



WOMEN'S  
EMPLOYMENT  
NETWORK

*Helping women help themselves*

# 2009 - 2010 Annual Report

July 1, 2009 through June 30, 2010



## **2009-2010 BOARD ROSTER**

### **Officers**

Kate Ferrell Banks, Board Chair, Community Volunteer  
Shannon Swift, Vice Chair, Training & Events Consultant, JP Morgan Retirement Plan Services  
Kelly Nash, Secretary, Attorney at Law, Bryan Cave, LLP  
M. Suzanne Hall, Treasurer, Vice President & Trust Officer, Country Club Trust Company

### **General Board**

Eugene Caresia, Community Volunteer  
Kristen Comment, Trust Advisor, UMB Bank  
Shirley Cooper, IT Business Development Director, Hallmark Cards, Inc.  
Janis Dickey, Ph.D., Financial Advisor, MorganStanley SmithBarney  
Alice Ellison, Vice President, Community Relations, Blue Cross & Blue Shield of KC  
Jennifer Gulvik, Vice President of Marketing, Houlihan's Restaurant  
Maureen Hennessey, Ph.D., Community Volunteer  
Anya Uhlmann Holmes, Community Volunteer  
Sharon Holmes, Assistant Vice President, Equity Bank  
Corinne McCanse, President, Corinne McCanse Events, Inc.  
Yvette Morton, Community Volunteer  
Gwyn Prentice, Community Volunteer  
Laura Rogers, Vice President, Bank of Kansas City  
Cheryl A. Smith, President, Kansas City Home Care, Inc.  
Deborah Starke, Vice President Donor Relations, Greater Kansas City Community Foundation  
Angela Tower, Tax Manager, PriceWaterhouseCoopers, LLP  
Nan Vail, Community Volunteer  
Rebecca Wilson, Community Volunteer

Beth K. Smith, Founder, advisor, and lifetime honorary member



## **2009-2010 STAFF**

Sherry Turner, President

Lynnette Williams, Program Director

Amie C. Hankel, Development Director

Teresa Ferris, Grant Writer

Anne Langdon, LMSW, Personal Support Specialist

Erin Butsch, LMSW, Personal Support Specialist

Tonia Bomar, Employer Services Representative

Mickella Shecut, Program Assistant

Ashley Stites, Kansas University, School of Social Welfare, Intern



Women's Employment Network (WEN) is a premier nonprofit organization in metropolitan Kansas City dedicated to empowering women to achieve economic self-sufficiency for themselves — and the children and families who depend on them.

### **Dimensions Program Services**

With a constant focus on self-esteem and personal responsibility, WEN's Dimensions program provides a comprehensive approach that includes:

- Vocational Assessment
- Resume Development
- Interview Preparation
- Job Search Training and Resources
- Professional Clothing Bank
- Licensed Case Management

At WEN, we know that economic stability requires more than a resume. Our unique, holistic approach includes individualized support to help women resolve issues —such as housing, health care, childcare, transportation, domestic abuse — and other areas where women need to stabilize their lives as a foundation for workplace success.

At WEN, women find a true "network" of support. On the bewildering and often lonely road to economic stability, women discover they don't have to go it alone:

*"I was laid off with a stack of bills and two little girls to support I felt hopeless and alone, but WEN guided me every step of the way to successfully re-enter the job market — Diana*

*"WEN connected me to people and places I didn't know existed to help me and my children."— Wanda*

*"I dropped out of school and my life spiraled to rock bottom — no money, no home, and a baby on the way. I didn't know where to turn...until I found WEN."— Shawna*

With today's unprecedented challenges, WEN's role in our community is more important than ever.

### **Who WEN Serves**

WEN serves a broad spectrum of women throughout the Kansas City metro area who are unemployed, under-employed, laid off, new to the workforce, or seeking to re-enter the workplace. Women must be at least 18 years old with a high school diploma or equivalent.

### **History of Success**

Since 1986, WEN has assisted thousands of women with our Dimensions training program and support services. WEN was founded by philanthropic leaders Beth K. Smith and the late Marjorie Powell Allen. Their commitment to helping women in our community is legendary. Together, they also started The Central Exchange and The Women's Foundation of Greater Kansas City.

To learn more about WEN, visit [www.kcwen.org](http://www.kcwen.org).

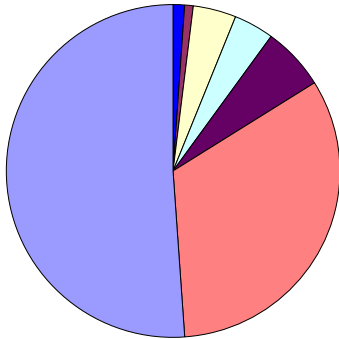
## 2009 / 2010 Overall Client Demographics

WEN serves women throughout the Greater Kansas City metro area who are unemployed, under-employed, laid off, new or returning to the workforce. Women must be age 18 - 62 years old with a high school diploma or equivalent. 90% of the women that we serve are low income with only 24% reporting wages as a source of income when they come to us for assistance.

### Gender

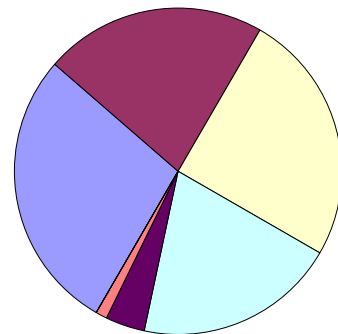
- Female 100%

### Diversity



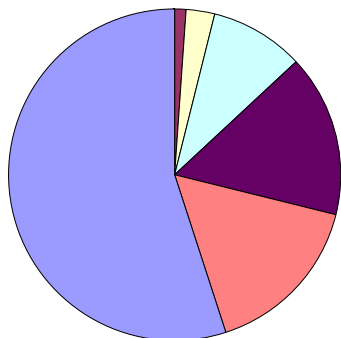
- African American 51%
- Caucasian 33%
- Hispanic 6%
- Multi-racial 4%
- Not reporting 4%
- Other 1%
- Asian 1%

### Age



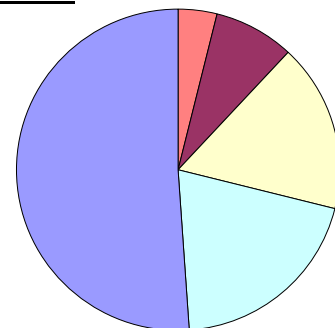
- 19 - 29 28%
- 30 - 39 22%
- 40 - 49 25%
- 50 - 59 20%
- 60 - 65 4%
- Not reporting 1%

### Marital Status



- Single 55%
- Married 16%
- Divorced 16%
- Separated 9%
- Not reporting 3%
- Other 1%
- Widowed 0%

### Education



- Diploma / GED 51%
- Training Certificate 17%
- Associate Degree 8%
- Bachelor Degree 20%
- Masters Degree 4%

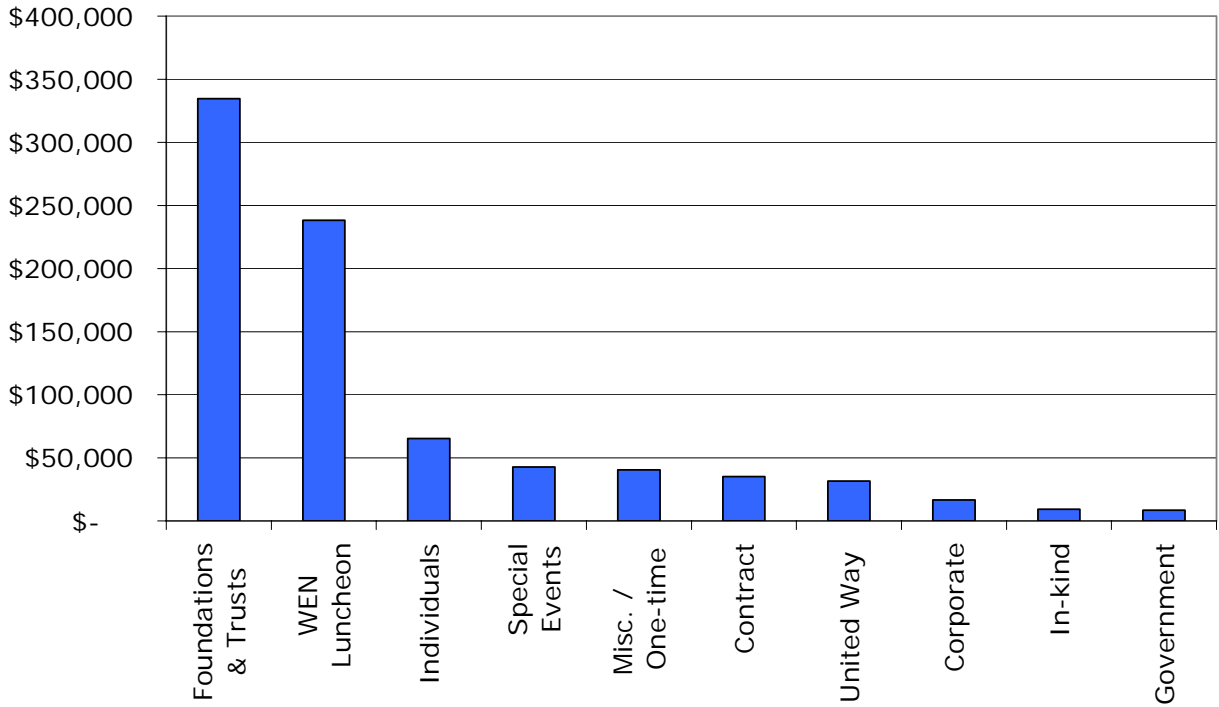


# WOMEN'S EMPLOYMENT NETWORK

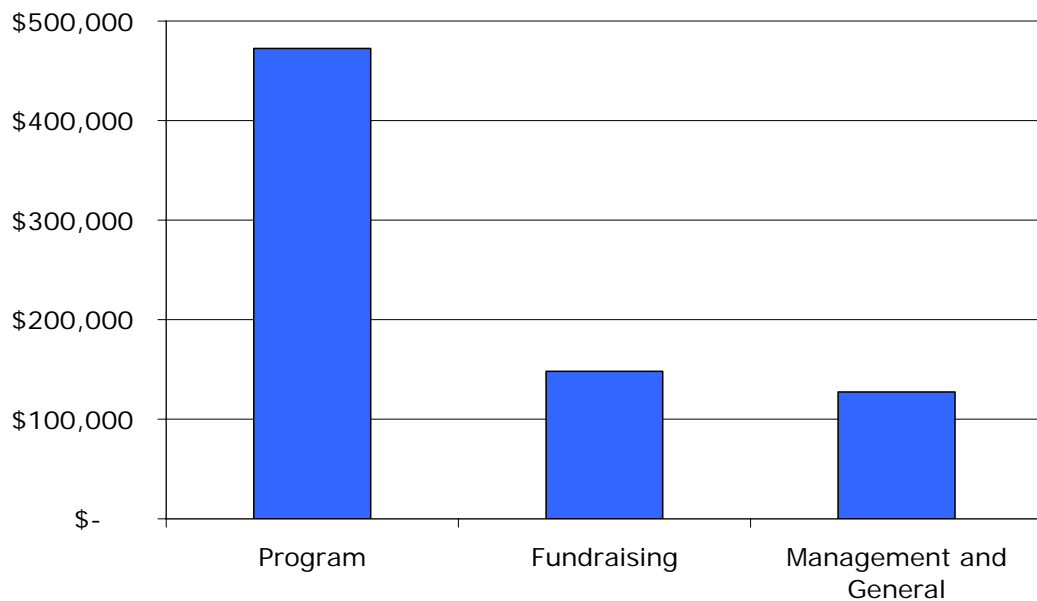
*Helping women help themselves*

July 1, 2009 through June 30, 2010  
Per year-end financial statements

## Income



## Expenses



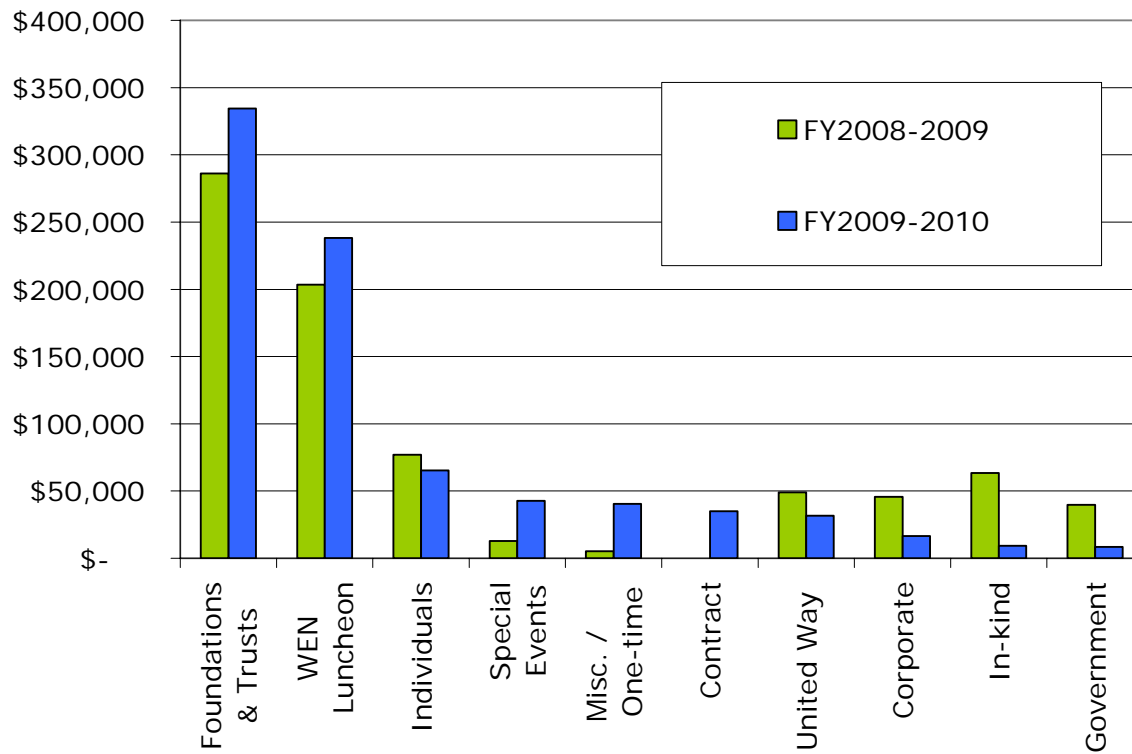


# WOMEN'S EMPLOYMENT NETWORK

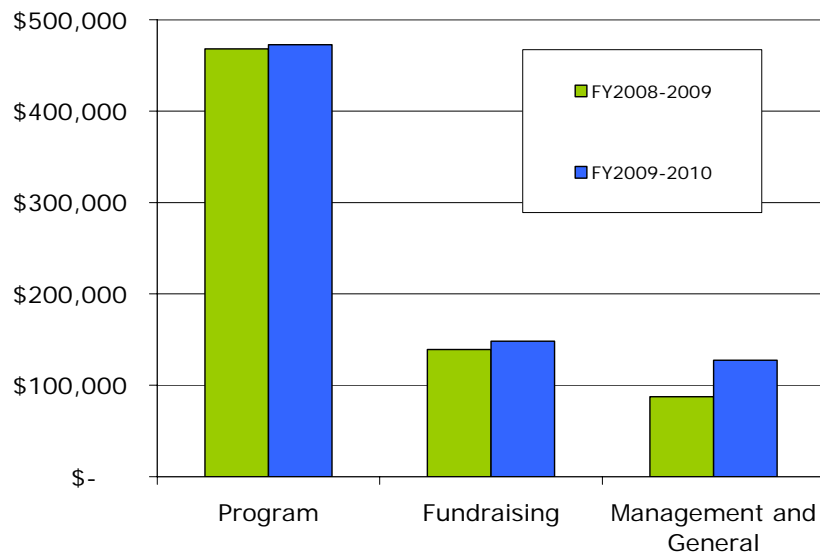
*Helping women help themselves*

2008-2009 compared to 2009-2010  
Per year-end financial statements

## Income



## Expenses



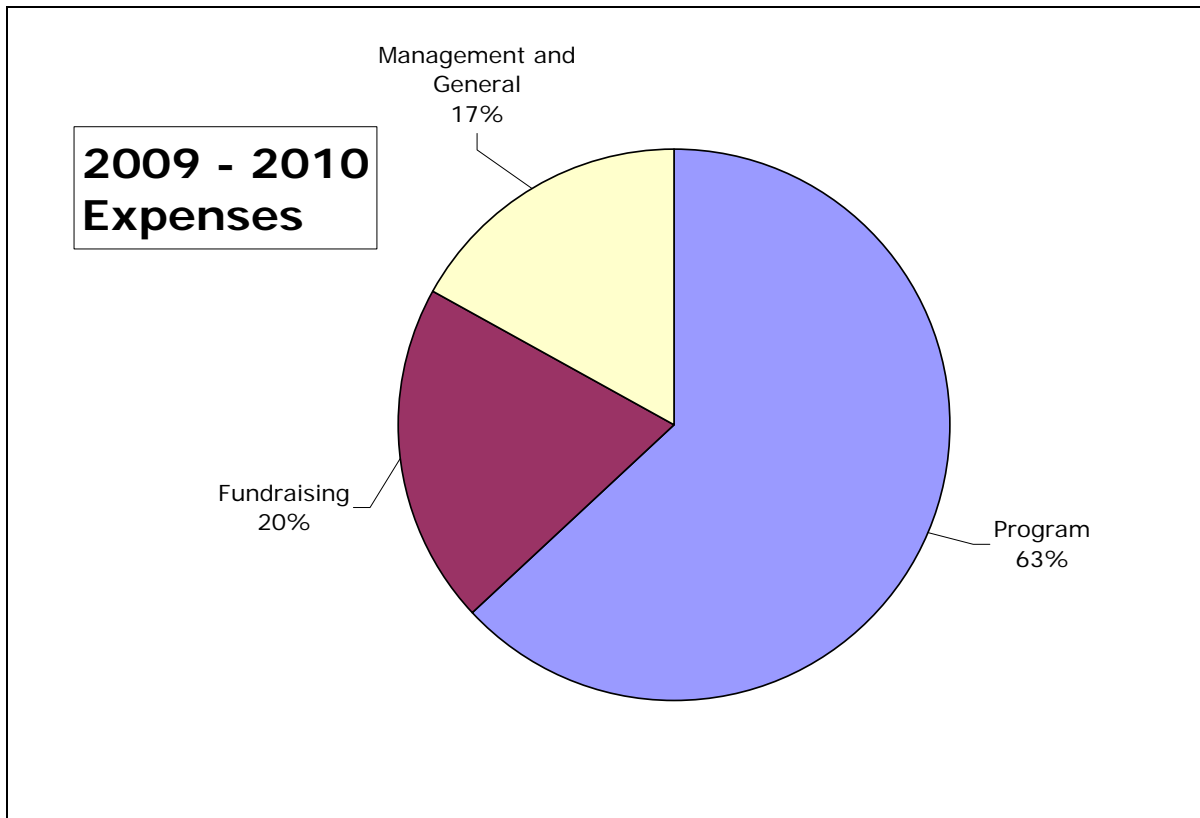
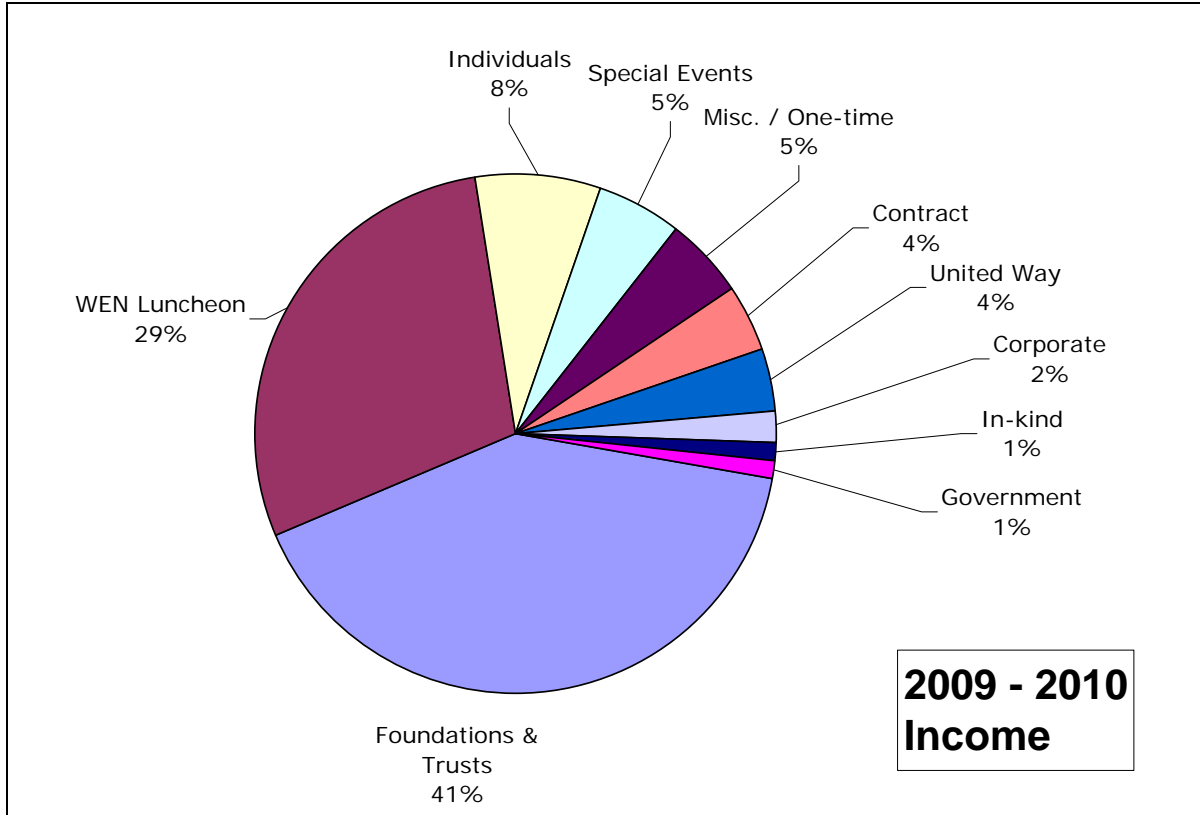


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Per year-end financial statements

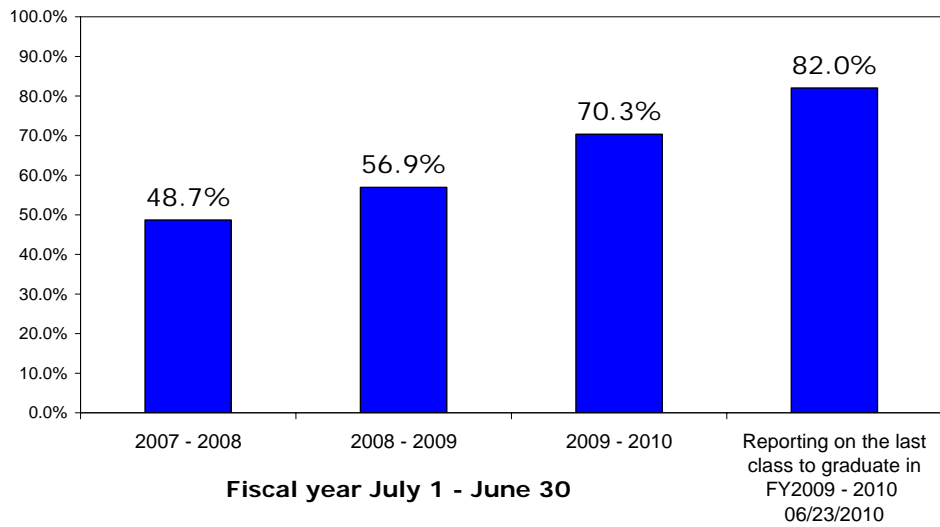






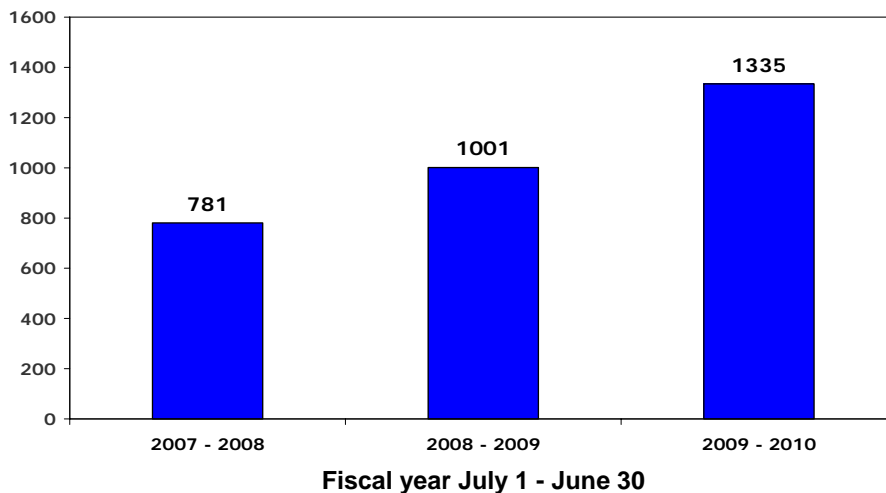
## Dimensions Program and Services

**WEN's Dimensions Program Completion Rate**



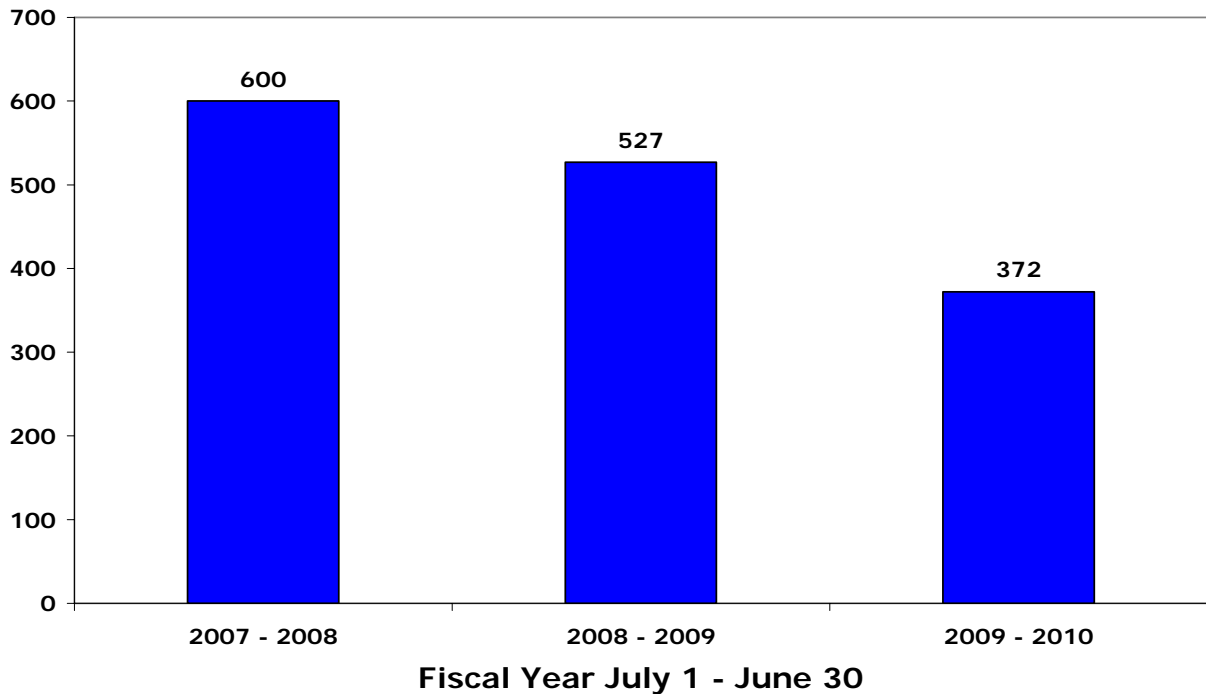
In 2008, during the onset of the current recession, WEN's Board and staff addressed the question of how to better serve the women in our community. It was decided that the focus needed to be placed on raising the rate of completion among those women who participate in the Dimensions Program: Five-week Employment Readiness and Career Transition training. WEN's case managers are able to provide more community resource referrals to address barriers because women are staying in the Dimensions program for the full five weeks.

**Community Resource Referrals Provided to Current Clients**



Women who complete the Dimensions program can return to WEN at any time to meet with our case managers who can provide community resource referrals to help with new or re-occurring barriers. The effectiveness of the Dimensions program in helping women to overcome barriers and achieve economic independence through sustained employment is reflected in the fact that WEN has seen fewer graduates returning to us for assistance this year.

**Community Resource Referrals  
 Provided to WEN Graduates**



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WEN case manager, Anne Langdon with a WEN graduate.

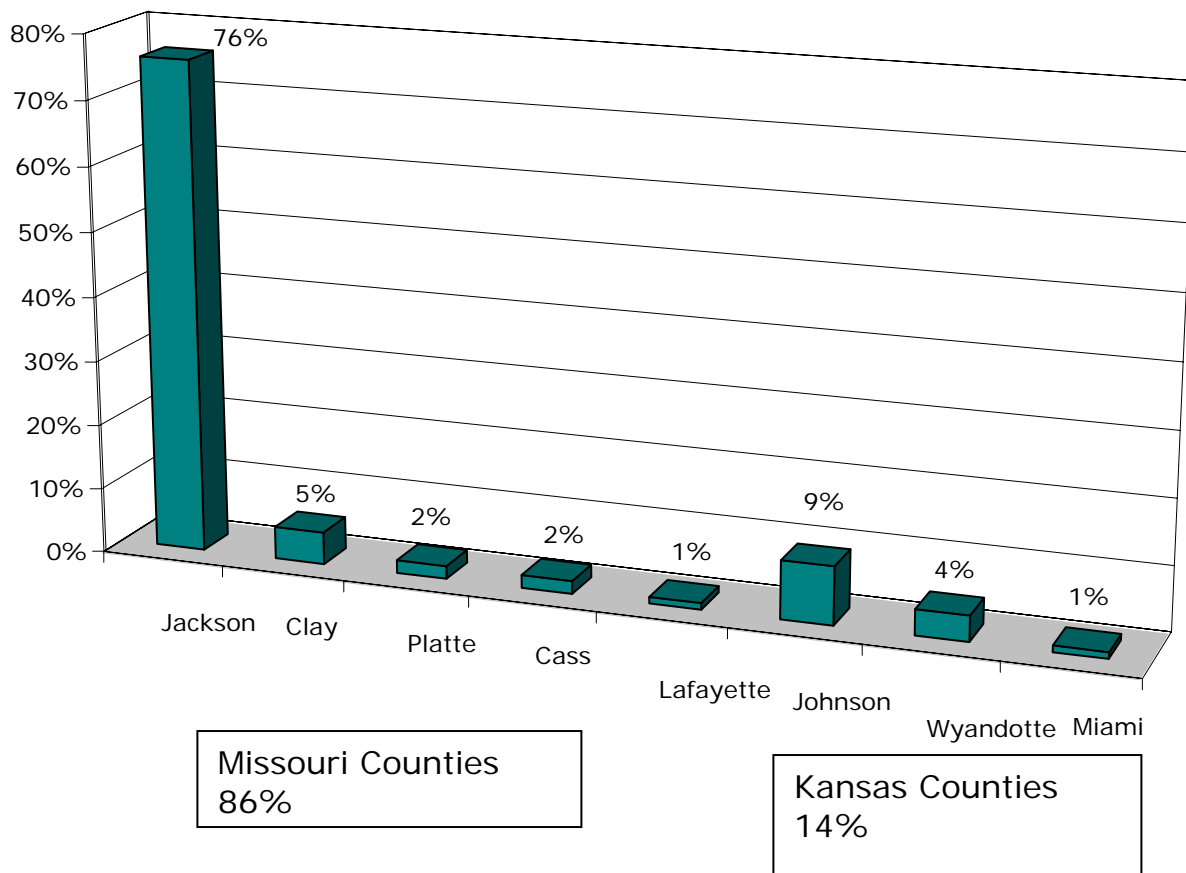


WEN's Professional Clothing Bank

While most of our clients do reside in the Jackson County, Missouri area, 24% of the women that WEN serves come from all across the Greater Kansas City Metropolitan community.

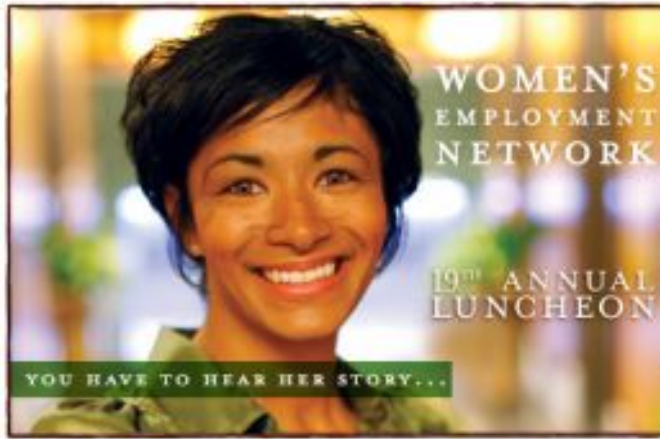
2009 - 2010

### WEN Clients by Residing County



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**WEN's 19th Annual Luncheon  
April 28, 2010**

**The Founder's Award  
was presented to Beth K. Smith.**



**Members of the Women's Employment Network Board (L to R)  
Kristen Comment (Luncheon Chair), Anya Holmes, Jen Gulvik,  
Corrine McCanse, Rebecca Wilson (Luncheon Co-Chair)**



**Sprint Table**

**Back (L to R) -**

**Ellen Fuller, Michelle Chisholm, Sheryl Cronenwett, Ralph Reid, Bridgette Dixon**

**Front (L to R) -**

**Karen Hoffman, Catherine Nelson, Sue Driscoll**

WEN's November 2009 Job Fair was sponsored by:



On Wednesday, November 18, 2009, BlueCross BlueShield of Kansas City sponsored a Job Fair at the Hyatt Regency Crown Center to benefit WEN. There were 36 employers that participated, and over 700 Job Seekers attended the event. The event, in addition to helping many people in our community connect with current employers, raised funds and community awareness for the Women's Employment Network.

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WEN's May 2010 Job Fair was sponsored by:



On Thursday, May 20, 2010 the Women's Employment Network had its third KC Job Fair. Kansas City Home Care, Inc. sponsored the Job Fair at the Hyatt Regency Crown Center to benefit WEN. The event was another great success!

For the first time this event had a sponsor for the Career Resource Center, thanks to:





These are some of the third-party events that helped raise awareness and funds for WEN's Dimensions program.



June 7, 2010 - Fashion Show at the Webster House.



Cafe Trio event - March 28, 2010

WEN supporters enjoyed WENTini's, fabulous food and networking.



On August 12, 2009 WEN was the beneficiary of the Flourish! Magazine Cover Party. This was a celebration to honor Cheryl Smith, WEN Board Member and August Cover of Flourish!.



New fundraising events increased individual giving support.



### 2009 Legacy Circle event

On September 24, 2009 WEN held its first annual Legacy Circle event at the beautiful home of Brad and Theresa Freilich. The event celebrated the vision of WEN's founders, Beth K. Smith and Marjorie Powell Allen, and honored all of WEN's Legacy Circle members. The co-chairs for the event were Corinne McCanse and Jen Gulvik, and the Bristol Seafood Grill donated all of the delicious food and beverages

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### Reach for the Stars campaign

In early 2009-2010, WEN had its first annual Reach for the Stars campaign. With this campaign, WEN set out to find a minimum of 10 "Stars" or ambassadors in the community to raise funds and awareness for WEN. Each "Star" was responsible for raising a minimum of \$500 within the 6 week time frame of the campaign. Stars raised funds in a variety of fun and unique ways. They: held raffle drawings at their place of work; hosted happy hours after work where their friends and co-workers were invited to come and learn about WEN; hosted ice cream socials at their company; collected money from their company's casual / jean day on behalf of WEN; and simply asked their friends and co-workers to support the Women's Employment Network. In addition, this campaign focused on leveraging gifts from companies in the Kansas City community with matching gifts programs.