

Overview:

Hard Hatted Women (HHW) is dedicated to helping women succeed in high wage, trade and technical careers. Since 1979 we have harnessed the collective power of volunteers, business and educational partners to break the cycle of poverty. Growing numbers of employers in fields such as energy, technology, manufacturing, construction and emerging green jobs recognize women as a critical yet largely untapped skilled talent pool. These employers are turning to Hard Hatted Women, looking for solutions. As we meet this demand, and get it done on a large scale, we will have created a substantial new pathway out of poverty for thousands of women and children.

Investment Opportunity - HHW seeks \$1 million over two years to create a full pipeline of top-tier female candidates able to compete for and succeed in good paying, skilled careers that are key to our region's economic future. Due to strong employer demand, HHW meets a market need while advancing our anti-poverty mission.

Opportunity for Social Impact:

HHW helps to end the cycle of poverty by developing a steady stream of qualified female candidates to meet a business need. Research consistently shows that supporting women to move out of poverty is among the most effective ways to help America's struggling families.

- In a typical year, HHW provides career information and support to over 1800 women and girls
- HHW has a track record of achieving a 70% success rate for women entering careers or advanced training
- The careers HHW emphasize require strengths in Science, Technology, Engineering and Math (STEM), key to economic competitiveness
- HHW's youth programs build confidence, introduce a range of opportunities, and encourage healthy choices.

Need For Change:

Women and children are at greater risk of poverty, mainly attributable to women being clustered in low-wage jobs with few benefits. Meanwhile, many employers struggle to find enough qualified candidates for trade and technical positions.

- Despite women making up half the workforce, they represent only 1-10% of trade and technical workers in energy, manufacturing, transportation and technical careers projected to dominate future job growth.
- Two-thirds of mothers are the primary or co-primary breadwinners for American families. Children raised by single moms are more than 4 times more likely to live in poverty.
- Over 3 million jobs remain unfilled in the U.S., mainly due to technical skill shortages.

Social Innovation in Action:

Tradeswomen TOOLS™ is HHW's nationally recognized, evidence-based model for helping women succeed in nontraditional work. HHW addresses workforce and diversity needs of three stakeholder groups:

- 1. EMPLOYERS** seeking to attract and retain qualified workers. HHW creates a pipeline of top-tier female candidates and works with employers to understand job projections and skill requirements,.
- 2. EDUCATORS** seeking higher completion rates in programs aligned with employment opportunity. HHW supports women along the entire career pathway, including identifying and completing additional technical training.
- 3. WOMEN AND GIRLS** seeking careers that provide long-term economic security. HHW helps develop networks, connect with mentors, and overcome barriers. Youth opportunities include Rosie's Girls summer camp.

Financial Stability:

For 32 years, HHW has maintained a diverse blend of foundation, government, private donor and fee-based revenue. Looking ahead, HHW seeks decrease reliance on program grants by increasing fee-based services. Demand for HHW's expertise is high, and the organization intends to meet that demand by marketing and delivering its unique expertise using a consultation model. HHW's success has gained statewide and national attention. Demand from both sides – employers and women – outpaces our capacity to respond. We ask for your help and involvement to use technology to build a national network of qualified candidates and mentors, to expand our work with business clients and educational partners, and to keep girls engaged through high school.

Goals and Performance Measurement:

Below is a summary of the key measures Hard Hatted Women will track to demonstrate progress, capture lessons learned and make course corrections as needed. *Note Fiscal Year is Jan. 1- Dec. 31

Program Performance

	FY 2011	FY 2012	FY 2013
Total Number Served	1650	1800	1800
Number of Women Attending Monthly Orientations to Non Traditional Careers	229	240	240
Number of Women Receiving Supportive Services	350	300	360
Number of Women Participating in Leadership Development Programs	35	25	30
Number of Women Entering Employment	18	24	36
Number of Women Attending Monthly Orientations to Non Traditional Careers	229	240	240
Number of Women Receiving Supportive Services	350	300	360
Number of Women Participating in Leadership Development Programs	35	25	30
Number of Women Entering Employment	18	24	36
Number of Established Partnerships	6	3	3
Girls completing Rosie's Girls summer program	34	41	48

Organization Health/Capacity Building

	FY 2011	FY 2012	FY 2013
Total Revenue	\$531,304	\$690,000	\$600,000
Number of Paid Staff	6	6	7
In Kind Value in VISTA members and Volunteers	\$253,366	\$400,000	\$150,000

Invest:

Financial

\$100 – provides tools and supplies for one Rosie's Girls summer camper

\$25,000 – provides recruitment, training and ongoing support for five tradeswomen mentors and resources to host (10) information/orientation sessions

\$50,000 – supports one year of HHW's service model in a target region, including employer and educator partner engagement, career exploration for women and leadership engagement of coaches/mentors and volunteers

In-Kind

Share your expertise: HHW regularly needs volunteers to teach technical skills workshops, become an HHW mentor to provide group or individual coaching, and serve as a role model or speaker to share your story and expertise.

Donate your marketing and technology savvy: Help HHW make the most of 21st-century technology (data management, social media, web-based communications) to increase our effectiveness and efficiency

Provide loaned staff to support human resource, marketing or office efficiency improvements.