



ABSTRACT

Fresh Start Women's Foundation is a 501(c)3 nonprofit founded in 1992 and based in Phoenix, Arizona (Women's Bureau Region 9). Fresh Start's mission is to provide access and resources that help women achieve self-sufficiency and use their strength to thrive. We envision a world of unlimited opportunities for women.

The proposed WANTO program, "Phoenix Women in Tech & Trades" will prepare employers to successfully recruit, mentor, train, and retain women in IT/Tech and Construction/ Trades nontraditional occupations (NTOs), and expand women's employment opportunities and labor force participation in these NTOs in the Phoenix Metro. The program will help employers meet their workforce needs, and simultaneously strengthen women's and their families' economic security, as well as Arizona's economy overall.

Program activities will include:

- Providing technical assistance (TA) to help employers identify, develop and/or offer training programs so women can develop skills to meet the employers' NTO workforce needs; and create inclusive and equitable work environments where women can thrive.
- Conducting marketing and outreach to women from underrepresented communities to encourage them to pursue NTOs as viable career options with high-growth and high-wage potential.
- Offering additional training, wrap-around supports, and supportive services (i.e. financial assistance) to ensure women can fully participate in NTO training opportunities, and are positioned to secure and maintain NTO careers long-term.

Expected outcomes of the program include:

- 80% of women complete NTO skills training
- 80% of clients are women from under-represented communities
- 64% of women will secure employment
- 64% of women will secure a higher wage
- 80% of women will achieve measurable skill gains
- 50% (25 women) complete ancillary training
- 3 committed employers will receive TA

Intended beneficiaries of the program include 150 women, with 120 or more from underrepresented backgrounds, such as low-income, disabled, immigrant, LGBTQ+, formerly incarcerated, transgender, and women of color. Additional beneficiaries are the committed employer partners who will enrich their workplaces and make progress toward diversity, equity, and inclusion goals by hiring and retaining women in NTOs.

Fresh Start has successfully partnered with educational/training institutions to offer in-demand training opportunities, including for NTOs. We have developed the infrastructure and procedures needed to recruit and select women to participate in these programs, and we have helped women achieve demonstrable positive outcomes in these programs, through our unique approach that pairs career services with holistic, wrap-around support. We look forward to expanding on this experience and successes, and bringing WANTO resources to Arizona for the first time in order to help women and businesses in the Phoenix Metro optimize NTO opportunities.