



# EMPOWERING INDEPENDENCE THROUGH WORKFORCE DEVELOPMENT

JANUARY 2024 EDITION



A workforce development initiative of:



## Issue

36% (average) of people in Cumberland, Dauphin and Perry counties do not make enough money to make ends meet, or live below the federal poverty level.



## Solution

**Road to Success**, United Way of the Capital Region's workforce development initiative helps people get – and keep – jobs with opportunities for advancement to earn a living wage.



## Results

### 186 individuals

graduated from the program and are independent with a stable income.

### 159 individuals

are currently employed in the program.

**76% retention rate** (employed 6–12 months) for **Road to Success** participants with partner employers versus the standard rate of 54% reported by partner employers.



## Helping People Succeed in the Workforce



We help individuals become ready for employment. We:

- Assess skill level.
- Provide training on soft skills.
- Connect to additional education and training support.
- Provide budget counseling to help individuals become financially independent.

We also help people overcome barriers to success by connecting them to:

- Language support
- Transportation assistance
- Child care programs
- Clothing/uniform providers
- Health care

## PROGRAM OUTPUTS



**23**

partner employers

**216 individuals**

are currently enrolled in the program and receiving job support, training, or support services.



Through our work with community partners, we hope to help lift individuals and families out of poverty through workforce development.

## CORE SOLUTION PARTNERS AND ROLES

### Backbone Organization and Funding Source

United Way of the Capital Region



### Lead Service Provider

- South Central PAWorks employs an employee liaison, which is funded by United Way.

### Partner Employers

- Advance Local/PA Media Group
- Asbury Bethany Village
- Country Meadows Retirement Communities
- Encompass Health Rehabilitation Hospital
- Flagger Force
- The Gardens at Blue Ridge, Camp Hill, West Shore
- GIANT
- Hamilton Health Center, Inc.
- The Hershey Company
- High Hotels – Hampton Inn, Homewood Suites, Towneplace Suites
- Hilton Harrisburg
- Members 1st Federal Credit Union
- Messiah Lifeways
- Penn State Health
- Pennsy Supply
- Pennsylvania Psychiatric Institute
- PepsiCo
- Personal Care at Blue Ridge
- Ralph E. Jones, Inc.
- ThredUp
- UPMC Central PA
- UPS
- Weis Markets (Newport)

### Case Management Service Providers Receiving Funding from United Way

- Family Promise of Harrisburg Capital Region
- Goodwill Keystone Area
- New Hope Ministries, Inc.
- Perry County Literacy Council
- The Salvation Army Harrisburg Capital City Region
- Tri-County OIC

### Support Service Providers Receiving Funding from United Way

- Best Friends Child Care
- Center for Community Building – Transportation
- CONTACT Helpline, Inc. – 211 Information/Referral Services
- CyraCom – Translation Services
- Discovery Kids Childcare Center
- KinderCare Learning Center – Child Care
- Little Steps Child Care Center – Child Care
- Suits to Careers, Inc. – Work Attire & Interview Preparation Services
- Tiny Learner Early Learning Center – Child Care

### Subject Experts

- Central Penn College
- The Foundation for Enhancing Communities
- HACC, Central Pennsylvania’s Community College
- Leading Age PA
- Pennsylvania Health Care Association
- Service Employees International Union

## DEMOGRAPHIC INFORMATION

### Race of participants:

- 48% identify as Black/African-American
- 34% identify as White
- 10% identify as Multiracial
- 4% prefer not to say
- 3% identify as Asian
- 1% identify as American Indian/Alaska Native

### Ethnicity of participants:

- 84% identify as not Hispanic/Latino
- 14% identify as Hispanic/Latino
- 2% prefer not to say

### Gender of participants:

- 72% identify as female
- 26% identify as male
- 1% identify as non-binary
- 1% prefer not to say