



News for the Week of February 4, 2019

“Inside the Employment Movement to Address Homelessness in Southern California”

An estimated 300 homeless employers are scheduled to attend “Tapping the Talents of Unique Populations” on February 13, 2019, a forum held by EWDD partner Goodwill Southern California, operator of the City’s Northeast Los Angeles WorkSource Center. This week, EWDD Updates shares success stories from the Los Angeles Regional Initiative for Social Enterprise (LA:RISE), a program that provides real life examples and solutions that will be discussed at the event – how to recognize the “untapped talent in individuals experiencing homelessness, as well as sharing strategies that help individuals get back to work with the dignity and respect that every person in our community deserves.” EWDD and the Roberts Enterprise Development Fund (REDF) are leadership partners in the program, along with the Los Angeles County Department of Workforce Development, Aging and Community Services (WDACS) and multiple social enterprises.

A SECOND CHANCE – LA:RISE HELPS RE-ENTRY WORKER GAIN SELF-CONFIDENCE



LA:RISE helped Catalina (left) transition to a career as a peer case manager

While incarcerated, Catalina learned about LA:RISE partner Homeboy Industries and was excited about the opportunity to change her life. After her release from prison, Catalina faced housing instability and lacked a driver’s license and social security card. She joined Homeboy Industries and interned at Project 180, which taught her critical work and life skills. She gained lessons in money management that helped her buy a new car. She also attended self-help groups that helped her understand past traumas. But above all, she gained confidence. “I’m a new and different

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me, and I love it,” she said. Now, Catalina is paying it forward. She works full-time, with benefits, as a peer case manager at The People Concern, one of the LA region’s largest social service agencies. At her new job, Catalina helps the most vulnerable and traumatized members of the community get housing, gain stability and dramatically improve their lives. Through the LA:RISE and Homeboy Industries collaboration, Catalina was able to avoid becoming homeless, she said. With a potential promotion on the horizon and a new goal of buying a house, she said “My future looks a lot brighter.”

LA:RISE SUPPORT HELPS RE-ENTRY JOB SEEKER SUCCESSFULLY GET BACK TO WORK



LA:RISE provided Raul (center) the support he needed to learn transitional skills to lead a constructive lifestyle and get a job

After experiencing long term homelessness and incarceration, Raul was starting to feel hopeless and alarmed about his future. He had been out of the workforce for 15 years, had no support base and his situation often made him feel vulnerable and susceptible to negative behaviors, he said. The LA:RISE program gave Raul guidance on how to create a constructive lifestyle and help him become self-sufficient. Through the program Raul gained valuable transitional skills, work experience and according to Raul, the program has also helped him increase his social-wellness. At the Northeast WorkSource Center, Raul enrolled in Goodwill’s Leadership Academy, a three-week National Retail Federation (NRF) training, and successfully completed 300 hours of work experience at an assigned Goodwill store location. Raul has successfully been promoted from LA:RISE trainee, to a full-time Goodwill Southern California employee and is now retail store associate at a Goodwill retail store. Raul is also working on pursuing his dream of becoming a tattoo artist. He has been employed at a local shop and is planning to open his own business.

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NORTHEAST WSC PROVIDES PERMANENT JOB TO HOMELESS WORKER

After losing her job, Lilian decided to change her career and went back to school to become a surgical technologist. After graduating from her program in 2017 as a surgical technologist, she was unable to find a job and ended up homeless. In July 2018, Lilian received a referral to work as a front desk receptionist at the Northeast WorkSource Center, run by EWDD partner Goodwill Southern California. Lilian started off answering calls and



Formerly homeless, Lilian recently found a permanent job as a career service specialist at the Northeast WorkSource Center.

greeting clients, along with working at the WSC career resource center, which allowed her to interact with clients one-on-one. The Northeast WSC noticed Lilian's potential and encouraged her to apply for a Workforce Innovation and Opportunity Act (WIOA) career service specialist position. She was hired for the job in December 2018. "I am very grateful to everybody here at the Northeast WorkSource Center for helping me to succeed, for always encouraging me," she said. "Now I have a permanent job. There is a quote I always remember. 'It's not about how many times you fall down, is about how many times you get back up.'"

LA:RISE HELPS RE-ENTRY WORKER LAUNCH CAREER IN INDUSTRIAL PAINTING

Miguel credits his experience in the LA:RISE program for giving him the tools he needed to strive for a better future. While working as a member of a work crew for Caltrans, Miguel proved that he is a responsible and hard worker who was prepared to make the next move and start a career. Miguel came to the LA:RISE program because he was struggling to find a job and re-enter society after being incarcerated for 25 years and he was at risk for homelessness. LA:RISE placed Miguel at a job with social enterprise partner Center for Employment Opportunities (CEO), which offers individuals just coming home from prison the ongoing support necessary to build career capital and financial stability. The job at CEO was more than just a paycheck for Miguel – it helped him establish a career. Now a painter at Cor-Ray Painting Co., Miguel said, "My favorite part of working at CEO was having the chance to prove my worth."

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BUSINESS METRICS:

LABSCs Reporting: North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor	
Microenterprise enrolled	13
Microenterprise assisted	56
Small businesses enrolled	4
Small businesses assisted	26
Number of BSC clients who attended workshops	85

WORKFORCE METRICS:

(arrows indicate weekly trend)

CalJobs *(online and mobile)*



862 Registrations
12% 

WorkSource Centers



1,761 Enrollments
10% 

"Updates" is the weekly report from the EWDD General Manager to the Office of Mayor Eric Garcetti, and is produced by EWDD's communications section. If you have questions, comments or wish to have a contribution considered for an upcoming "Updates," please contact Jamie Francisco at (213) 744-9048 or Jamie.Francisco@lacity.org