

# ADVANCING POSITIVE CHANGE

WOMEN'S EMPLOYMENT NETWORK  
2013-2014  
ANNUAL REPORT



## Year in Review

Women's Employment Network

WEN was officially designated as a Certified United Way Agency in October 2014.



**Reported  
average wage  
of \$12.57/hour  
(2013-2014 fiscal year)**



### Education

431 new clients visited WEN this last year.

185 women gained employment with an average wage of \$12.57 an hour.

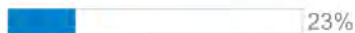
Graduation rates from 2011-2014 experienced a 29% increase.

### Financial Coaching Statistics



Since the addition of our Financial Coach in March of 2013, over 265 women have been served, increasing their credit scores and decreasing debt collections, among other outcomes. The most recent collection of data shows that the average client credit score is 585, and the average amount of debt in collections is just under \$10,000.

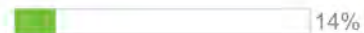
increase in credit scores



**23% of clients**

have increased their credit score by greater than 50 points.

decrease in debt collection



After 6 months of service, WEN has seen an average decrease in debt collection of

**14%**

### WEN Designated a Financial Opportunity Center

WEN was selected by Greater Kansas City LISC (Local Initiatives Support Corporation) to provide financial education and coaching to help families and individuals develop long-term plans for financial stability. This incredible announcement and subsequent funding makes WEN one of just two "Financial Opportunity Centers" in the KC metro, and WEN joins a nationwide network of 70 such LISC-appointed centers in other cities. By stabilizing family incomes, we are helping to stabilize our urban neighborhoods and ultimately affect and benefit the entire community.



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*Sherry Turner*  
*WEN President*

# President's Letter

On behalf of WEN staff and Board of Directors, we are pleased to report that our 2013-2014 fiscal year has been full of exciting changes. Women in our community continue to have expanded resources through WEN's alliance with the Women's Business Center and Women's Capital Connection (OneKC for Women). Financial self-sufficiency with both short- and long-term goals are our shared ambitions.

This past year has been one of transition for WEN, as well. In November of 2013, Greater Kansas City LISC (Local Initiatives Support Corporation) announced that WEN was selected to provide financial education and coaching services to its clients using the LISC Financial Opportunity Center (FOC) model. WEN joined a nationwide network of more than 70 Financial Opportunity Centers, and a LISC program model that is helping people achieve economic stability in 30 other cities. WEN became the second FOC in a network of only three in the Kansas City metropolitan area. The FOC designation means that the efforts already underway at WEN can reach further than we had anticipated, and the ability to use the nationally acclaimed FOC model assures greater and faster economic stability for our clients and their families. Since the addition of our Financial Coach in March of 2013, 265 women have taken advantage of the service and have experienced a 14% decrease in collection debt, as well as 23 percent of these women increasing their credit scores by greater than 50 points.

Another exciting development is that, as of October 2014, WEN has once again been designated as a Certified United Way Agency. WEN is looking forward to a great partnership and an encouraging set of outcomes from the effort.

In this year's edition of WEN's Annual Report, we have included some inspiring stories from four of the ladies who have participated in our core program, as well as financials, demographics and outcomes from our last fiscal year. We hope this provides a brief, yet comprehensive overview of our progress.

The numbers and words in the following pages not only represent our bottom line or fiscal stability as a nonprofit organization -- they represent the real impact the program has on our clients, their ability to provide for their families, and their continued capacity to lift themselves and their families out of a cycle of poverty and unemployment. They represent WEN's ability to advance positive change in the lives of the women we serve.



Sherry Turner  
President, Women's Employment Network

# Mission & Vision

## 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.



## OneKC for Women

Women's Employment Network is a proud member of OneKC for Women, an alliance of organizations with one shared goal: creating greater financial independence for women. OneKC for Women includes the Women's Employment Network, Women's Business Center and Women's Capital Connection. Each group fills a unique role, providing resources, opportunities and connections needed to advance employment, start a business, grow a business or receive guidance and support in overcoming barriers to success.

As a partner of OneKC for Women, Women's Employment Network is the door to a better life, a future of financial self-sufficiency and a lasting sense of confidence through collective impact.



# Program Overview

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

## **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.

## **Community Outreach:**

WEN staff frequently meets with local agencies serving women and leads training and presentations at these sites.

## **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.

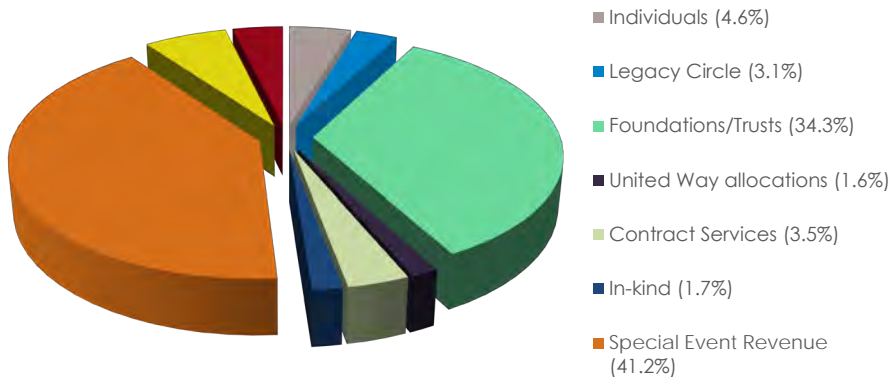
Learn more about the programs and services offered through the Women's Employment Network by visiting us online at [www.kcwen.org](http://www.kcwen.org) or call **(816) 822-8083**.

# Financials & Demographics

## Revenue

Individuals	\$40,048
Legacy Circle	\$27,135
Foundations/Trusts	\$295,277
United Way allocations	\$13,388
Contract Services	\$30,024
In-kind	\$14,710
Special Event revenue	\$355,030
Investment Gain	\$53,762
Miscellaneous	\$32,459
<b>Total:</b>	<b>\$861,833</b>

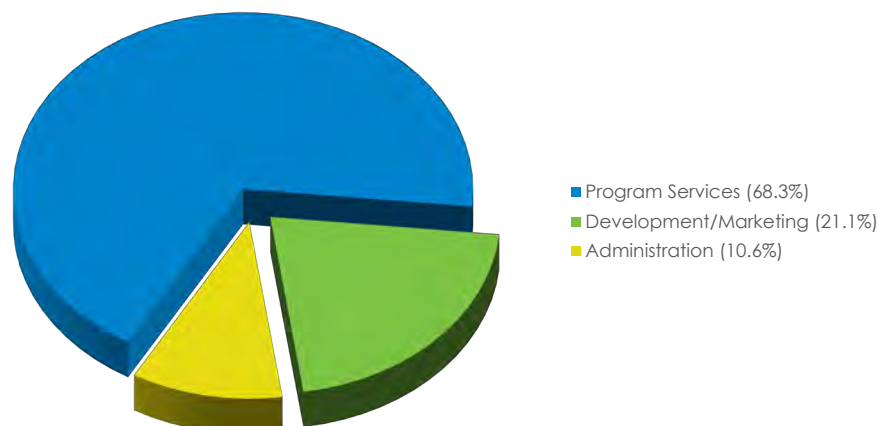
## 2013-2014 Revenue



## Expenses (as reported in the Statement of Activities and Changes in Net Assets for fiscal year ending June 30, 2014)

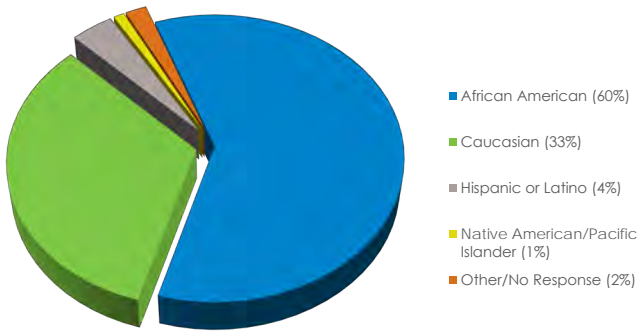
Program Services	\$632,006
Development/Marketing	\$195,459
Administration	\$98,484

## 2013-2014 Expenses

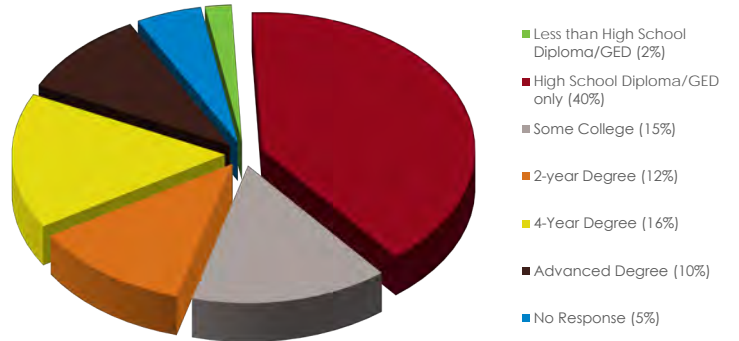




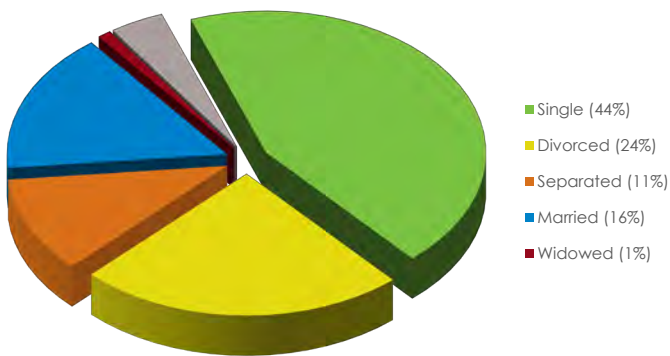
Client Ethnicity



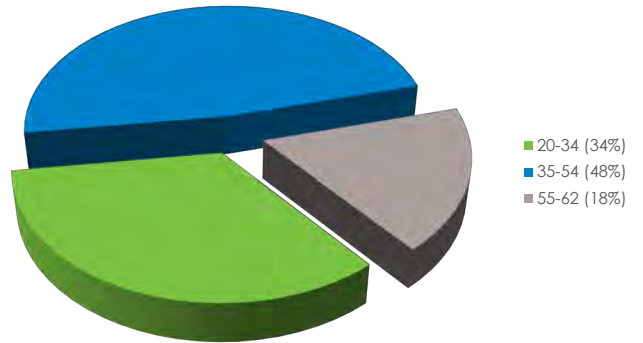
Educational Attainment



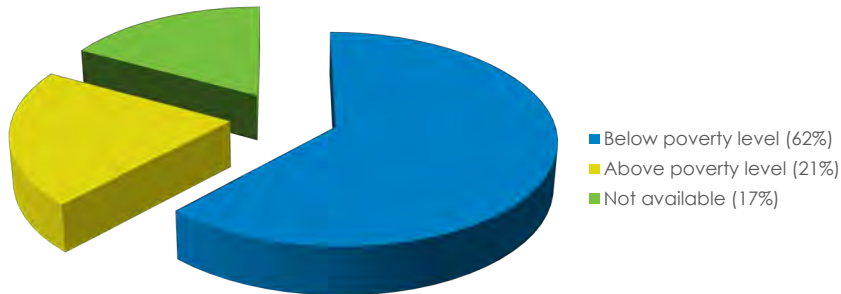
Marital Status



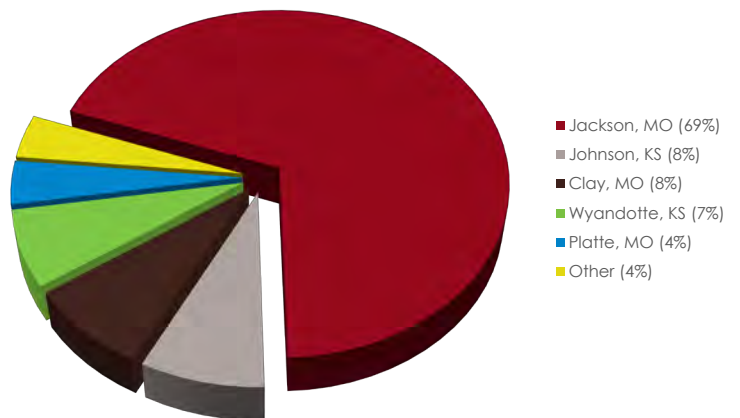
Client Age



Economic Status



Service Area by County



# Client Stories

The following are excerpts from original essays submitted by graduates of the Career Transition and Employment Preparation Program.

## Sadie's story

I came to WEN because I needed guidance and direction on putting my pieces back together, so that I could once again have a life that I am proud of. I had tried every resource and agency I could find. Each agency was amazing in some way. Yet I needed more. I'd heard of WEN in passing, and had even checked out their website. However, my daily struggles and appointments with other agencies had kept top priority in my life. My insides were battered and weeping;

my need for healing repeatedly frustrated me and, in turn, I felt hopeless and powerless. Today, I am so grateful for finally making the life-changing call to WEN just over one year after fleeing domestic violence with my son. Coming to the program, I saw beautiful, strong women fighting to thrive, rather than just survive -- women who were leaders, mentors, supporters and educators, among other things. I had no idea of who I was before coming to WEN. I was lost and detached from

myself, my body in a struggle. I felt as though my soul was fighting to stay within my skin. Now, I feel like me. I know me. I believe in me. I know what I want. I am aware of my strengths, talents, abilities, likes, dislikes, weaknesses, style, and desire. I see and believe in me and others again. I feel safe in the world. I trust myself to make good decisions for myself and my son. Through WEN, I have friends who support me in a strengthening and empowering way.

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*"I am grateful that I am no longer alone in a world of my dreams."*





*“My journey through WEN taught me that no matter the season in my life, I can always be refined, polished and pushed further than I ever thought possible.”*

## Anya's story

Beginning the day I walked through the door at Women's Employment Network, I completed paperwork, answered questions that at times made me cringe, recalled situations that brought tears to my eyes and came to an overwhelming conclusion. My life was going to be radically changed here. I had no idea of the personal and professional growth that was going to occur during the next five weeks.

As I sat in workshops that helped me overcome my fears and learn to become a more confident woman, a transformation was occurring. This transformation became intensely personal as I allowed myself to be vulnerable with a group of

women walking a journey similar to mine. Women from various walks of life that were in the same place at the same time -- financial, emotional and professional status no longer mattered. We developed a rapport shared through humility, laughter, honesty, love and patience. The weeks passed quickly and I arrived at another place of transition.

I will continue to pursue good things, explore entrepreneurial endeavors, and lean on my new network of support, whereas before, I stood on my own. My journey through WEN has taught me that interdependence is a true measure of success, and that every situation doesn't end easily

or completely. No matter the season of my life, I can always be refined, polished, and pushed further than I thought possible. As I stand at the crossroads of another life transition, I will not have to walk alone. I've gained a support system of sisters, colleagues and friends with which to share new experiences. I'm more confident of my abilities and skills than when I set foot through the doors at WEN. I'm able to laugh, smile and breathe a sigh of relief knowing the hope that I have isn't in vain. The beautiful place to which I've been led is only the beginning of a wonderful new life for me and for those I love.

Thank you, WEN!

# Charlotte's story

As a stay-at-home mother of two children with medical conditions, I had been on a job search for a few months before coming to WEN. After using major online job search sites, I submitted resumes to many local businesses with no luck. Disappointed by the outcome of my initial job search attempts, I knew I would have to make a radical change in my approach and thinking.

I knew I needed a class that covered everything from skills assessments, basic office computer skills and resume preparation to the actual interview process. About a week before the next WEN class began, a friend handed me a pamphlet explaining the program and classes offered.

Everything listed within was exactly what I knew I needed. It took me two days to work up the courage to call, because I was extremely nervous about the logistics of traveling and scheduling all of the classes. However, my gut kept telling me to call and sign up. It was a

very persistent inner voice that encouraged me to "make it happen". Finally, I called -- two days before the deadline.

Coming into my very first class at WEN, I reminded myself that, not only did I have to apply myself to the coursework, but I also had to remain open to whatever else this course had to offer. I am so glad I did. I met a group of women in transition, with life stories, perspectives and obstacles different than my own. Just sitting with my classmates and hearing them talk gave me room to grow in my mind and in my heart.

I am so glad I had the courage to make the call to come to WEN. During my time there, I was given hope, taught the truth, and inspired to keep trying to find a job, no matter the obstacles in my way.

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*"I'm glad every day that I had the courage to make that call and be there with everyone at WEN."*





*“Many thanks to WEN. Where would I be without all of you?”*

## Meredith's story

Why did I choose Women's Employment Network? I came to WEN after being told about the program through another charity. At the time, I had so much going wrong in my life that I felt it was crashing in on me. After being told about the 5-week program, I felt anger that anyone would think I needed this class. I was in denial, even though, after two years of looking for a job, I was still unemployed.

When I came to WEN, I learned something very important. I learned that my appearance was not professional and that it was affecting my employability and overall job chances with potential employers.

Even though it was difficult to hear, I thank the program staff at WEN for pointing this out and, beyond that, changing my appearance to one that was professional.

The workshops were so informative and I learned so much there, not just from the teachers and speakers, but from the other women. My resume writing has improved, and so has my self-esteem. Everyone here made me laugh and made the courses fun. To laugh again was something I really needed, and I hadn't even realized it.

My family can see the difference in me - they see

that I'm happy and faithful that my job search will result in fruitful employment.

My career goal is to become a Registered Nurse, and I hope to keep learning and growing as an individual. I already miss my classmates -- the way they supported me made me feel like we were family. I hope to be visiting WEN in the near future with good news on my job hunt, because, after attending the program, I know that the only way my life can go is up!

Many thanks to WEN. Where would I be without all of you?

# Legacy Circle Members

## Legend

**\$3,000**

Ann & Kenneth Baum  
 Tara & Jon Darbyshire  
 Elizabeth "Zibbie" Ferrell  
 Ann Fish  
 Theresa Hursh  
 Teresa Kellett  
 Catherine J. Kelly  
 Cheryl Lockton Williams  
 Dawn Murphy  
 Anne St. Peter  
 Beth K. Smith  
 Debbie Smith  
 Jeannine Strandjord



Debbie Throckmorton, Lynnette Williams & Maureen Purcell



Kate Ferrell Banks and Elizabeth Ferrell



C. Stephen Metzler & Brian D Williams



Lily Hayes Maxwell & Paul Maxwell

*Friends and supporters of WEN gather at the 2014 Legacy Circle Cocktail Party at the home of Steve Metzler and Brian Williams*

## Founder

**\$1,000**

Kate Ferrell Banks  
 Rita Blitt  
 Laura Brady  
 Kay Callison  
 Michelle & Peter deSilva  
 Cheryl Flood  
 Brenda Hafner &  
 Alexandra Strong  
 M. Suzanne Hall  
 Marilyn & James Hebenstreit  
 Angela Hurt  
 Christine Kemper  
 Lily Hayes Maxwell  
 Jean McDonnell  
 Lori McGroder  
 Martina & Patrick McLarney  
 Arlene Mockapetris  
 Kelly Murphy

Jeannette Nichols  
 Marta Padula  
 Michele Pope  
 Joan Redhair  
 Victoria Reisler  
 Cindy Richey  
 Dr. Michelle Robin  
 Kelly Scanlon  
 Deborah Starke  
 Jeannine Strandjord  
 Shannon Swift  
 Anna Van Ophem  
 Lynnette Williams

## Visionary

**\$500**

Christine Alexander  
 Jennifer Atterbury  
 Dawn & David Baker  
 Carol & Tom Barnett  
 Sarah Baum  
 Linda Bemis  
 Joan & Bert Berkley  
 Karen Bissett  
 Janice Blansit  
 Tonia Bomar  
 Mary Branton  
 Pam Breuckmann  
 Kathleen Brooke  
 John & Danielle Ciccarelli  
 Elizabeth Cleveland  
 Joan Cohen  
 Erin & Shannon Cole  
 Phyllis Collins



*Legacy Circle members gather at the 2014 WEN Luncheon.*



The Beth K. Smith & Marjorie Powell Allen  
**LEGACY CIRCLE**  
 WOMEN'S EMPLOYMENT NETWORK

## Visionary

### \$500 *(continued)*

Mindy Corporon  
 Lucy & Fred Coulson  
 Julie Donelon  
 Alice Ellison  
 Ann Fay  
 Hannah Fenley  
 Sherry Forsee  
 Theresa Freilich  
 Lisa Gioia  
 Jen Gulvik  
 Carlene Hall  
 Donald Hall  
 Deborah Hays  
 Shirley Helzberg  
 Karen & Michael Herman  
 Micah Hobbs  
 Kayden Howard  
 Heather & Jim Humphrey

Victoria Kandt  
 Stephanie Kearney  
 Nancy Kenner  
 Courtney Kounkel  
 Lana Maudlin  
 Megan McCurdy  
 Norma McKelvy  
 C. Stephen Metzler  
 Kelly Nash  
 Barbara Koval Nelson  
 Julie Nelson Meers  
 Roshann Parris  
 Cheryl & Ryan Poage  
 Wendy Powell  
 Maureen Purcell  
 Carolyn Reintjes  
 Stacey & Jim Saladin  
 Kelly Scanlon

Cynthia Weber Scherb  
 Melissa & Tom Schroeder  
 Barbara & Larry Schulte  
 Mickella Shecut  
 Margo Shepard  
 Jeanne & Charlie Sosland  
 Jennifer Stevenson  
 Darcy & Lindsey Stewart  
 Deborah Throckmorton  
 Sarah Trembley Evans  
 Sherry Turner  
 Nan Vail & Keith Bottorff  
 Melody Warren  
 Paul Weber  
 Julia Wilson  
 Beth G. Wittig  
 Marie Woodbury

# Advisory Council & Board of Directors

## 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

## Board of Directors

Jen Gulvik, Chair  
Megan McCurdy, Vice Chair  
Angela Tower, Treasurer  
Kelly Murphy, Secretary  
Janice Blansit  
Pam Breuckmann  
Jeanetta Campbell  
Phyllis Collins  
Shirley Cooper  
Kayden Howard  
Angela Hurt  
Victoria Kandt  
Teresa Kellett  
Lily Hayes Maxwell  
C. Stephen Metzler  
Mitzi Miller  
Arlene Mockapetris  
Nan Vail  
Elma Warrick

## A Message from Our Board Chair

"WEN's selection as a Financial Opportunity Center in Kansas City goes beyond simply adding financial literacy programming to its services. Bundling job training/development along with the FOC's financial coaching and access to public benefits has a proven track record of moving people from living paycheck-to-paycheck to achieving real economic stability. With a higher likelihood of staying employed, KC-area families will see increased stabilized income and ultimately improve the economic health of our entire community. Add in the collective impact of WEN's OneKC for Women partner resources, and WEN's future looks bright in creating economic independence for many more women and their families in Kansas City."



Jen Gulvik, 2014-2015 Chair  
Women's Employment Network



Beth K. Smith, Co-Founder and Board Advisor



# Looking to the Future

Big, systemic change can start by helping one woman secure employment and become financially and emotionally self-sufficient; WEN is the agent for this change. WEN's strategic approach promotes the overall economic wellness of clients, focuses on helping clients build pathways for securing liveable-wage jobs, and provides credit-building tools and financial education, which together lead clients toward long-term financial stability. We believe -- and it's been proven time and time again -- that teaching women to believe in themselves, giving them the tools to find success and to secure sustainable employment does more than just give these women paychecks. We are poised and ready to enter these next 28 years with the same resolve, passion and commitment to help more women achieve self-sufficiency and are grateful for the support of the community—we couldn't do what we do without YOU.

## Join in Helping Women Help Themselves

Economically self-sufficient women will lead the economic growth of our community. This is true of small businesses and women, who provide 48% of the current workforce. Making a difference in the lives of women and their families continues to be our mission after 28 years, and we do this with the help of individuals, corporations and foundations.

- **Volunteer**

Volunteers have always been an important element of our mission and goals as an organization. Our ability to effectively serve our clients through their life-changing journey has touched the lives of hundreds of volunteers. Volunteering at WEN is flexible. Volunteer as often as once a week, once a month, or as your schedule allows. Opportunities include:

- Guest Presenter / Workshop Facilitator – Share an area of expertise relevant to women entrepreneurs or women in the workplace
- Mentor – Coach/mentor a woman entrepreneur or WEN client
- Mock Interviewer – Conduct mock interviews with women participating in the WEN core training program
- Résumé Writing – Work with WEN women one-on-one or remotely to help create or strengthen their résumés
- Job Search Assistance – Assist clients with job search techniques in WEN's computer lab or research job leads in targeted areas to update resource materials utilized by WEN graduates and trainees in their job search
- Professional Clothing Bank – Donate high quality, seasonally appropriate, professional clothing and accessories to WEN program participants for job interviewing
- Clothing Bank Assistant – Assist with maintaining WEN's on-site professional clothing bank

- **Contribute**

The Women's Employment Network depends on the generosity of individual donors, foundations and corporations to support our operations and help deliver our programs and services to women throughout the Kansas City metro. There are many ways to support WEN with a tax-deductible gift:

- Sponsor, Attend or Host one of our Special Events.
- Join the Legacy Circle.
- Become a monthly donor.
- Donate in honor of an individual or to mark a special occasion, such as an anniversary or birthday.
- Make a planned gift.
- Donate equipment, supplies or professional services.

*This publication is intended to be e-mailed to conserve paper. Any print copies distributed are printed in-house or at no cost to WEN.*



[www.kcwen.org](http://www.kcwen.org)

