

**SOME (So Others Might Eat)
First Stage Questionnaire**

TITLE (10/10 words)

SOME Center for Employment Training (SOME CET) Expansion Effort

SUMMARY - Provide a summary of your project. (44/50 words)

SOME respectfully requests \$50,000 to support the expansion of SOME CET, which provides free job training and wraparound services to the District's homeless and very low-income population. This grant will support SOME CET's operations as it grows to serve 300 adults annually in 2018.

NATURE AND SIGNIFICANCE OF THE PROBLEM - Describe the critical need(s) or specific poverty problems(s) your project seeks to address and why this is important to address. (96/100 words)

Some 60,000 DC residents lack a high school diploma or equivalent. An even a higher number of residents lack the basic literacy, numeracy, problem-solving, and digital skills necessary to be successful in occupational training, educational, or work place settings. Low literacy and low educational attainment are root causes of poverty, unemployment, poor health and homelessness. SOME CET addresses an acute need in the District, particularly in Wards 7 and 8 where unemployment rates are 10% and 13%, for intensive skills training to move the unemployed, underemployed and working poor into jobs that lead to financial independence.

WHAT/WHERE/HOW - Provide a detailed explanation of your project. What is it? How will it address the problem's root causes? Where will it take place? How will it work? (249/250 words)

SOME CET is a licensed Postsecondary Title IV Vocational Institution that prepares homeless and low-income adults to secure and retain living wage jobs in the fast-growing *health care* and *maintenance* industries. These industries offer consistent employment prospects in the DC area and have established career ladders that offer opportunities for advancement.

SOME CET's comprehensive program model holistically addresses all of the competencies, abilities and behaviors that are integral to long-term professional success: technical skills training, adult basic education, job readiness instruction, and career development services.

SOME CET approaches job training through a therapeutic lens, making it unique among workforce training programs. Students undergo six months of training with wraparound support, including coaching followed by “on the job” support for a year after graduation. Students select to train in our Medical Administrative Assistant, Electronic Health Records or Building Maintenance Service Technician courses.

SOME CET will be moving to our new location at SOME’s Conway Center (4430 Benning Road NE) December 2017. The Conway Center will combine affordable housing, job training and medical care in a single state-of-the-art facility. The expanded space for SOME CET will include more classroom space and various technology upgrades that will enable the program to increase its impact to serving 300 people annually, **nearly three times as many students as we served just three years ago**. We will expand our course offerings and provide the most cutting-edge curricula for our students. Your support will ensure our high-quality programming continues as we progress through this transformational change.

RESULTS

Who is the project’s target population? Who will benefit directly and indirectly from your project? Explain in detail how you will measure results. (193/200 words)

SOME CET primarily serves Wards 7 and 8 residents. All students have incomes below 200% of the federal poverty level and have multiple barriers to employment, including homelessness; lacking a high school diploma or GED; having a criminal record; or a history of trauma, mental illness, or substance abuse.

Since 1998, we have placed more than **1,000** graduates in jobs that pay a living wage with benefits. In 2016 alone, SOME CET served 184 students. We had a 75% graduation rate and an 81% job placement rate among our graduates. Graduates earned an average starting wage of \$13.74 per hour. These outcomes also benefit the broader community, as an employed workforce contributes to the tax base and is better able to support local business.

We measure impact by following the success of our graduates. Through two databases, we track each client's training progress, assess post-graduate outcomes, and measure program impact. We track literacy and numeracy gains, daily attendance, percentage of training completed, employment status, and wages earned. We follow each graduate with monthly outreach for one year after graduation to measure employment retention and to identify and address any barriers to continued success.

SUSTAINABILITY - What lasting benefits do you anticipate will result from your project? Specifically how will benefits endure without additional funding from Holy Trinity? (91/100 words)

SOME CET provides career pathways to lasting economic independence and family stability for the District's most vulnerable residents. We will ensure that our high-quality program continues by leveraging Holy Trinity's funding with foundation support, government grants, and contributions from individual donors. Over our 45 years, we have developed a diverse and reliable mix of funding streams. Strong individual giving is the cornerstone of our budget and ensures that we are able to sustain our programs. SOME CET's revenue mix is approximately 37% individual donors, 36% government funds, and 27% foundation grants.

OPERATIONS AND TIMEFRAMES - Outline your operational plan. What operational milestones do you intend to achieve in the next one to two years? (100/100 words)

As we plan for the expansion of our program, we project the following in 2017: 150 students enrolled, 120 graduates, and 90 students will secure jobs.

SOME CET's operational plan is as follows:

Phase I – Winter 2017 - Staff Restructure/ Curriculum Development – develop new courses and hire additional instructors

Phase II – Spring-Summer 2017 – Pilot/Evaluate New Courses – students may enroll in our new courses

Phase III – Fall 2017 – Winter 2018 – Move to Conway Center

Phase IV – Spring 2018 – Fully Operational - with the capacity to enroll 300 students

We will achieve the following enrollment: **280** in 2018 and **320** in 2019.

RISK MANAGEMENT - What are your project's biggest risk factors or potential barriers and how do you plan to mitigate them? (113/150 words)

Ensuring full enrollment is our biggest challenge. Through a pro bono project with Compass Point, SOME CET has determined that the best marketing strategy for recruitment is to use students as enrollment multipliers. With this strategy in mind, we are implementing several student-focused techniques including: a student/graduate referral incentive program; leveraging students' social media posts about their participation. In addition, we will continue to have student volunteers post flyers and accompany staff to outreach events.

We hired a Marketing and Communications Coordinator in December 2016 to lead our outreach strategies and efforts. She will be redesigning our materials and tactics for recruitment, as well as hiring support staff to assist in these efforts.

MANAGEMENT CAPABILITY AND STRUCTURE- Explain why your organization is qualified to carry out your project. Describe your proposed management team, including key team members' experience and qualifications as they relate to implementing the project. If applicable, include information about additional resources you can bring. (250/250 words)

For more than 40 years, SOME has provided services to homeless and near-homeless individuals living in Washington, DC. While SOME began as a local soup kitchen, the organization quickly expanded to address the homeless community's inter-related needs, first adding a substance abuse treatment program in 1977. Later, SOME developed programs to provide medical and dental care, mental health care, emergency housing, counseling, job training, elderly services and affordable housing.

SOME's ultimate goal is to enable poor and homeless families and single adults to rebuild their lives and become self-sufficient. Our comprehensive programs and services provide the safety net needed to rebound from financial setbacks and achieve long-term stability.

SOME CET is qualified to run this project because of our 19 year track record of success and impact, and because we are the only program of our kind in the District.

SOME CET is led by **Emily Price, LGSW, Chief Program Officer**. Emily, a Licensed Graduate Social Worker, has a Master's in Social Work from the University of Kansas. Emily has overseen significant growth and sophistication in her 10 years leading SOME CET. She served on the Mayor's Workforce Intermediary Task Force, Mayor's Adult Literacy and Career Pathways Taskforce and is a graduate of the Aspen Institute Workforce Leader's Academy. Additionally she is a former Board Member of Southeast Ministries, the DC Jobs Council and Southeast Children's Fund. Emily leads a team of 15, including an Associate Director, Instructors, a Support Service Manager, Employment Retention Specialists, and a Career Services Manager.

PROJECT SIZE - Please indicate the size of the project and the approximate size of the grant you are requesting. (20/25 words)

We respectfully request \$50,000 for SOME CET as we expand our capacity. The 2017 budget for SOME CET is \$1,671,152.