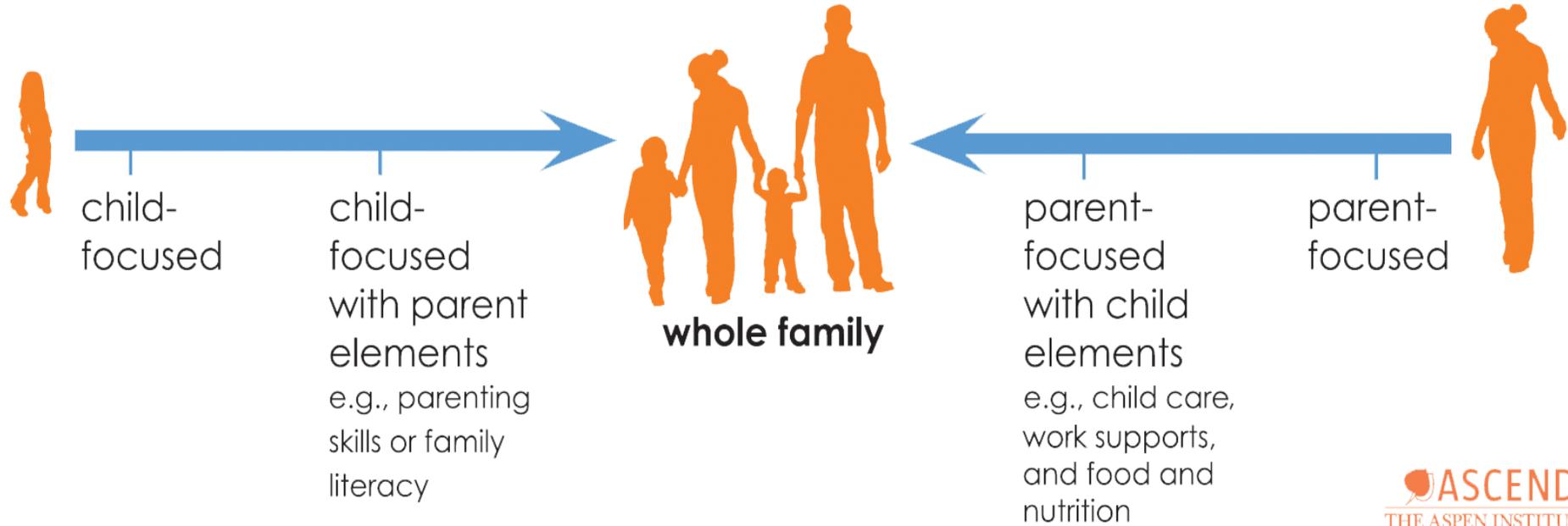
IF we can help programs **simultaneously** combine targeted family economic supports and interventions to parents, skill building for parents in their role as parents, and high-quality early education and early school supports for their children,

THEN the outcomes for both parents and children will be significantly better than if only one of these interventions were delivered.

Total-Family Outcomes



A Total Family Continuum



Sheltering Arms
EARLY EDUCATION AND FAMILY CENTERS



Pathways to
Success

Coaching



What Is Coaching

Our Definition

The practice of partnering with clients so that overtime they acquire the skills, resources, and behavior changes necessary to attain and preserve economic independence.

- ❑ Process of identifying what is important, and aligning thoughts, words, and actions.
- ❑ Honors the family as expert in his/ her life and believes the family is creative, resourceful and whole.
- ❑ Designed to assist the family to identify goals and priorities.
- ❑ Action-oriented.
- ❑ Future and forward focused.

Coaching is NOT

- ❑ Therapy – usually deals with the past.
- ❑ Case management “ This is what you need to do.”
- ❑ Predictable or cookie cutter. There is no template.
- ❑ Directive.



The Atlanta Bridge to Self Sufficiency



Six Pillars:

Family Stability

Well-Being

Education and Training

Financial Management

Career Management

School Readiness / Child Development

Pathways
to Success

Training Programs

Job Readiness



Soft Skills Training



- Four-weeks (20 days)
- Serving 200 annually
- Employer designed
- Flagship Program

Generation Atlanta



In Partnership with:

McKinsey
Social Initiative

Walmart  Foundation

Retail / Customer Service



- Ages 18-29
- Six-weeks (part-time)
- McKinsey Curriculum
- Serving 60 in pilot launch
- Atlanta is 7th pilot

Construction Ready at The Center



In Partnership with:



Construction and CDL / B



- Scaling of Westside Works
- Four-weeks (full-time)
- Serving 60 in pilot launch
- Mobile model



“I experienced my first real graduation at The Center. Now I can’t wait for my next one, from Atlanta Technical College!”

--2014 Program Alumni

Pathways to
Success

Workforce Development

Employment and Purpose



2015 Workforce Successes

164 New Jobs

9 New
Employer
Partners

Average Wage
\$10.45

72% Retention
Rate at 6
months

Average Hours
34 per week

Pathways to
Success

Financial Literacy and Asset Building

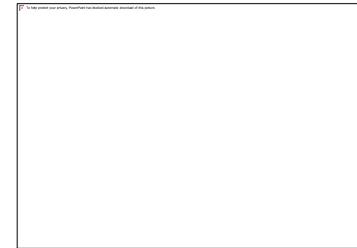
Financial Education Training

Financial Education Training: designed to expose participants to financial principals, tools and resources to help build and increase assets. The Center provides interactive, hands-on instruction addressing a range of financial subject areas including:

- Budgeting
- Savings and Debt Reduction
- Credit Education, Establishment and Improvement
- Investing Basics
- Behavioral Economics
- Insurance Planning
- Estate and Tax Planning

Partners

Below are a few mission critical partners we work with to ensure the network of supportive services for our participants is rich with resources, access and proven outcomes.





Questions and Discussion



Constance Willis | FES Program Manager

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Visit Us Online: www.tcwfi.org

Thank You!

