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,

Sherry Turner
President
Women’s Employment Network

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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 or call our office at (816) 822-8083.
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
- 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
- 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.
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.
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-Magnness
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.