



Program:

Application #: 238393

02/07/2019 11:10 AM

Application / Project Name:

Advance Memphis Workforce Development - 238393

Application Party ID:

24737

Organization ID#:

10314

Please complete the fields below for your organization. If your program is sponsored by a fiscal agent, please complete the information for the sponsor organization.

Organization Legal Name:

Advance Memphis

WHEREtoGIVEmidSouth.org Profile URL:

<https://wheretogivemidSouth.org/guidestar.org/NonprofitProfile.aspx?OrgId=1145000>

Organization Address:

P.O. Box 2201, Memphis, TN 38101

Organization Phone Number:

901.543.85.25

If your program is sponsored by a fiscal agent, please list the name of your program.

Grant Admin Name:

Gosney, Mark

Grant Admin Title:

Director of Operations

Grant Admin Email:

mgosney@advancememphis.org



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Grant Admin Phone:

901-277-6297

Total Project Budget:

\$4,950.00

Grant Amount Requested:

\$4,950.00

As stated in the application guidelines, an eligibility requirement for this application is a published, reviewed WHEREtoGIVEmidsouth.org profile for the applying organization. To meet eligibility: if the applying organization needs to submit a new WHEREtoGIVEmidsouth.org profile OR updates and edits to an existing profile, it must be submitted for review by January 24, 2019.

I understand this requirement.

Yes

As stated in the application guidelines, a representative from each organization chosen as a finalist must give a 3-5 minute presentation at the GiVE 365 Finals event on a weekday evening in early April. (Time and location to be announced soon.)

I understand this requirement.

Yes

Has your organization ever received a GiVE 365 grant?

Yes

Please provide a brief 2-3 sentence summary of your project for use in communications with GiVE 365 members and for The Finals event printed program, should your application be chosen. (The description may be edited by staff. A Finals event program example can be found on the GiVE 365 webpage.)

Advance Memphis supports South Memphis adults on the path to economic stability. Workkey training develops those already working through Advance Memphis Staffing by equipping them with



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workkey operator skills while capitalizing on our relationships, trust and our community location. This rolling class enhances the graduates' marketability, moving closer to full time employment which significantly impacts the economic stability of the individual, family, community and city of Memphis.

Please describe the project or program for which you are seeking funding and how it addresses the grant theme, Pathways to Success: programs that provide workforce training and career development.

After 20 years in the same neighborhood, we see first hand the difficulties of overcoming generational poverty. Finding and keeping work provides the path toward financial stability. Through ACT WorkKeys National Career Readiness training further equips those already working through Advance Memphis Staffing with needed skills for career development and marketability.

The initial step toward long term stability is our Work Life soft job skills class. In 2018, 91 South Memphis adults graduated from Work Life. Upon graduation and passing a drug test, graduates are eligible for placement, the next step toward financial stability. Approximately, 55 of those graduates went to work through our Advance Memphis Staffing agency or through direct hire opportunities facilitated by our Employment Development group. These workers join the 200+ Work Life graduates that, on average, put in over 100,000 hours per year to generate \$1M+ in gross wages for themselves, their families and the community through Advance Memphis.

Our distinctive approach offers job coaching, site visits (to our 20 business partners) and support to facilitate the transition from unemployment/underemployment. An estimated 55% of our graduates are working 2 years post graduation, predominately in logistics and warehousing, which signifies another step toward financial stability. To increase their marketability, many of our graduates earn Forklift or ServSafe (food handling) certificates. Additionally, last year 35 graduates moved from temporary to permanent jobs.

This project funds our newest venture, ACT Workkeys National Career Readiness certification(<http://www.act.org/content/act/en/products-and-services/workkeys-for-job-seekers/ncrc.html>). Workkey training provides more of a ramp for entry into a career by equipping an established worker with additional marketable skills.

We will operate this program in-house to insure greater enrollment, retention, and certification anchored by our reputation as a "local school" and our ongoing relationships. We have referred our graduates to other programs in Memphis, but barriers such as transportation often result in a high



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dropout rate. By running the program in our building, we will provide our usual high level of support for participants with flexible hours for training and testing. The same equipment and methods will be used for training and testing. Timely testing in small groups to ensures momentum from training completion to testing date.

What is the target population(s) addressed by your program or project?

We specifically serve the 38126 & 38106 zip codes, walking alongside adults and concentrating our efforts to impact the South Memphis community.

How does your program specifically address the needs of this target population? Do you partner with any other organizations to further address these needs?

Advance Memphis operates through a long term relationship model which focuses on one community, South Memphis. Our neighborhood demographics include 97% African Americans, a median income of \$18,633, 23% unemployment and chronic underemployment. Those graduates participating in Step 4 will set an example and encourage their neighbors and family members to do the same. By running the program in our building, we will provide our usual high level of support for participants with flexible hours for training and testing, training with the same equipment and methods as they will be tested on, and timely testing in small groups to ensure there is not a loss of momentum from training completion to testing date.

We are partnering with a local organization, Teched2go (<https://teched2go.com>), which will provide computers and training. They are licensed to provide the training, testing and flexible testing times. Further, they can operate in our offices, which is well known to our South Memphis neighbors as a safe and friendly environment. In 2018, we partnered with them to teach AMT training and successfully graduated 2 classes. Both of these classes involved workkey training in our building.

It is also our privilege to partner with other organizations such as HopeWorks, Memphis Tilth, Families Matter, Streets Ministries, SOUL, Workforce Investment Network and local churches.

During the grant period, approximately how many community members will be served by this project or program?

45

The grant period extends from May 2019 to April 2020. Please provide a timeline or important dates for the proposal within this date range.

We will begin recruiting and training in Q2, 2019. We propose recruiting at least 45 individuals from our working and graduate pool that will result in 25 people earning at least a Silver level certification



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in the program. Training for 25 students will occur daily with flexible opportunities for self-paced practice. We typically find greater success enrolling Work Life graduates and especially working Work Life graduates because of the reliability and consistency that a work history provides. They are more likely to understand the opportunity to grow their earning potential by investing in such a program. We expect to test those 25 participants on approximately 10 test days throughout the year as they become ready for the exam. As participants take tests (or drop, as some will do), they will be replaced with additional candidates.

What makes our program unique is the rolling self-paced structure. Adults will be able to continue working at their current job while participating in this training. Our flexible practice times will allow for as much practice as needed to acquire the workkey skills. When a participant possesses the needed skills, testing can be done in a timely manner. Without waiting for the finish of a structured class, we believe retention will be higher, thus higher success.

Please detail the staff members and/or volunteers who will run this project or program during the grant period.

Advance Memphis Employment Development houses our Advance Memphis Staffing and Employment Support which will run the project utilizing its 4 employees. Juanita Johnson, Director of Employment Development, joined the our staff to begin our staffing service in 2009 after 22 years in human resources at logistics companies. True to our relational community development model, we strive to connect each participant with a volunteer mentor who is committed to personally walking alongside him or her.

How and when will you evaluate your program or project?

The goal will be for all participants that complete the training to score at least a Silver level on the test. We will evaluate this project through the following areas: graduation rate and job placement.

Define success for your project by the end of the grant period. What goals do you have to measure effects or outcomes for participants?

Our goal for ACT Workkey training is to recruit 45 students for the program. We expect 25 to graduate. With the 25 graduates, we hope to have graduates hired in jobs utilizing key training. The hiring will occur within 12 months of graduation.

In our current Advance Memphis Staffing protocol we survey our graduates after testing at 45 days, 6 months, 1 year and 2 years. Some of these times will fall within the grant period. Our goal is to provide training which increases marketability for our graduates while further instilling dignity. We



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see real value in assessing the workkey training because the evaluation of this program will assist us in achieving those goals.

Define long-term success for your project. What do you expect the long-term effects or outcomes to be for participants?

Long-term success of this program should be better jobs for those who attain a Silver level score. The average wage for Silver level workkey certificate holders is \$17 contrasted with our 2018 Advance Memphis Staffing average wage of \$9.64. For instance, temporary employees at KTG, a current business partner, would be eligible for a permanent position. With our data tracking we can record and report how the Workkeys training improves their work life and longer term financial stability. As with any human change, the path can be arduous. Capitalizing on familiarity and trusted relationships, workkey training at Advance Memphis provides another layer of support and training moving each participant toward financial stability. True to our mission, adding this opportunity for career growth further emphasizes the dignity of the individual and of work. This lasting change not only brings success to the program but to the community and for generations.

In order to keep GiVE 365 members informed of the grant's progress, grantees are required to provide brief updates that can be shared with members three times in the twelve-month grant period. Will you be able to provide updates on the project that can be shared with GiVE 365 members through some or all of the following methods: social media, photos/videos, site visits, etc.? Creativity is highly encouraged. Please explain how you plan to share about the project.

One of the best ways to include funders involves providing a "window" into the happenings of an organization. Advance Memphis Good News Friday on social media highlights successes in our programs and will include phase 4 of our workkey training. Through Good News Friday we will explain the process of workkey training as well as those who score a Silver Level. Site Visit Lunch and Learn will offer funders a chance to see Advance Memphis, the workkey training and hear from a participant or graduate. Next, our quarterly newsletters will have an in depth story of the workkey training and illustrate the process for funders. Lastly, we plan to create a short video of the project through its first year serving as the final update.

Please remember to provide a project budget by uploading it in the Application Uploads table once you have saved this form.

Full Name of Executive Director or Authorized Signer:

Steve Nash



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Date:

2/7/2019

Advance Memphis

The costs are \$60 per NCRC test taken (25 = \$1500) plus \$120 for each test day (10 = \$1200) for a total of \$2700. Additionally, Teched2go will provide additional career and skills tests for \$20 (45 = \$900). These additional tests will help participants focus their career opportunities. We are additionally budgeting 45 hours of Advance Memphis staff time to the project at \$30 per hour (\$1350). The total requested funding is \$4950.

PROPOSED BUDGET FOR					
Advance Memphis ACT Work Keys National Career Readiness Certifications					
	Description	Cost	Qty	Units	Total
Revenue	Give 365 Grant	\$ 4,950	1		\$ 4,950
Expense	NCRC Tests	\$ 60	25	Tests	\$ 1,500
	Testing Day Costs	\$ 120	10	Test Days	\$ 1,200
	Career/Skills Tests	\$ 20	45	All Applicants	\$ 900
	Advance Memphis Staff	\$ 30	45	Hours for program	\$ 1,350
	Total				\$ 4,950