

# 2013



## Towards Employment Annual Report



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## 2011

Daniel got ready to work in a 4 week workshop for people with a criminal record;

and attended TE Job Club and worked with a staffing specialist to find his entry level job at a factory.

## 2012

Daniel kept in touch with his TE career coach to plan for next steps based on his career goals.

## 2013

Daniel worked with TE to obtain certifications for his next job: a career job with benefits.

# Daniel's Pathway ...

bb In 2011, I had little confidence in myself - but in the Towards Employment workshop I built confidence. Ms. Dove and Ms. Shephard taught me how to have a work ethic, how to carry myself and how to keep a job. Even with a prison record, they helped me believe I had a shot, that I could land a career position, not just any job.

Right after the workshop, I got a factory job. I advanced from minimum wage to \$9 an hour. It wasn't a career – but I was happy to have a job. Then I went to Towards Employment Advancement Academy. My career coach, Maria Becker, helped me think about what's blocking my way and what are my short- and long-term goals. Before that, I couldn't see beyond the next five minutes.

Since I'm good at math – we decided I should pursue CNC machine operating. So Towards Employment paid for my 4-month class at Cleveland Industrial Training Center. I knew I had roadblocks that would follow me everywhere – so I buckled down. I took the exam and graduated at 97% overall, their highest score ever!

Despite this success in training, the job search was very challenging and I could keep on because of the support of another career coach, Bill Cline. He said 'Come see me. You can't give up on this!' And he told employers, 'I know Daniel Marshall. He's a good guy, a smart guy and a hard worker.' He vouched for me when I could not vouch for myself.

I did get hired, and now in 2013, I'm making \$12 an hour at a local manufacturing company with insurance and a 401K plan. I'm learning so much and building my resume. Now I can provide for my kids and be a part of their lives. I made a mistake in the past and it led me to jail. But it was a mistake, not a lifestyle. I've overcome the obstacles of my past. I can talk about it, keep smiling, keep my head up – and more doors open. That's my life - it is a brighter day.



At the 2013 Brighter Days Annual Benefit for Towards Employment, Daniel continued the TE tradition of sharing his story with people who believe in second chances. This annual report celebrates the people who are on this long, rewarding pathway to job stability and hope.



# Career Pathways at TE

Towards Employment helps people who are unemployed or underemployed, with critical barriers that prevent them from moving forward toward their goals. They are looking to find a better way that doesn't involve a trade-off between putting food on the table and paying utility bills; going without health care, or being stuck in a dead end job. In 2013, Towards Employment helped 535 people find above minimum wage, full time employment. Another 1,500 are engaged and supported with specific steps along their desired career pathway. This pathway concept - requiring many small steps with a sustained focus on a long term goal - is critical to our programming.

We appreciate our visionary board leadership (see page 14). We are grateful for the dedicated service of Steve Jenkins, Fred Bauer and Larry Vandendriessche who each completed their full term (9 years) in 2013. Steve served in turn as Treasurer, Chair of the Program committee, and ultimately Board President; he guided the agency through the early stages of our transition to a career pathway model with focus and care. Fred served as Secretary for the last 6 years, ensuring that TE had a strong tradition of transparency and accountability, and Larry served with distinction on the Fund Development and Marketing committee. Their contributions have made a huge impact on the agency, and we can't thank them enough for their many years of commitment to creating life changing career pathways in our community.

In 2013 Towards Employment helped 106 participants complete technical training - earning 130 industry recognized credentials, which in turn is key to higher wages. We supported 151 employed graduates advance in their job, with an average wage gain of over \$2/hour! That's approximately \$4,500 more a year in each graduates' pocket!

Keys to success were the 1,800 supportive services and 1,300 legal services provided to help remove barriers and shore up successes. Barriers included lack of childcare and transportation needed for job search or until first paycheck; meeting employer hiring requirements for things like tools, uniforms, pre-employment screening; emergency assistance to ensure that lights stay on, that there is food on the table, and children have somewhere safe to go; connecting to GED, housing, financial literacy or low/no cost health care options. Through our legal services, we have cleared warrants, obtained expungements, mediated payment of child support arrears, and recovered over \$1 million in debt for our participants.

Another critical key to success is the one on one coaching provided along the way. Progress along a career pathway may not be linear or quick. TE career coaches help participants define and navigate their pathway. In this annual report we share career pathways traveled and goals being pursued. We ask you to visualize the ripple effects of each pathway step - how progress positively impacts families, businesses, communities and builds momentum for our local economy. Towards Employment helps people move forward.



Jill Rizika  
Executive Director



Ellen Wisbar  
Board Chairperson





At age 19 Leonard went to prison for a year. He spent the next 10 years working odd jobs – until another conviction at age 31 led to a six year sentence that gave him the determination to turn his life around. After his release, he struggled to find a decent job – even with a business degree earned in prison and a commendation for outstanding conduct.

Walking into the Towards Employment (TE) workshop for individuals with a record in January 2013, Leonard felt he had lost everything – until facilitators Stella Shepard and Carol Dove helped him see his own strengths. He discovered new ways to use his intelligence, organizational abilities and people skills – and how to prepare for a job interview. “At Towards Employment, they teach you to be honest about your felony. They give you doors to walk through, but you take the first step.”

Only two weeks into the workshop, Leonard was hired at Produce Packaging. He tackled the job with enthusiasm, working as much as 15 hours a day, and using TE support for bus tickets and a uniform. His employer sent him to Chicago to be trained as lead quality assurance auditor and he earned a raise.

“Towards Employment gives you doors to walk through but YOU take the first step.”

After a year on the job, Leonard felt ready for more challenge, so his TE Staffing Specialist Akila Greenfield set up an interview with Orlando Baking Company.

With his experience at Produce Packaging, he was quickly hired in Quality Assurance and selected for Orlando’s Management Training Program. Leonard is determined to advance even further – in his career and in life. “I owe it to Towards Employment. No matter what hardships I face, the tools they gave me don’t go away. I still have hard times, but I can’t let that stop me now.”

**374 job placements  
for people with  
criminal records.**



# Kathy's Pathway.

“Towards Employment  
is no-nonsense  
preparation for the  
workplace.”

Kathy needed a fresh start. She had survived a difficult divorce and left her 21-year hospital lab tech career to become her mother's full-time caretaker until her death from cancer. With grown children on their own, Kathy was ready to explore beyond Pittsburgh where she had lived her entire life.

In Cleveland, Kathy faced the challenge of finding a job at age 57 – ten years out of the workplace and no experience with online job searches and applications. “Things had changed completely,” she recalls. “At my age, I was intimidated by the interviewing process and writing a resume.” Kathy applied for WorkAdvance – a regional initiative led by Towards Employment (TE) with education and training for careers in manufacturing or healthcare.

She was accepted into the health care career pathway, with a goal of becoming a Patient Access Specialist. The program started with a week of training at Towards Employment followed by a 3 month program at Cuyahoga Community College. “It was way more in-depth than I expected, a week of all-day workshops on telephone skills, resumes and cover letters, behavioral testing and interview skills – even before the technical training!” Kathy completed a 3-month patient access specialist program and began her externship at MetroHealth Medical Center. She did such a great job that they offered her a permanent position. She is now working full time and gaining experience. “Those who have gone through WorkAdvance always seem to have the skill sets we need,” says Cheryl VanHorn, director of talent acquisition for MetroHealth.

Kathy is grateful for her Towards Employment career coach, Debbie Lucci, who worked as a health care recruiter before joining the WorkAdvance staff. Debbie connected her with a MetroHealth recruiter and continues to be a support. “I can always call with any question, and she calls or sends me emails from Towards Employment when I hit a new milestone.” Kathy feels a new sense of confidence and a commitment to her career. “I really needed to expand my horizons. This is better than I ever thought it would be!”

**273 WorkAdvance job placements  
in 2013. 107 advancements.**



# An Employer's Pathway.

Cleveland's Rustbelt Reclamation wears the label "rust belt" as a badge of honor, drawing on the region's past industrial glory to design and build handcrafted upcycled products using salvaged materials. The company harvests lumber from buildings before demolition, often reclaiming wood of greater quality and beauty compared to new lumber. Workers must detect and remove any nails in the salvaged wood before craftsmen begin the process of transforming it into high quality furniture and other products.

The business is growing – so Rustbelt Reclamation turned to Towards Employment (TE). "This was an experiment for us," says Chris Gellen, Director of Harvesting & Raw Materials. "I went in with my eyes wide open. You're never sure how temporary workers will fit into our culture, where our biggest asset is human resources – not wood or machinery."

Working closely with TE contact Joan Crosby, Chris was impressed by the motivated and well-prepared employees supported by weekly visits and reports. "It couldn't have gone better. They were part of the family from the first week, bringing a lot of passion for the company. These guys have something to prove. For them, nothing is taken for granted."

After just four months, the temporary workers became full-time employees. Rustbelt Reclamation provides opportunity to advance, as workers can shadow skilled craftsmen and eventually learn the trade. Joan stays in touch with the employees every week to follow up on their progress and maintain the relationship. "It's not apples to apples to compare TE to a for-profit temp agency," says Chris. "We look at it as an opportunity, not a stop gap. These guys set the bar really high. Towards Employment will be our first call if we need more workers."



“Towards Employment is our first call.”

300 local employers hired graduates from Towards Employment in 2013, 80 of them more than once.



# 2013

## TOWARDS EMPLOYMENT *Impact*

535  
Jobs



Placement in  
permanent  
long-term work;  
70% had criminal  
records.



150  
Certifications  
Received  
TECHNICAL SKILLS  
training.



1799  
ADVANCEMENT  
& RETENTION  
SERVICES

career coaching, workplace  
training, professional development



20%  
of WorkAdvance placements  
INCREASED EARNINGS  
within 1 year of placement

1376  
LEGAL CASES



Cleared  
warrants,  
prevented  
evictions &  
foreclosures,  
resolved credit  
issues



1859  
SUPPORTIVE  
SERVICES

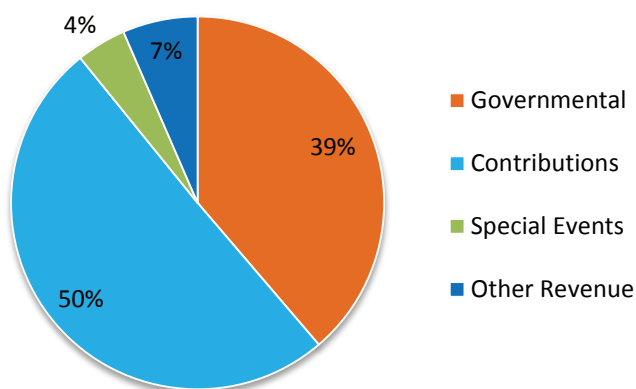
Transportation, tools,  
uniforms, background  
checks and pre-employment  
screening.

# 2013 Financials.

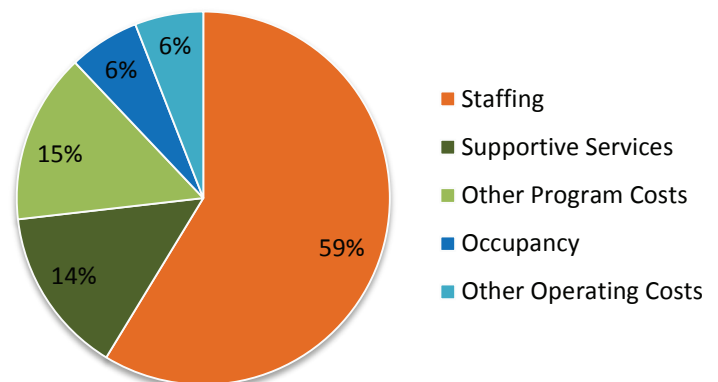
	2011	2012	2013
<b>SOURCES OF REVENUE</b>			
Governmental Contributions	\$1,646,474	\$1,668,266	\$1,363,276
Foundations & Corporations	\$ 704,750	\$1,178,664	\$1,482,201
United Way Services	\$ 150,000	\$ 141,444	\$ 141,444
Individual Contributions	\$ 108,938	\$ 146,822	\$ 125,586
Cy Pres	\$ 222,175	-	\$ 25,000
Special Events (NET)	\$ 101,806	\$ 124,853	\$ 152,137
Earned Income	\$ 62,339	\$ 64,854	\$ 68,750
Interest/Investment Income	\$ 6,611	\$ 93,200	\$ 148,728
Other	\$ 53,371	\$ 20,618	\$ 11,664
<b>Total</b>	<b>\$3,056,464</b>	<b>\$3,438,721</b>	<b>\$3,518,786</b>

<b>USES OF REVENUE</b>			
Staffing	\$2,061,302	\$2,216,315	\$2,131,434
Supportive Services	\$ 469,611	\$ 381,471	\$ 525,567
Other Program Costs	\$ 105,739	\$ 688,086	\$ 535,828
Occupancy	\$ 191,959	\$ 128,261	\$ 222,372
Other Operating Costs	\$ 195,693	\$ 198,178	\$ 215,468
<b>Total</b>	<b>\$3,024,304</b>	<b>\$3,612,311</b>	<b>\$3,630,669</b>

**2013 Sources of Revenue**



**2013 Uses of Revenue**





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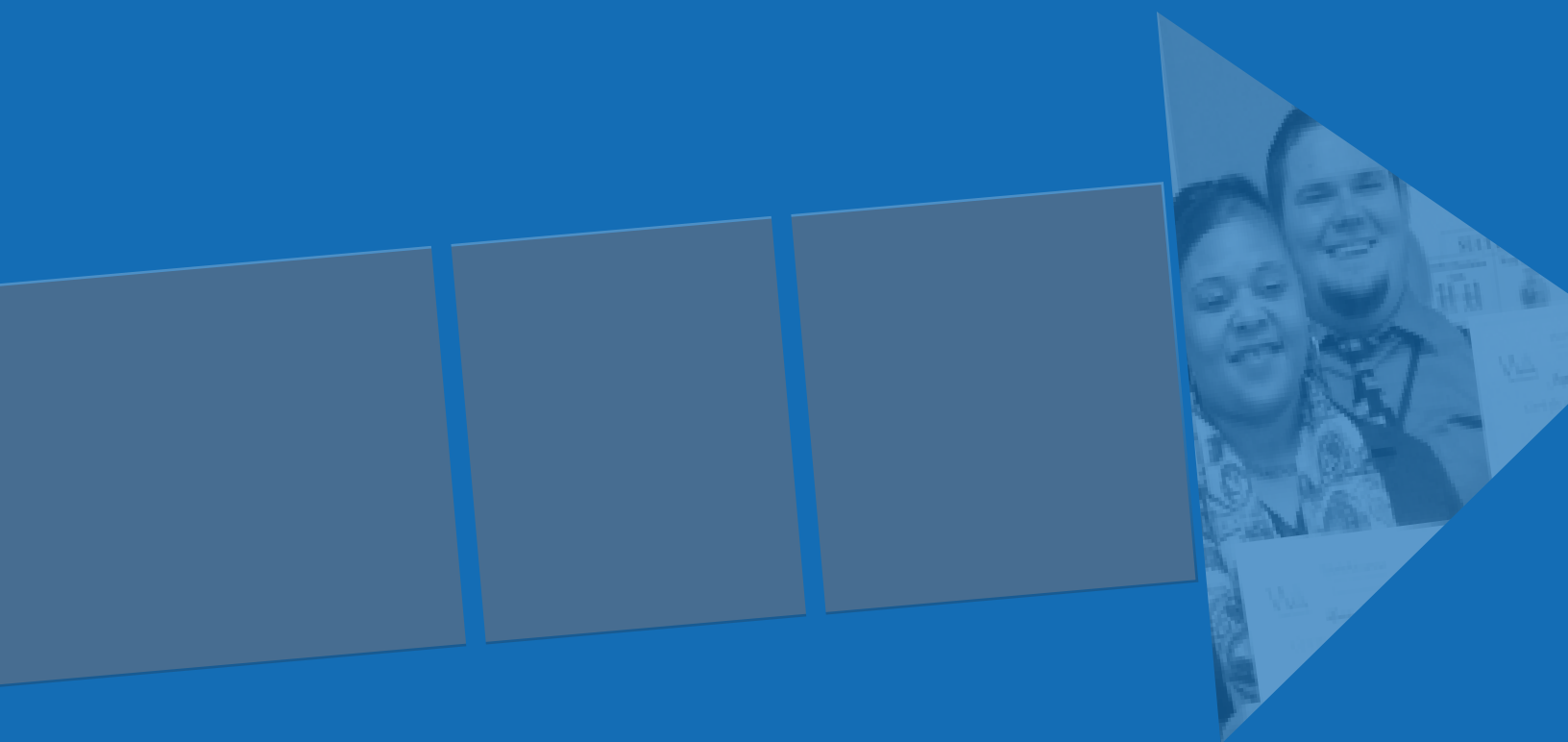
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