

2009

# Center For Workforce Development



Status Report



*We work to improve the lives and well being of our participants and their families by providing a livable wage and opportunities for life-long learning while always being of service to our community.*

*The Center for Workforce Development accomplishes this mission by developing and implementing an Overall Economic Development Plan (OEDP) in low income and underserved communities. Our OEDP program will partner with non-government social service agencies and local businesses to implement a 360° model of sustainable community development.*

*The Center for Workforce Development's OEDP will link low income individuals and neighborhoods through globally franchised social purpose business sites. All sites will be focused on economic development to increase a low income community's capacity without displacing community members.*

*We do this by incorporating basic literacy, vocational training, counseling, and employment opportunities within a selected community. While we will utilize modern technology we recognize technology should support other programs, not serve as the sole source of development. The social purpose business will be community operated and driven by community needs.*

*Since the introduction of Lyndon Johnson's "Great Society" in 1964, the United States has struggled with issues of employability, training, and worker retention in an increasingly technological society.*



Since our inception in 2006, the idea of workforce development has always meant something more to me than a government or entitlement program. *Workforce development* creates *opportunity*, the opportunity for individuals and families to realize and be part of the *American dream*, not to just get by or survive.

In order to do this, we must adjust and change with our world and not leave anyone behind. We will do this by using technology, by teaching skills for *high growth and demand occupations* needed within communities, by working with participants to create a career ladder, and not a dead end placement. The Center for Workforce Development will bring opportunities directly to communities and develop programs with social enterprises that will teach skills and also support community and economic development.

With your help, a dedicated staff of volunteers and board members we are able to lay the groundwork for implementing our brand of workforce development.

It has already been an important year for the Center for Workforce Development. We have increased individual donor participation, in-kind giving, and we are now preparing for our biggest venture to date in workforce development, moving forward in working with the Department of Labor.

Arlene T Ballou

Executive Director

Center for Workforce Development



*"I just know we have a better mouse trap, a program that would bring opportunity to the lost communities around the country."* Arlene Ballou, Executive Director

*Directors of the Center for Workforce Development donate more than 20 hours per month, and on average one percent of their yearly income to the organization. The Center for Workforce Development's staff are all volunteers with a commitment to the organization and their community.*

The Center for Workforce Development, Inc is a start-up nonprofit. The nonprofit is the cumulative effort of experienced and driven directors. The directors on average have more than 15 years non-profit, social service, business and job development experience between them.

This unique collaboration has created a program that can be part of the development of strong social and capital organizations domestically, and eventually, in countries throughout the world.

Currently we are developing a program for Northern Virginia that will meet the needs of the different communities and needs of

youth and dislocated workers. Simultaneously, we are developing a pilot program for LGBT youth on building healthy relationships, acceptance, and creating economic opportunity.

The organization has its headquarters in Sterling, Virginia and is looking to expand to other locations in Northern Virginia and Washington, DC.

Education



Community



Opportunity

“

## Center for Workforce Development Results

The Center for Workforce Development incorporated in the fall of 2006 with the idea of developing training programs with social enterprise adjuncts to address the needs of individual low income and under-served communities. The first two years were spent in researching and developing training models.

Center for Workforce Development models are designed with community needs, high growth employment opportunities within communities, and post secondary education or other learning vehicles in mind. We are currently identifying these opportunities in the Northern Virginia and DC areas.

Here is how your donations contributed to the future of under-served communities in Northern Virginia:

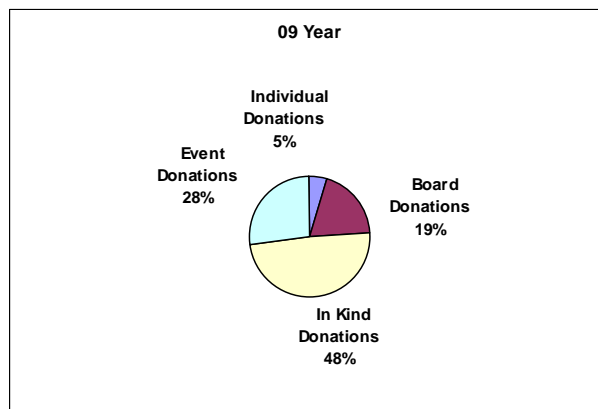
**Algonquian** Elementary School and students received through our in-kind partnerships with

Pottery Barn and Office Depot much needed classroom materials in fiscal 2007 to the present.

**More** than two dozen new to America families have been assisted through our community partners and in-kind assistance program. This assistance included more than \$20,000 in basic home furnishings, dishware, small appliances, and linens, in fiscal 2008/09

**Individual** and Event donations have supported our efforts in developing replicable training models that can be funded through federal, state and private foundations. This new opportunity to work with the federal government will be realized within the next six months.

*Partial 2009 fiscal results (January1- September1, 2009)*



## *2009 Center for Workforce Development Individual Sponsors and Donors*

*In our first year of individual donor solicitation, 46 new supporters have joined with CWD.*

Barlin Ali, VA  
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Teddy and Diane Wilson, VA  
Janice Wolfe, VA  
Vernard and Janelle Wright, MD

## *Your Part in the Center for Workforce Development, Inc.*

Many corporations, especially local businesses support the Center for Workforce Development through general, in-kind and special event donations. We would like to recognize and thank those organizations for their support.

### **\$5000 PLUS**

**The Pottery Barn, Clarendon, VA**  
**Bed Bath and Beyond, Leesburg, VA**  
**Proxy Advisory Group, New York, NY**

### **\$1,000-\$4,999**

**The Ecco Group, Sterling VA**  
**Pottery Barn, Reston, VA**

### **\$500-\$999**

**Sea Breeze Executive Suites, Grand Bahama Island, Bahamas**  
**Entertainment Cruises, Washington, DC**  
**ROI Marketing, VA**

### **\$100-\$499**

**Massage Envy, Sterling, VA**  
**Fairview Marriott, Falls Church, VA**  
**Total Wine & More, MD**  
**ENGATECH, Chester, VA and Raleigh, NC**  
**Four Points Technology, Falls Church, VA**  
**Pacinos Restaurant, Centreville, VA**  
**The Cheesecake Factory, Dulles, VA**  
**Marblex, Fairfax, VA**  
**BerryFine Bakery, Centreville, VA**  
**Somali Tea, Centreville, VA**  
**Wegmans, Sterling, VA**  
**Lia Sophia, Independent Rep, Sterling VA**

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Director

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Executive Director

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Planning

**Dawn Couture**  
Event Planning and  
Support