



County of Marin Community Service Fund Program Application Form

Application Date September 23, 2020

Fiscal Year July 1, 2020 - June 30, 2021

Organization Information

Full Legal Name: YWCA San Francisco & Marin

Organization URL: www.ywca-sf-marin.org

Mission/purpose of your organization:

YWCA is on a mission to eliminate racism, empower women and promote peace, justice, freedom and dignity for all. For 140 years, we have been champions and vocal advocates on behalf of women, girls, families, and people of color, offering a rich array of services to help meet the needs of a wide range of community members. Our program priorities focus on providing (1) safe, clean, and healthy affordable housing for seniors and disabled persons, (2) economic empowerment for women and girls, and (3) advocacy and community engagement in racial justice and women's issues.

Grant Request Information

Program/Project Name: FiftyPlus for Women: Evolving Our Curricula for a Virtual Space

Summary of how County funds would be used for project:

YWCA will update and reformat training content for our FiftyPlus Employment Program for Women in order to increase virtual trainee engagement and optimize virtual learning, so that more economically vulnerable older women can find and keep jobs.

Amount Requested Dollar: YWCA will update and reformat training content for our FiftyPlus Employment Pr

Total Project Cost: \$5,743.00

Description of the proposed project/program, including the proposed project's goal(s), and the nature of the costs in specific terms, i.e. materials, labor costs, etc. Specifics of how the requested County funds will be used.

YWCA's FiftyPlus Employment Support Program for Women empowers economically vulnerable Marin women ages 50+ toward economic self-sufficiency by offering job readiness and job placement support. In March, all FiftyPlus training was shifted to virtual service delivery in response to COVID19. FiftyPlus had previously offered in-person trainings that were highly interactive and usually offered in 4-7 hour learning blocks. In shifting to virtual service delivery, FiftyPlus staff have tried new ways of increasing engagement and ensuring that our clients are having the best learning experience possible so that they can seek, secure and retain jobs. After six months of service delivery and piloting various forms of virtual training, the FiftyPlus team is ready to invest in a revamp of its curricula into a revised virtual format that leverages best practices and lessons learned from our own delivery and from the virtual training field writ large. It has become clear that the older adult population we work with needs shorter classes, lots of variety in offerings, and many points of interaction during the training, and this will all be addressed through the curriculum revamp. The project will be completed by February 2021, and will be led by YWCA's Chief Program Officer, in partnership with YWCA's Client Employment Specialist, who will together revise the curricula into shorter formats with significant new interactive touchpoints throughout training (such as breakout groups, chat discussions, polling, etc). \$4,217 of the overall budget will be on these personnel costs. \$450 has been allocated to professional development expenses to ensure continued learning in virtual training best practices in this curriculum revamp time, and \$200 has been allocated to supplies such as printing and paper. An 18% indirect rate applies to YWCA for a cost of \$851, bringing the total budget to \$5,743.

List of all community interests that will be affected by the proposed project/program and the public benefit to be derived from it:

YWCA's FiftyPlus Employment Support Program puts an important focus on the lack of economic opportunity for older women workers, a frequently overlooked issue that leaves this demographic increasingly vulnerable to social and economic difficulties as they advance in age. A recent analysis of US Census Bureau data finds that 49% of older women aged 65 and older have incomes that fall short of economic security. This forces older women to re-enter the workforce – and as they try to re-enter, they experience the double-bind of age and gender discrimination. Research by the National Bureau of Economic Research also shows that pervasive age discrimination in hiring is

most acute for older, unemployed women. Meanwhile, job-seeking older men were generally spared from age discrimination.

This problem is amplified even greater in the time of COVID-19. Older women are a vulnerable demographic and need to now learn how to navigate seeking safety while seeking economic security. YWCA’s FiftyPlus Program is uniquely and best positioned to help older women navigate this new reality, receiving remote support in their search when needed and learning how to seek and secure remote work to stay safe and generate income necessary to meet their basic need. This investment in revising curricula for maximum effectiveness in a virtual space is critical to meet our pressing community need.

YWCA’s FiftyPlus Program is providing the urgent job training and placement support that Marin women need. Our training is specifically tailored to the unique needs of disadvantaged older women, at no cost to participants. Our work is designed to effectively and efficiently enhance our clients’ skills and morale, and to minimize the time that they are unemployed. Through this program, YWCA improves this excluded group’s access to economic opportunity, so that they may live independently, maintain a healthy lifestyle, and contribute to the vitality of the community.

The total amount received for the past three fiscal years:

Year	Amount	Project
2019 - 2020		
2018 - 2019		
2017 - 2018	\$1,500.00	Marin Women's Hall of Fame Increasing Diversity Project

No County funding was received for this project or others.

Project/program can be completed if amount received is less than requested amount of Community Service funds.

Applicants are encouraged to leverage funding from other non-County sources, and priority will be given to requests that represent no more than 50% of total project cost. To demonstrate all sources of project funding, including other County sources, please provide a project/program budget below. Please fill in as applicable, and round to the nearest dollar.

Project Funding Sources	Funding Agency	Funding Requested	Received	Notes
County CSF				
Federal Grant				
State Grant				
Individual Contributions				
Other Local Agencies				
In kind services				
Other	Private Foundations	\$0	\$3,000	
Total Sources		\$0	\$3,000	
Project Expenses		Budgeted	Spent to Date	Notes
Personnel Costs		\$4,217	\$0	Staff time
Services and Supplies		\$650	\$0	Professional Development & Supplies
Capital				
Other		\$876	\$0	Indirect rate @ 18%
Total Expenses		\$5,743	\$0	