



ABSTRACT

Applicant's Name: CareerRise, Inc.

Purpose of the Project: The purpose of this project is to increase economic mobility for 50 women ages 16+ in Georgia, specifically the metro Atlanta area and 10- surrounding counties, including Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Gwinnett, Fulton, Henry, and Rockdale, by engaging employers requiring Technical Assistance to establish, expand, or enhance pre-apprenticeships, youth apprenticeships, and/or Registered Apprenticeships representing in-demand industries.

Activities to be funded by the grant: CareerRise will deliver technical assistance to employers:

- **Level 1 TA** will offer broad regional support through orientations, resource guides, industry-aligned networks, online seminars, and in-person focus groups to foster an environment where women can succeed in apprenticeships and nontraditional occupations.
- **Level 2 TA** will provide in-depth, customized support to select employers committed to developing or expanding apprenticeship programs that increase women's participation in these fields.

Women participating in these programs will receive comprehensive retention support, including childcare, transportation, training stipends or tuition, as well as access to referrals, mentorship, and career counseling to ensure long-term success.

Expected outcomes of the project: We anticipate 38, or 75% of women who enroll into programs will complete. We anticipate 40, or 80% of the 50 women served will secure full-time employment. We anticipate 30, or 75% of women who obtain full-time employment will secure a job with a higher wage. We are confident about our ability to **provide Level 1 TA to 50** or more employers, while a **smaller subset (10) will receive** the more in-depth, **Level 2 TA**.

Intended beneficiaries of the project: Women ages 16+ seeking to establish themselves in a nontraditional career role through apprenticeships and upskill or reskill for an advanced nontraditional occupation.

Subrecipient activities, if applicable: Training program partners will provide industry-related career training leading to certifications. Employers will ensure apprentices from the training programs are hired in nontraditional roles, per skills training and certification. Consultant services will support the development of workforce training tools and presentations for online seminars.

CareerRise

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