



## ABSTRACT

Fresh Start Women's Foundation is a 501(c)3 nonprofit founded in 1992 and based in Phoenix, Arizona (Women's Bureau Western Region). Fresh Start's mission is to provide access and resources that help women achieve self-sufficiency and use their strength to thrive. Its vision is unlimited opportunities for women.

The proposed WANTO program, "Phoenix Women in Trades, Tech, and Advanced Manufacturing" will prepare employers to successfully recruit, mentor, train, and retain women in IT Construction/Skilled Trades, IT/Technology, and Advanced Manufacturing apprenticeships and nontraditional occupations (A/NTOs), and expand women's employment opportunities and labor force participation in these A/NTOs in the Phoenix Metro. The program will help employers meet their workforce needs, and simultaneously strengthen women's and their families' economic security, as well as Arizona's economy overall. The program will also support public sector entities' and local labor unions' efforts to increase the number of women working on projects funded by CHIPS and Science Act, Infrastructure Investment and Jobs Act, and other federal funding.

Program activities will include:

- Providing technical assistance (TA) to help employers (including government agencies and labor unions) identify, develop and/or offer training programs so women can develop skills to meet the employers' A/NTO workforce needs; and create inclusive and equitable work environments where women can thrive.
- Conducting marketing and outreach to women from underrepresented communities to encourage them to pursue A/NTOs as viable career options with high-growth and high-wage

potential.

- Developing the first Women in Trades Council in Phoenix
- Offering additional training, wrap-around supports, and supportive services (i.e., financial assistance) to ensure women can fully participate in A/NTO training opportunities, and are positioned to secure and maintain A/NTO careers long-term.

Expected outcomes of the program include:

- 67% of women complete A/NTO skills training (with the understanding that women entering 4-year apprenticeships will not complete by the end of the grant's period of performance)
- 85% of clients are women from underrepresented communities
- 70% of women will secure employment and 66% will secure a higher wage
- 80% (of 50 women, who may duplicate women in A/NTO training) complete ancillary programs, such as Grow with Google or computer hardware training
- 11 employers will engage in TA

Intended beneficiaries of the program include 170 women, with 145 or more from underrepresented backgrounds, such as low-income, disabled, immigrant, LGBTQ+, formerly incarcerated, transgender, and women of color. Additional beneficiaries are employer partners who will enrich their workplaces and make progress toward diversity, equity, and inclusion goals by hiring and retaining women in A/NTOs; and public sector entities and labor unions/council who will increase the number of women working on federally-funded projects.

Under its 2022–2024 WANTO grant, Fresh Start has made notable progress in establishing itself as the go-to organization in the Phoenix Metro for both employers and women interested in A/NTOs. Fresh Start looks forward to materially expanding these efforts and continuing to grow WANTO offerings and resources that directly contribute to Arizona's diverse workforce and strong economy.