

# Celebrating the ..... ..... Women of WEN

2012-2013 Annual Report







Dear Friends of WEN,

WEN is privileged to serve women all over the metropolitan area and we join them in thanking you for your support this year. We have had an incredible year of positive changes that directly impacts the financial success of our clients. We cannot impact the lives of our clients and their families without the support of the individuals and corporations in this community.

Innovative programs include development of blended learning modules, expanded computer classes and providing community agencies with employment and personal development workshops. In March of 2013 we added a financial coaching component to assist our clients in rebuilding credit and understanding the long term importance of healthy credit. This offering was extended to WEN Alumnae as well with excellent response.

Our OneKC for Women alliance remains strong with the Women's Business Center and the Women's Capital Connection and the launch of a new website and social media strategies to reach our demographic. WEN clients have additional options to their financial success through entrepreneurial education. Microloans are available to these clients through additional partners attached to the alliance.

Each year we discover ways to enhance the client experience for long term sustainable financial success. The journey of our client is unique and with the support of the public, board of directors and compassionate WEN staff, we know their lives are changing.

Sincerely,

A handwritten signature in black ink that reads "Sherry Turner".

Sherry Turner  
President  
Women's Employment Network

**Advisory Council**

Rania & Lance Anderson  
Courtney Christensen  
Wanda Coleman  
Martha Comment  
Mike Ferguson  
Elizabeth J. Ferrell  
Susie Haake  
Martina & Patrick McLarney  
Anita and Gary Maltbia  
Lori C. McGroder  
Cynthia Weber Scherb  
Sheridan Sechter

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Jen Gulvik, Vice Chair  
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Laura Rogers  
Deborah Starke  
Nan Vail

Beth K. Smith  
*Co-Founder and  
Board Advisor*



# Celebrating the Women of WEN

## **Our Mission:**

To help women raise their self-esteem and achieve economic independence through sustained employment.

## **Our Vision:**

WEN's vision is to advance positive change in the lives of women, their families and the community, one woman at a time.

Women's Employment Network (WEN) is a nonprofit organization that offers job-search training and resources, individualized coaching, professional case management, and financial education opportunities. We also provide a shoulder to lean on, day care advice, professional wardrobes, transportation assistance and fresh starts.

The women of WEN are wives, caregivers, mothers, friends and neighbors. **They were struggling to support themselves and their families, and came to Women's Employment Network looking for help finding a job. They left with much more. These women uncovered their talents and dreams, and now with new confidence and a network of support they can live out those dreams.**

**We celebrate these women, their successes, and even their setbacks.**

# Meeting the Need:

## An Overview of WEN's Program and Services

WEN's program offerings are uniquely structured to meet the varying needs and skill levels of women in all stages of unemployment. WEN understands that achieving economic stability requires training and support at multiple levels. WEN's program and services are described below.

- **Case Management and Community Referrals:** WEN employs a licensed social worker who meets individually with each woman to address the obstacles standing between her and ongoing employment, including but not limited to housing, domestic violence, childcare, transportation and healthcare.
- **Employment Preparation and Career Transition Training:** WEN's curriculum, delivered in a five-week-long intensive training program, is designed to provide women with a strong foundation and an action-plan for success. It is offered eight times every year, and focuses on career exploration, essential job tools and skills, interview strategies and job search assistance. Participants in this program also receive interview-appropriate clothing from WEN's Professional Clothing Bank and can attend supplemental workshops that further build the life skills of the women as they prepare to enter the workforce.
- **Career Services:** WEN offers job search assistance to both current and past clients. With help from WEN's Employment Services Representative, clients search and apply for jobs in the Job Search Computer Lab. WEN's Alumnae Network meets quarterly and provides an environment for graduates of WEN's program, both currently employed and looking for work, to socialize and network with other graduates.
- **Community Outreach:** WEN staff frequently meets with local agencies serving women and leads trainings and presentations at these sites.
- **Financial Coaching and Credit Building:** New in 2013, WEN's Financial Coach provides one-on-one financial coaching, leads community workshops, assists with credit disputes, and helps clients rebuild credit.
- **Self-Employment Exploration:** Through our OneKC for Women alliance partners, the Women's Business Center and Women's Capital Connection provide entrepreneurial education as an option for each client as they chart their own pathway towards financial independence.

Learn more about the programs and services offered through the Women's Employment Network by visiting us online at [www.kcwen.org](http://www.kcwen.org) or call our office at (816) 822-8083.

# Monica's Story

Monica is married with four children. Her life was thrown into turmoil when both she and her husband lost their jobs within a month of each other. He was able to find a construction job three months later, but it required that he relocate to Ohio. In his absence, Monica felt the pressures of single parenthood along with the burden of juggling monthly expenses. She felt overwhelmed because she wanted to work but didn't know how she could manage transporting the children to daycare, elementary school and middle school and still get to work on time. The family was struggling financially, due to loss of both incomes they were three months behind on their mortgage.

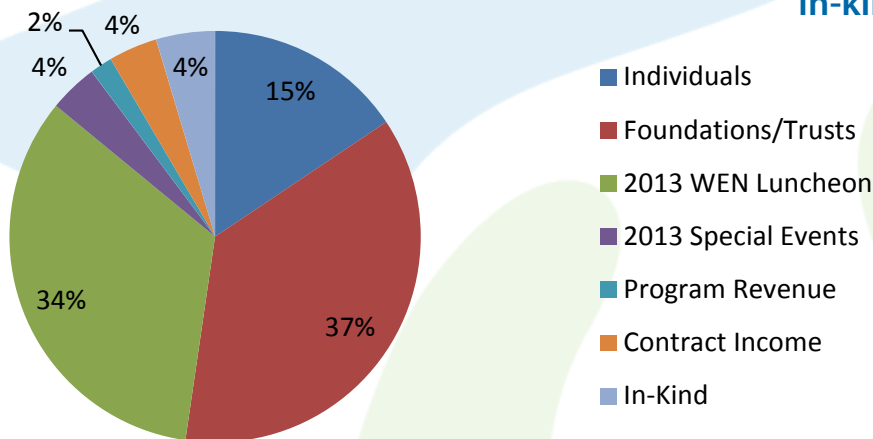
Monica came to WEN to build her confidence and to get a focus on her job search. By participating in the 5 week training she soon learned that she wasn't the only one who needed a confidence boost and had childcare and financial concerns. She attended several workshops and immediately started applying the tools from Goal Setting and Time Management and Basic Money Management to her daily life.

Within a few days she could see a difference in how she viewed her situation and realized that she could control some of the things that were overwhelming her. She delegated household responsibilities to the children, which freed up time for her have some "me time". She used that time to review her training materials and prepare for the next day. She learned how to negotiate with creditors and started tracking her spending and became more aware of gaps in the family budget.

After a dedicated and strategic job search Monica found full-time employment near her home, with a salary that allows her to help the family stay on top of things and help pay down debt. She has a great sense of pride and sees the family pulling together to achieve their financial goals.

# 2012-2013 Financial Information

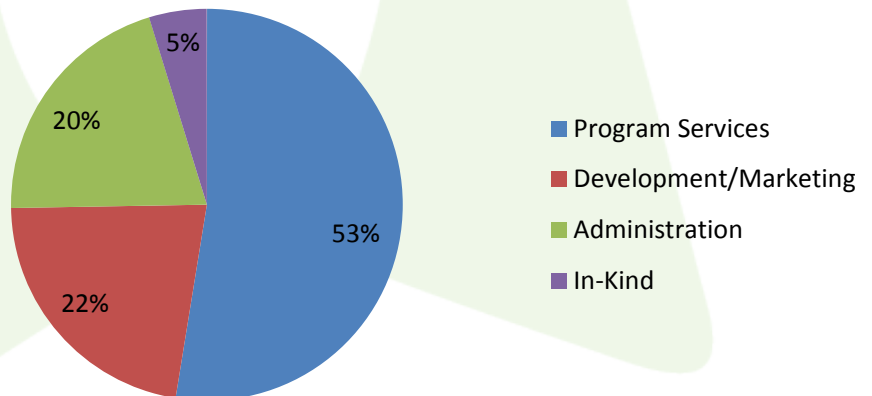
## Revenue



### REVENUE

Individuals	\$141,315.03
Foundations /Trusts	\$332,344.80
2013 WEN Luncheon	\$304,546.00
2013 Special Events	\$34,634.67
Program Revenue	\$15,930.00
Contract Income	\$34,711.92
In-kind	\$41,888.16

## Expenses



### EXPENSES

Program Services	\$462,566.12
Development / Marketing	\$194,938.47
Administration	\$180,587.90
In-Kind	\$41,888.16

# Maya's Story

Maya was “about to lose all hope of finding a job” when a trusted friend referred her to WEN. Over the past three years she had amassed a collection of rejection letters in response to hundreds of resumes she had posted online. Lack of employment eventually led to homelessness and she and her children moved from shelter to shelter until a family member offered to take them in until she could get on her feet.

At WEN through the mock interviews she became more confident in herself and her ability to market her skills as an administrative assistant. She learned how to be more trusting and less defensive to show that she was approachable. She began to actively seek employment while in training, applying every new technique as she searched and secured interviews. Maya completed the training and three days later started a temporary to permanent position. She successfully completed her probationary period and was hired permanently.

When asked what she thought she would take with her from her experience at WEN she said “I will take more initiative in executing the goals that I need to accomplish in order to move forward in my life”. Since becoming permanent she has started that goal by working with the WEN Financial Coach reviewing her credit report and working on a budget with the goal to transition to an apartment by the end of the year.

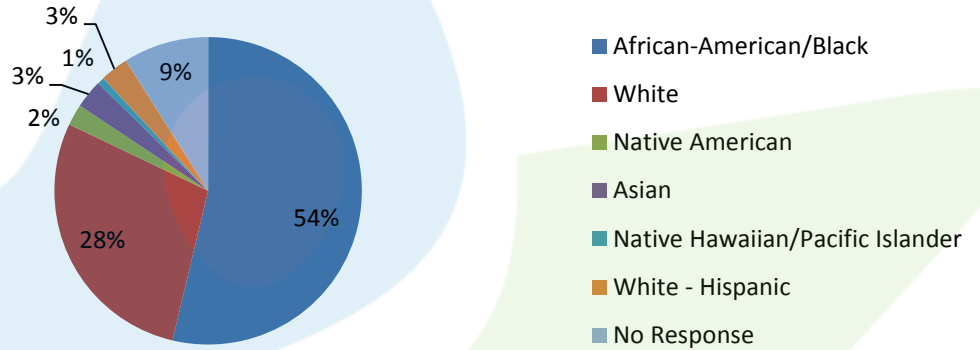
## WEN Facts

- WEN provides services to over 500 clients per year.
- WEN currently averages 40 new clients each month.
- On average, 150 new jobs are reported each year.
- Average hourly wage reported by clients was \$12.71.



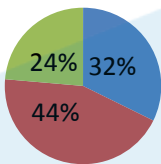
# 2012-2013 Client Demographics

## Ethnicity

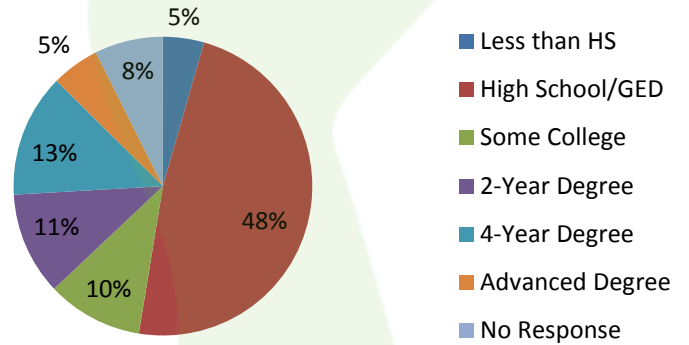


## Client Age

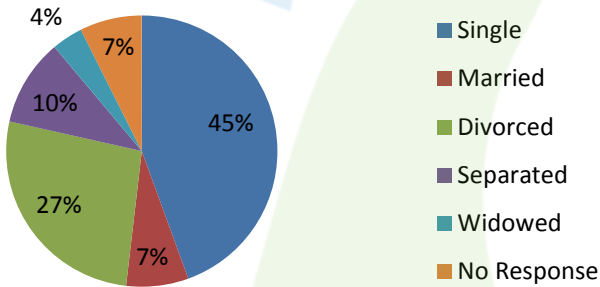
■ 21-34 ■ 35-54 ■ 55-62



## Education

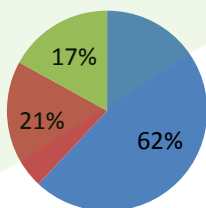


## Marital Status

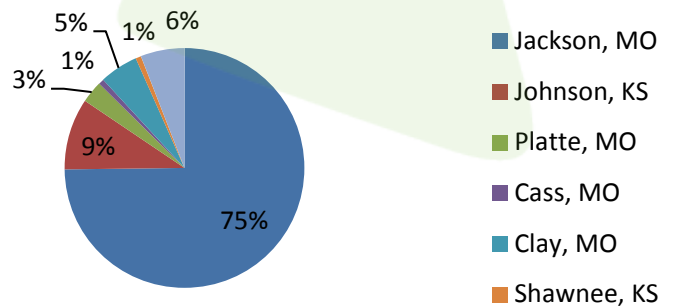


## Economic Status

■ Below Poverty Line ■ Above Poverty Line  
■ Not Reporting Income



## Geographic Area, Served by County



# Eva's Story

## Expanding Financial Offerings

The Financial Coaching and Credit Building program was added to Women's Employment Network's program model in early 2013 to help WEN clients, graduates, women small business owners, and others in the community in building their credit and achieve their financial goals, so that their career gains are translated into increased wealth. Eva's story captures the importance of the Financial Coaching and Credit Building program to WEN's clients.

Eva's story is a classic example of the learning process women go through at WEN with regard to their finances. When Eva first came to WEN she had stopped even opening bills. She had a \$119 assistance check that was supposed to cover her utilities, but had hundreds of dollars of bills to pay. As part of WEN's Employment Preparation and Career Transition Training Program, clients participate in a budget drafting exercise that asks them to assess their monthly income and expenses, an experience that Eva remembers as being difficult: "It was painful talking about money. It was the hard truth that I didn't want to accept. I was crying and so was the woman next to me. We were holding each other."

WEN's Financial Coach is responsible for the management of the program, which involves ongoing one-on-one financial coaching, community outreach workshops, assistance with credit disputes and settlements, and rebuilding credit with a secured credit card.

During WEN's five-week training program she learned about budgeting, saving, and responsible use of credit. Since getting a job and learning to budget, she has been able to buy things that she couldn't afford before, including many things for her children. These include: beds for the children, cooking supplies, and school pictures. She admits, "it sounds like little stuff, but when you don't have it you really notice. It's big."

### More WEN Stories

For more client success stories, visit  
our website at [www.kcwen.org](http://www.kcwen.org).



**2012-2013  
Legacy Circle  
Members**

**Legend - \$3,000**

Tara & Jon Darbyshire  
Elizabeth "Zibbie" Ferrell  
Ann Fish  
Theresa Hursh  
Catherine J. Kelly  
Christine Kemper  
Anne D. St. Peter  
Beth K. Smith  
Debbie Smith  
Cheryl Lockton Williams

**Founder - \$1,000**

Kate Ferrell Banks  
Ann & Kenneth Baum  
Rita Blitt  
Laura Brady  
Mary Shaw Branton  
Kay Callison  
Michelle & Chuck Campbell  
Mindy Corporon  
Jessica & Jeremy Dixon  
Julie & Brendan Donelon  
Cheryl Flood  
Brenda Hafner & Alexandra Strong  
M. Suzanne Hall  
Jamie & Bush Helzberg  
Marilyn & Jim Hebenstreit  
Angela Hurt  
Linda Klein  
Lily Hayes Maxwell  
Jean McDonnell  
Lori McGroder  
Martina & Patrick McLarney  
Jeannette Nichols  
Marta Padula  
Joan Redhair  
Vicki & William Reisler  
Lisa & Steve Roatch  
Dr. Michelle Robin  
Kimberly Robinett

Deborah Starke  
Jeannine Strandjord  
Shannon Swift  
Jill Turner  
Anna Van Ophem  
Martha Warren  
Paul Weber  
Marie Woodbury

**Visionary - \$500**

Christine Alexander  
Jennifer Atterbury  
Dawn & David Baker  
Carol & Tom Barnett  
Sarah Baum  
Jamie Berg  
Joan & Bert Berkley  
Karen Bisset  
Tonia Bomar  
Mary Branton  
Pam Breuckmann  
John Ciccarelli  
Elizabeth Cleveland  
Erin Cole  
Wanda Coleman  
Lucy & Fred Coulson  
Janis Dickey  
Heather Dixon-Magness  
Julie Donelon  
Alice Ellison  
Hannah Fenley  
Theresa Freilich  
Jen Gulvik  
Adele & Donald Hall  
Carlene Hall  
Deborah S. Hays  
Karen Herman  
Micah Hobbs  
Kayden Howard  
Heather & Jim Humphrey  
Victoria Kandt  
Courtney Kounkel

Lana Maudlin  
Norma McKelvy  
C. Stephen Metzler  
Kelly Nash  
Barbara Koval Nelson  
Julie Nelson Meers  
Roshann Parris  
Cheryl & Ryan Poage  
Wendy Powell  
Maureen Purcell  
Carolyn Reintjes  
Kelly Scanlon  
Cynthia Weber Scherb  
Barbara & Larry Schulte  
Mickella Shecut  
Cheryl Smith  
Jeanne & Charlie Sosland  
Jennifer Stevenson  
Deborah Throckmorton  
Sherry Turner  
Nan Vail  
Melody Warren  
Lynnette Williams  
Julia Wilson  
Kim Winnett  
Beth G. Wittig  
Augustine & Andrea Yang

## 2012-2013 Highlights: A Year in Review

- In March 2013, Women's Employment Network welcomed Financial Coach, Channa Navarro, to our staff. Channa will assist clients in reaching their financial goals through the Financial Coaching and Credit Building Program.
- WEN's 2013 Job Fairs hosted over 500 job seekers at each event and over 40 area employers participated.
- Over 300 volunteers directly interacted with WEN program participants, helping with mock interviews, resume writing and workshop facilitation for our clients.
- Two area employers hosted on-site mock interviews for WEN clients. Women learned about the companies and practiced interviewing in a realistic environment.
- WEN's 2013 Luncheon was a huge success, raising \$304,546. Close to 1,000 guests attended and over 85 companies, foundations and individuals sponsored the event.
- The second annual Kansas City's Got Talent Corporate Talent Show in November 2012 was a hit, with over 200 attendees and had 10 corporate acts competing.
- WEN launched the Blended Learning Modules, an online learning portal for women participating in the Employment Preparation and Career Transition Training Program.

