

Outreach Committee Project Proposal

| | |
|-------------------|---|
| Applicant | Tracy Rowe |
| Applicant ID | APP-000180 |
| Company Name | Idaho Youth Ranch |
| Recipient Address | Idaho Youth Ranch 5465 W. Irving Street Boise, ID 83706 |
| Email | grants@youthranch.org |
| Funding Requested | \$26,292.00 |
| Status | Submitted |
| Funded | <input type="checkbox"/> |

Contact

Question: Entity name

Idaho Youth Ranch

Question: "Doing business as" (If applicable)

Idaho Youth Ranch

Question: Federal Tax ID Number

82-0253346

Question: Street address

5465 W. Irving Street

Question: PO Box (If applicable)

Not Answered

Question: City

Boise

Question: State

ID

Question: Zip Code

83706

Question: Entity website

www.youthranch.org

Question: Last name

Rowe

Question: First name

Tracy

Question: Email address

grants@youthranch.org

Question: Contact phone

2083772613

Project Information

Question: Project title

Youthworks

Question: Project manager first name

Brianna

Question: Project manager last name

Woolsey

Project Description

Question: Project description

Youth who have experienced trauma, abuse, homelessness or chronic family dysfunction or conflict have often spent their adolescence trying to meet their needs for safety and security. Many have been raising younger siblings, taking care of addicted parents, or finding support outside their home. By the time they are ready for a career or continued education, they haven't developed the awareness, confidence, knowledge or skills for success.

Youthworks was developed to address the growing problem of unemployment among young people and their lack of adequate knowledge, skills and experience necessary for success. The program prepares participants to move directly into the workplace or readies them for post-secondary educational/vocational options. Youthworks offers four ways youth can participate in the program:

1) Summer Job Training – includes on-the-job training at an Idaho Youth Ranch (IYR) thrift store and skill-building workshops to help at-risk high school students and recent graduates find and keep their next job. Youth learn about job opportunities in Idaho, basic job readiness skills, productive work habits, personal accountability, basic retail operations, customer relations, stocking, pricing and merchandizing, how to work effectively on a team, and gain knowledge into personal strengths to increase employability. This program includes a stipend. Job Shadowing will be added in summer 2019 to increase participant knowledge in a career field of interest. Graduates of this program are eligible to apply for an IYR scholarship to an Idaho college or vocational school. In FY19, 24 youth will participate in the Summer Job Training program, an increase of 12 over FY18. The summer program will begin during the four-month period of this grant.

2) Job Readiness Workshops – these workshops help youth, 16 to 24, develop basic job readiness skills. Each workshop focuses on a critical part of the job search process – learning about available jobs, finding the job, completing the application, developing a strong resume and cover letter, and acing the interview. Youthworks works with schools and other youth organizations to offer workshops to a wide range of youth who can benefit from this service. A local alternative school offers one elective credit to students who participate in at least four workshops. In FY19, total attendance in Job Readiness workshops will be over 900. Year over year growth is primarily due to referrals from existing partners. We facilitate workshops anywhere in the Treasure Valley, and surrounding counties with a minimum of six youth/young adults committed to attending.

3) Next Steps Workshops – helps IYR clients and alums gain knowledge of careers best suited to personal talents and interests, including steps to pursue specific careers and post-secondary education options. Workshops focus on the next steps after high school and include career options, assessments and exploration, post-secondary education exploration, college tours, goal setting and basic money management. In FY19, 35 IYR residential clients or alums will participate in Next Steps workshops.

4) One-on-One Support – for IYR clients and alums who cannot attend a Job Readiness Workshop or Next Steps Workshop but would like help obtaining employment or searching post-secondary education options and careers. Youthworks staff help youth wherever they're at in the job search and application process and troubleshoot challenges that arise once employed. Youthworks staff can also assist youth with post-secondary school enrollment activities and FAFSA paperwork. In FY19, ten youth will receive one-on-one support.

Question: Campaign timeline

FY19 (Remainder of fiscal year 2019: 3/1/19 through 6/30/19)

MARCH 2019

Job Readiness Workshops (scheduled)

- 8 workshops covering job searching, resumes, applications, interviewing
- Workshops held in 5 locations (Harmony House, Union High School, White Sage Recovery Ctr, Eagle Academy-Night School and Dept. of Health & Welfare Independent Living Group)

Outreach Marketing for Job Readiness Workshops

- Ongoing outreach to schools not currently participating
- Community presentations at specific sites and at nonprofit association meetings

Outreach/Marketing for Summer Job Training Program (March - May)

- Website/Social Media (www.youthranch.org/youthworks); IYR Facebook and Instagram - ads 3/4/19 to 5/20/19

- Posters/radio in participating thrift stores

- Outreach to College & Career Counselors at Boise, West Ada, Nampa, Caldwell, Vallivue school districts

- Idaho Dept. of Labor

- Information distribution at community HUB meetings in Ada/Canyon Counties

- Local High School Career and Opportunity Fairs

- Information distribution at IYR Job Readiness Workshops and Frank Church High School (3/12)

Outreach/Marketing for Next Steps Program

- Information shared with IYR clients at the beginning and end of services

- Public and private Facebook for IYR alumni; ongoing announcements

Next Steps Workshops/1:1 Support

- Two workshops conducted at Hays - Career Exploration/Goal Setting; meet as needed

- 3/7 - Boise State University tour for clients/alums

APRIL 2019

Job Readiness Workshops (scheduled)

- 6 workshops covering job searching, resumes, applications, interviewing; Various groups participating

Outreach/Marketing

- Same as March; plus Booth at Treasure Valley Community Resource Fair (4/24)

Next Steps Workshops/1:1 Support

- Same as March; two different workshops at Hays (Money Management/Post-Secondary Education)

MAY 2019

Summer Job Training Program

- Interview trainees; onboard selected trainees; confirm workshop facilitators; order materials

Job Readiness Workshops

- These wind down in summer; ongoing monthly commitments at Harmony House and Life's Kitchen

Outreach/Marketing

- Same as prior months; Job Readiness Workshops outreach slows in summer

Next Steps Workshops/1:1 Support

- Same as prior month; two different workshops at Hays House

JUNE 2019

Summer Job Training Program

- Duration: 6/15 through 8/9; two 8-week, 12 person sessions (Ada and Canyon)

- Workshop Topics include: Communication/Customer Service; Keeping the Job/Healthy Relationships; Merchandising; Managing Money/P&L; Finding/Applying for Jobs; Resumes; Mock Interviews; Future Planning

- Thrift Store training includes: Processing Donations; RIMS Hardlines; RIMS Softlines;

POS/Customer Service; Sales Floor; Merchandising
Job Readiness Workshops - Same as May
Outreach/Marketing - Same as May
Next Steps Workshops: 1:1 Support - Same as May

Organizational Capacity Resume

Question: Please attach an organizational resume that demonstrates your organization's capacity to complete this project.

[FY19_WDC_Organization Resume_FINAL.docx](#) (2/27/2019 3:04 PM)

Question: Please attach a resume or bio for the named project person.

[Brianna Woolsey resume.docx](#) (2/27/2019 3:05 PM)

Budget

A project budget will need to be uploaded as part of the application process. Please click on the link to the Outreach Committee Project Proposal Budget. There will be an option to download the budget template. Please complete the template and upload to the appropriate question in this section.

[Budget Sheet](#)

Question: Budget

[FY19_WDC_OutreachBudget_FINAL.xlsx](#) (2/27/2019 3:07 PM)

Question: Budget notes

The Idaho Youth Ranch is requesting funds to support expanded services in the last four months of fiscal year 2019. This budget is for the last four months of FY19. We added a second employee in FY19 to increase the number of students reached in our Job Readiness Workshops, and to double the number of youth reached through our Summer Job Training program that begins in June 2019. This budget reflects the first month of expenses for the Summer Job Training Program. Salaries and Wages cover both staff in the program which equals 2.00 FTE. These two staff are involved in developing and delivering curriculum, conducting outreach, developing new partnerships, and tracking activities and results. Payroll Taxes/Insurance/Benefits are the standard taxes and health insurance costs. Youth in the Summer Job Training program receive a stipend while they are working/learning in the thrift store. Thrift store managers are trained to deliver specific learning modules. This request for funding is to support the final months of expanded services in FY19. We anticipate submitting a proposal in June 2019 for a full year of operations for FY20 (7/1/19 – 6/30/20).

Outcomes

Question: Entity responsible for tracking and reporting

Idaho Youth Ranch

Question: What is the potential for increasing the awareness of careers for Idahoans?

This project reaches a young population just beginning to think about job/career prospects or just entering the workforce. They lack knowledge and experience of both soft and hard skills and are ill equipped to successfully identify prospective careers suited to their skills and interests. Many have not thought beyond the first step of “just get a job, any job.” Youthworks reaches youth where they’re at in the information gathering process. In the Summer Job Training Program, the trainees complete a career assessment (NextStepsIdaho.com) and learn about careers in Idaho that are a good match for their interests and skills. The trainees will then do more research on three careers to learn about the educational requirements, job outlook, wage and skills required. We discuss their current skills, transferable skills and what skills they need to develop to help them attain their career goals. We partner with the Department of Labor by inviting their staff to talk to the trainees about opportunities in Idaho including apprenticeship programs. We also coordinate tours of Idaho colleges and universities for current and former Youthworks participants. The Summer Job Training program focuses on soft and hard skills, giving youth the opportunity to gain experience to open doors to the next step in their career. The Job Readiness Workshops focus on soft skills to get and keep a job. Youthworks is a relatively new program and we are discovering many potential partners (schools, community organizations, etc.) working with youth interested in the different components. We anticipate steadily growing this program as new partners are identified. In FY17, Youthworks reached 303 youth. This increased to 403 in FY18 and in FY19, we’re on track to reach 1000 youth.

Question: What is the anticipated reach of the project?

Our reach is youth ages 16 – 24 in the Treasure Valley. In total, we will reach approximately 1000 youth in FY19 and project reaching 1200 youth in FY20. *This is not a totally unduplicated count as some youth may attend more than one workshop and we do not currently track attendance in the Job Readiness Workshops by individual.

Question: What are the anticipated project outcomes?

Summer Job Training Program

1. 24 youth enrolled in Summer Job Training Program
2. 21 of youth enrolled will complete program
3. 12 of youth completing program will be successfully employed with 30 days of completion of the program
4. 20 of youth completing program will be successfully employed within one year of completing the program

Job Readiness Workshops

1. 19 job readiness workshops will be conducted between March 1, 2019 and June 30, 2019
2. 100 youth will attend job readiness workshops (attendance is taken at each workshop and a

youth may be counted twice if they attend more than one workshop)

3. 88% of youth completing job readiness workshops increase their knowledge of job readiness activities/skills as measured through post assessment

Next Steps Workshops/1:1 Consultation

1. 35 IYR youth/alum will participate in a Next Steps Workshop or 1:1 consultation

2. 75% of IYR youth/alum participating in a Next Steps Workshop or 1:1 consultation will increase their knowledge of careers, post-secondary education options or obtain employment.

Question: What metrics and or reports will be delivered to the committee, and when?

Within 60 days of the end of the funding period, the Idaho Youth Ranch will provide a summary of activities including:

1. Outreach activities conducted

2. Number of youth reached (via various marketing/outreach strategies)

3. Number of youth engaged in Job Readiness Workshops

4. Number of youth enrolled in Summer Job Training program*

5. Number of IYR youth participating in Next Steps Workshops/1:1 Consultation

6. Percentage of Job Readiness Workshop attendees and Next Steps participants reporting an increase in knowledge of job readiness skills and/or career opportunities in Idaho

* Completion metrics for youth participating in the Summer Job Training program will be included in FY20 reporting since the program carries over into FY20.

Within one year of completion of the 2019 Summer Job Training Program, Idaho Youth Ranch will provide a summary of:

1. The number of Summer Job Training program participants who completed the program, were employed within 30 days of completion, and were employed within one year of completion.

Outreach Committee Project Proposal Budget

| Description | Amount/Value | Source |
|---------------------------------|--------------|-------------------------------------|
| Salaries and Wages | 24,401 | Contributions/Thrift stores (6,101) |
| | | WDC (18,300) |
| Payroll Tax/Insurance/Benefits | 8102 | Contributions/Thrift stores (2,026) |
| | | WDC (6,076) |
| Client Necessities | 837 | Contributions/Thrift stores (837) |
| | | |
| Trainee Stipends | 9416 | Grants (7,500) |
| | | WDC (1,916) |
| Occupancy/Utilities/Maintenance | 1251 | Contributions/Thrift stores (1,251) |
| | | |
| Travel/Supplies | 206 | Contributions/Thrift stores (206) |
| | | |
| Insurance | 196 | Contributions/Thrift stores (196) |
| | | |
| Miscellaneous | 49 | Contributions/Thrift stores (49) |
| | | |
| Administrative Allocation | 6166 | Contributions/Thrift stores (6,166) |
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| | | |
| Total | 50,624 | |
| | | |
| | | |

PLEASE COMPLETE

| Totals | |
|----------------------|----------|
| In-Kind | |
| Match | 24332.00 |
| Grant Request | 26292.00 |
| Total Project budget | 50624.00 |



Workforce Development Council
Outreach Projects Grant Application
Idaho Youth Ranch – Youthworks Program

Organizational Resume

In 1953, Reverend James Crowe realized his dream to set up a ranch-like home in rural eastern Idaho for boys to heal and grow. He inspired a community to come together and bring to life the Idaho Youth Ranch. This began a 65-year journey dedicated to improving the lives of at-risk youth in Idaho.

Our Mission:

“To provide troubled children a bridge to a valued, responsible and productive future. We are a catalyst for positive change.”

Over the years, the Idaho Youth Ranch (IYR) evolved to meet changing needs. Today, IYR helps kids and families throughout the state through adoptions services, outpatient therapies, emergency shelter, short-term residential care, a job readiness program and an alumni relations program that keeps our alums connected and supported until they no longer need us. We are committed to “finishing the job” for the young people we help.

In all, we’ve helped over 35,000 children heal, learn and move closer to a promising future. After 62 years, the original Ranch had outlived its useful life. The remote location was a barrier to retaining quality employees, and it was too far removed from our youth’s families. In 2015 we relocated our flagship Ranch from rural eastern Idaho to the Treasure Valley to be closer to the kids and families who need our services. We secured an exceptional property (258 acres) and broke ground on the Hands of Promise Campus. The new Ranch is located just outside Middleton in Canyon County.

The new ranch will carry on the IYR tradition of residential treatment for vulnerable youth, state-of-the-art equine therapy and other outpatient therapies that address the impacts of childhood trauma. In addition, we’ve engaged other community leaders to imagine how this new campus can serve as a community asset, bringing together a variety of services, opportunities and solutions for vulnerable families. We’ve finalized our first Memorandum of Agreement with our first co-location partner, Ride for Joy, who will provide equine assisted activities for individuals with disabilities and veterans. We’re exploring other possibilities for an on-site educational facility, health clinic, and more. We are

committed to using our resources and expertise to partner with others to meet real human needs in our communities.

The Idaho Youth Ranch has a history of innovation. In 1982, we opened our first thrift store to earn funds for our programs. Thirty-seven years later, our 25 thrift stores are netting over \$2 million to support our kids and families.

Our CEO, Scott Curtis, is a values-based leader with a demonstrated passion for working with marginalized communities, especially young people. He spent 18 years with the Treasure Valley YMCA's – as Executive Director of the Caldwell Y for 8 years, and as the Chief Advancement Officer at the Downtown Y for 2 years. Scott was recruited to join the Idaho Youth Ranch to lead us into the next decade.

Our President, Rick Alis, oversees all the organization's operations including the human resource and legal departments. Rick holds a degree in Political Science from the United States Airforce Academy and a Juris Doctorate degree of the University of Texas. He joined IYR in 2002 as human resources director and in-house legal counsel.

Our Executive Team includes the following highly experienced individuals:

1. Jeff Myers, VP of Marketing – former brand manager for Proctor and Gamble and VP of E-commerce at Meredith. Jeff holds an MBA and oversees marketing and outreach for retail operations, fundraising activities and programs.
2. Kim Thomas, Chief Financial Officer – is a Certified Public Accountant with a MS in Accounting. She brings 25 years' experience in accounting in business and nonprofit organizations.
3. Rich Cline, Senior Director of Social Enterprise – has 31 years' experience in retail operations holding key leadership positions with Albertson. He oversees the operations of our 25 thrift stores and three distribution centers.
4. Sue Cline, Senior Director of Programs – has 25 years of diverse senior level management experience, serving in executive management positions for Albertsons. She oversees the operations of all our program activities and was the program manager for the Youthworks program in the early years.
5. Theresa Madrid, Chief Development Officer – after 22 years' experience in marketing at HP, she retired to find work with more purpose and meaning. She holds a degree in Mechanical Engineering and brings her extensive business and nonprofit experience to IYR as she oversees all fundraising activities for the organization.

Idaho Youth Ranch Programs

Our north Idaho location has been operating programs out of Coeur d'Alene since 1990. Our adoptions program (started in 1983) is based in the north Idaho office. We also offer a variety of outpatient therapies in the five northern counties, including equine therapy. Our north Idaho equine therapy program is a unique collaboration IYR and Mica Stables. IYR provides the therapists, and Mica Stables provides the horses, horse care, stables and arena.

In the Treasure Valley, we operate Hays House, an emergency shelter for unaccompanied youth. Hays has been in operation since the mid 60's and merged with IYR in 1997. We shelter 50 to 60 youth between the ages of 9 and 17 each year, providing protection, healing, skills development and family counseling. The average length of stay is about a month, but occasionally a young person will stay up to a year.

In the Treasure Valley, our outpatient youth and family therapy offerings include individual, group and family therapy through several evidence-based approaches that help youth and families in the way that works best for them. In May 2019, we'll celebrate the ground breaking of our new Hands of Promise Campus in Canyon County. The first phase of services includes expanded equine therapy.

Our Youthworks program began in 2013 in Boise and has gone through several iterations. Our current goals are:

1. Expand our Summer Job Training program to more communities in Idaho,
2. Extend the Summer Job Training program to year-round,
3. Increase the number of Job Readiness Workshops to schools and other community organizations serving youth

Our Alumni Relations program was created to provide a "forever family" to youth who have received services from any IYR program. Alums can participate at any level and have access to a network of peer and staff support to navigate the ups and downs of life. Alums take advantage of the Alumni Relations safety net through college tours, scholarships (from IYR), career support, financial assistance, alumni events and assistance connecting with other community resources.

Brianna R. Woolsey

7025 W. Emerald St. • Boise, ID 83704 • 208.947.0863 • bwoolsey@youthranch.org

PROFESSIONAL PROFILE

Current Program Manager at the Idaho Youth Ranch, overseeing the YOUTHWORKS! job readiness program and the Alumni Association. Passionate about helping young people reach their full potential by providing services and resources to accomplishing their goals.

SUMMARY OF QUALIFICATIONS

- Over five years of experience growing and developing the YOUTHWORKS! program to the current model.
- Increased completion rates among trainees from 50% (2015) to 92% (2018).
- Trained as a Facilitator from the Pacific Institute, College and Career Readiness curriculum.
- Lead diverse group of direct reports in the roles of Job Specialists, trainees, interns and volunteers.
- Coordinate multiple projects at one time to include facilitating community workshops, providing one on one alumni support, regular reporting to company leadership on event success and effectiveness of the job training program.
- Experienced in creating curriculum, training documents and procedures and policies for a new program as well as revising dated material to meet best practices.

PROFESSIONAL EXPERIENCE

Program Manager

Idaho Youth Ranch, Boise, ID

October 2013- Present

Responsible for serving vulnerable and at-risk youth and young adults by implementing growth opportunities for individuals through job training program and the Alumni Association. Developed and execute all stages of the job training program including recruitment, onboarding, training, development and retention. Adapted curriculum on resume writing and interviewing techniques to ensure applicant branding and skills meet desired requirements to obtain employment. Collect precise and accurate metrics on programs effectiveness. Manage all logistics for alumni events including reunions, graduations and college/career tours. Serves as a resource to alumni to connect them with resources and services in the community.

Juvenile Probation Officer

Ada County Juvenile Court Services, Boise, ID

May 2009-Oct 2013

Supervised juveniles on probation to ensure compliance with Court-ordered terms. Carried a caseload of over 40 'high-risk' clients. Conducted interviews using motivational interviewing techniques. Prepared written reports for the Court. Performed and scored Risk Assessments and formally presented reports to Court. Conducted home and field visits. Worked closely with community stakeholders. Facilitated groups community resources available to teens and prevention. Trained new employees on status offenses and female offenders.

Brianna R. Woolsey

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Residential Specialist

2008-2009

Women's and Children's Alliance, Domestic Violence Shelter, Boise, ID

Assisted clients living in the domestic violence shelter with life needs such as job placement, housing and signing up for state benefits. Responsible for tracking behaviors exhibited by clients and ensuring client safety. Also, supported the Domestic Violence and Rape Crisis Hotline. Used active listening and de-escalation techniques to effectively extend support and appropriate first-response resources.

Closing Specialist

2005-2008

MortgageIT, Inc., Wholesale Lending Company, Boise, ID

Demonstrated supervisory skills over 10 direct employees. Funded more than \$25M in loans monthly, wired funds and transmitted final Closing packages to investors. Provided new employee training. Promoted to auditor; achieved 97% accuracy rating on Closing packages. Provided on-going customer service to investors, Title companies, Underwriters and Mortgage Brokers.

Funder/Closer

2002-2005

Academy Mortgage, Meridian, ID

Assisted with checking accuracy of funding paperwork. Promoted within six month to drawing up Closing documents. Trained to 'lock' interest rates. Provided support to Underwriters and Loan Processor staff.

Youth Worker

2002-2004

Boys and Girls Club, Meridian, ID

Worked with kids 6 and 7 years old on summer and after school activities.

EDUCATION

Bachelor of Science – Social Science

May 2009

Boise State University

MEMBERSHIPS

Treasure Valley Education Partnership

2016 - Present

Work Group- Beyond High School Member

Idaho Resources Opportunities Communities and Knowledge

2017 - Present

Steering Committee Member

Idaho Out of School Network

2018 - Present

Planning and Promoting Group Member