

P R E S S K I T



women's
BEAN PROJECT
where a woman earns her future



About Women's Bean Project

Women's Bean Project is a nationally-recognized social enterprise that has created transitional employment in gourmet food and handcrafted jewelry manufacturing for chronically impoverished and unemployed women for 25 years.

It all started with a vision and an initial investment of \$500 from one woman. That vision turned reality in 1989 when Jossy Eyre first imagined a safe and accepting work environment for women. She bought beans, hired two women, began making bean soup, and grossed \$6,100 during the first year holiday season.

Today, the program offers more than immediate income. During the 9-month program, each woman earns a steady paycheck and receives support services to overcome barriers to employment through job readiness, interpersonal and life skills needed to become self-sufficient in the workplace and community.

Women's Bean Project has helped women set a new course for their lives by moving out of dependency and into personal responsibility and self-reliance through on-the-job training, as well as stabilization and personal development services.

Most are single mothers and have been on public assistance for many years. The majority lack a GED or high school diploma and many are recovering from substance abuse and incarceration.

By working in an active business, women learn basic job readiness skills - reliability, accuracy, punctuality and attendance - while also addressing life skills - communication, accountability, problem solving and goal setting. These skills help graduates go on to lead successful, self-sufficient and fulfilling lives, creating a new future - for themselves, their families, our community and our economy.

Our mission is to change women's lives by providing stepping stones to self-sufficiency through social enterprise.

We aim to affect the world at large through our products, processes and beliefs.

Income earned from product sales generates approximately 70 percent of operating revenue, with the remaining coming from foundations, individual donors, corporations, businesses and organizations.

5

our guiding

principles

OPPORTUNITY.

We help women help themselves. We provide opportunities for our participants to discover their talents and develop skills to join the workforce and build a better life.

SERVICE.

We strive to "do well by doing good." We are a social enterprise that believes it is a basic human right to live a stable, healthy life. We serve our supporters, partners, participants and communities by delivering quality products with innovation and efficiency.

TRANSFORMATION.

Our efforts transform more than the individual woman. The seeds of hope in one woman weave threads of success that expand to families and communities with a reach that touches individuals worldwide. From program participants and vendors to customers, donors and volunteers, their transformations make a difference.

EMPOWERMENT.

Using the tools we provide, women are empowered to change their lives. Our supporters are empowered with the knowledge that they have contributed, not only to the self-worth and self-sufficiency of disadvantaged women, but also to the broad-reaching benefits our communities reap.

SUSTAINABILITY.

Instead of a one-time handout, women acquire the tools needed to sustain themselves and their families for a lifetime. We believe in nurturing economic sustainability for our program participants and partners, being ever-mindful of our impact on the environment.



Executives and Key Staff

Tamra Ryan, CEO - Tamra has been with Women's Bean Project since 2003. Using a hands-on approach, she has successfully built a culture that caters to women attempting to break the cycle of chronic unemployment and poverty. Tamra's role within the nationally-recognized social enterprise focuses on leading a team of professionals in the implementation of business strategy, including program and operational expansion to increase the Bean Project's impact on the community. She works closely with the Board of Directors and staff.

Kelly Bell, Marketing Manager - Kelly oversees all marketing and communication initiatives and brand integrity across multiple business units, as well as managing all social media, e-commerce, web and print. She is instrumental in streamlining business functions to create efficiencies and cost savings, with focus on increased product sales, donor giving, strategic partners, and customer retention.

Betsy McPherson, Sales Manager - The newest member of our team, Betsy oversees all aspects of Women's Bean Project's sales channels. Her main focus is on establishing and retaining retail, wholesale and distributor relations, as well as new business, corporate sales and product expansion.

Annie Blagg, Operations Manager - Annie manages production of the gourmet food products, gift baskets and bundles, and handmade jewelry. This includes calculating and managing all inventory needs, direct interaction with program participants and vendors, and maintaining safety and ethical standards of the Global Food and Safety Initiative.

Mary Wyciechowski, Program Manager - Mary manages all of the program services offered at Women's Bean Project. This includes coordinating daily program activities and service delivery utilizing the support of a strong network of volunteer mentors, facilitators and a weekly life skills therapist. She provides direct support to our program participants through individualized case management, basic needs referrals and connection to community resources. Mary builds relationships with employers and helps connect program participants to entry-level jobs with room for advancement and follows up with graduates after they exit the program.

Eme Barnes, Production Supervisor - Eme trains Program Participants to produce gourmet food products while teaching fundamental entry-level job readiness skills and proper workplace norms by serving as a role model to the program participants while helping them achieve daily and weekly goals. She ensures that all products, equipment, materials, and weights are accurate, that production is on schedule, and that quality control standards are consistently maintained while overseeing daily production of multiple products at one time.

Laura Jacobsen, Controller - Laura manages all financial operations, payroll and human resource functions and provides financial leadership. Her work experience includes background in industries such as telecommunications, municipal government, direct marketing, electronic recycling, legal services, and most recently SaaS software development.

Luanne Hill, Development Associate - Luanne oversees all fundraising, corporate giving, workplace giving, volunteers and tour groups. She manages donor centric communications and databases, as well as cultivation with current and prospective donors, and spearheads our annual fundraising event, volunteer base and community outreach.

Job-Readiness Training

During the 9-months of program enrollment, each woman works 38.75 paid hours per week. Women work in the businesses operated by Women's Bean Project and product gourmet food, gift baskets and bundles and handcrafted limited-edition jewelry that are sold nationally. Women also work in other aspects of program operations such as reception, customer service, shipping and receiving and data entry.



Program Participants are treated as employees and have performance reviews, incentives and sanctions structured into the program. Additionally, intensive supervision, regular mentoring, coaching and peer support serve to teach women the fundamental job-readiness skills required by employers.

About seventy percent of each woman's time in the program is devoted to learning the fundamental workplace competencies required by employers, such as attendance, punctuality and attention to detail.

Life Skills Training

In order to overcome ingrained attitudes and behaviors that led to dysfunction, Women's Bean Project provides ongoing support and counseling to help participants gain the life skills necessary to change their own lives. Regular coaching sessions, skill building classes and weekly goal-setting reviews help participants move from chaos to a sense of personal stability.

The workplace setting is used daily to reinforce the women's need to accept themselves and develop a sense of personal responsibility. Interventions are used in the program to assist the women to improve their self-esteem, control their impulses, learn realistic goal-setting and develop a support network. Thirty percent of each woman's time in the program is devoted to life skills training.

Basic Needs Support Services

By paying participants a wage, the program helps women meet their basic needs. The program provides bus passes, resources for affordable housing, arranges for free or discounted medical care, and works with banks to help women set up direct deposit, checking and saving accounts. Women are also referred to outside providers for additional services.

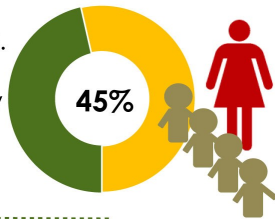


Statistics

Women's Bean Project offers a viable way to address chronic unemployment, recidivism, welfare dependency, and a host of other challenges. The social enterprise model gives Women's Bean Project a sustainable way to achieve its mission. As a result - it ushers women with significant barriers into the economic mainstream.

NEARLY 1/2 A MILLION WOMEN IN COLORADO are living at or near **POVERTY**.

Among all children in the U.S. living with only their mother, nearly half – 45% – live below the poverty line.

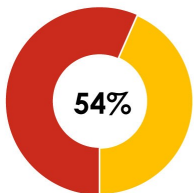


Single women in Colorado head a substantial portion (**20%**) of all family households with children under 18, and these households are disproportionately likely to live below the poverty line.

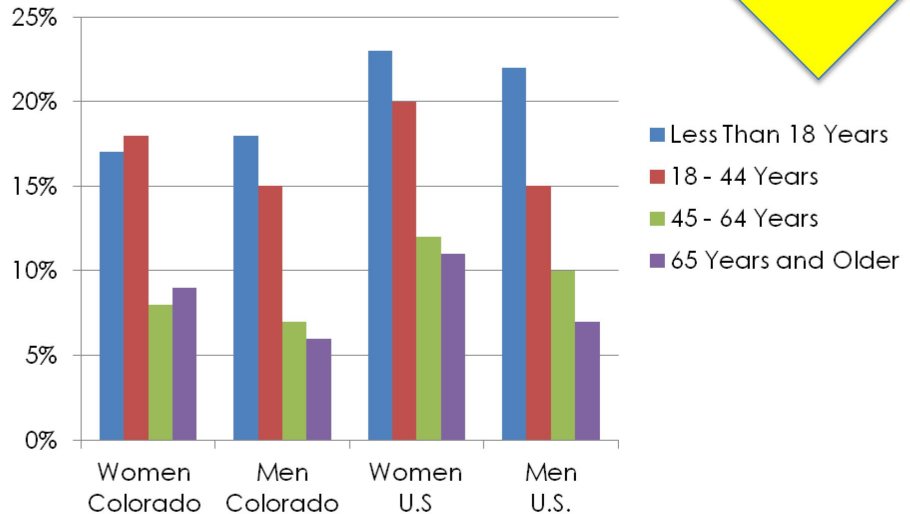
The 2011 Self-Sufficiency Standard in Denver County for one adult, one preschooler and one school-age child was \$23.79 per hour.

\$23,550 for family of four
\$11,490 for single-person household

In 2011, about one in eight women aged 18 and older in the state had family incomes below the federal poverty line.



More than half of all families in poverty with dependent children in the state are headed by single women.



Women's poverty rates vary across life span. Of the age groups shown above, women aged 18–44 in Colorado have the highest poverty rate at 18 percent. The relatively high poverty rates for women in this age group may stem, in part, from the difficult economic circumstances that many single women with children face.

Statistics

Women's Bean Project is a solution for domestic poverty. According to the Social Enterprise Alliance, based on research conducted by economists, the economic stimulus of a job created by social businesses such as Women's Bean Project is at least **\$80,000** per year. This figure takes into account a number of primary effects, including direct income, added consumption, social benefits and avoided social costs, as well as a number of secondary benefits.



60 WOMEN each year who would otherwise not be employed, equating to **\$4.8 million** in stimulus to the economy each year.

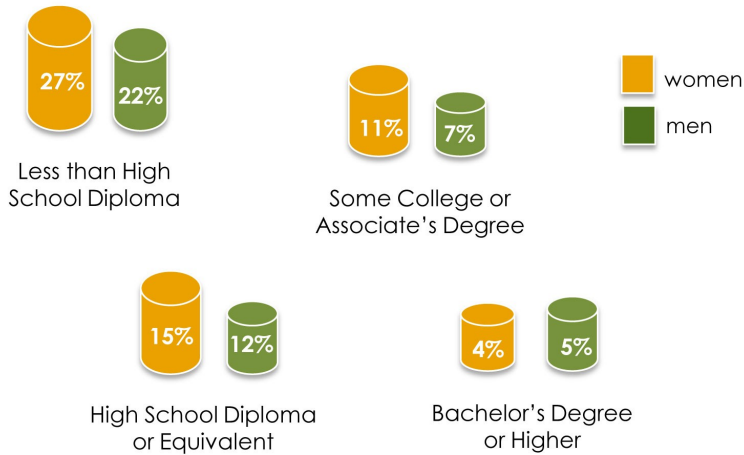


42 MILLION WOMEN + 28 MILLION CHILDREN IN AMERICA (one in three women) live in or near poverty.



The U.S. has a greater poverty gap between men and women than any other country in the Western World.

EDUCATION protects women against poverty and opens up pathways to **ECONOMIC SELF-SUFFICIENCY** and **INDEPENDENCE**.



WOMEN are vital to Colorado's economy, and work is vital to the economic self-sufficiency of Colorado's families. They are the sole job holders in over **1/3** of American families with children.

Poverty Rates for Women and Men Aged 25 Years or Older by Educational Attainment, Colorado, 2011

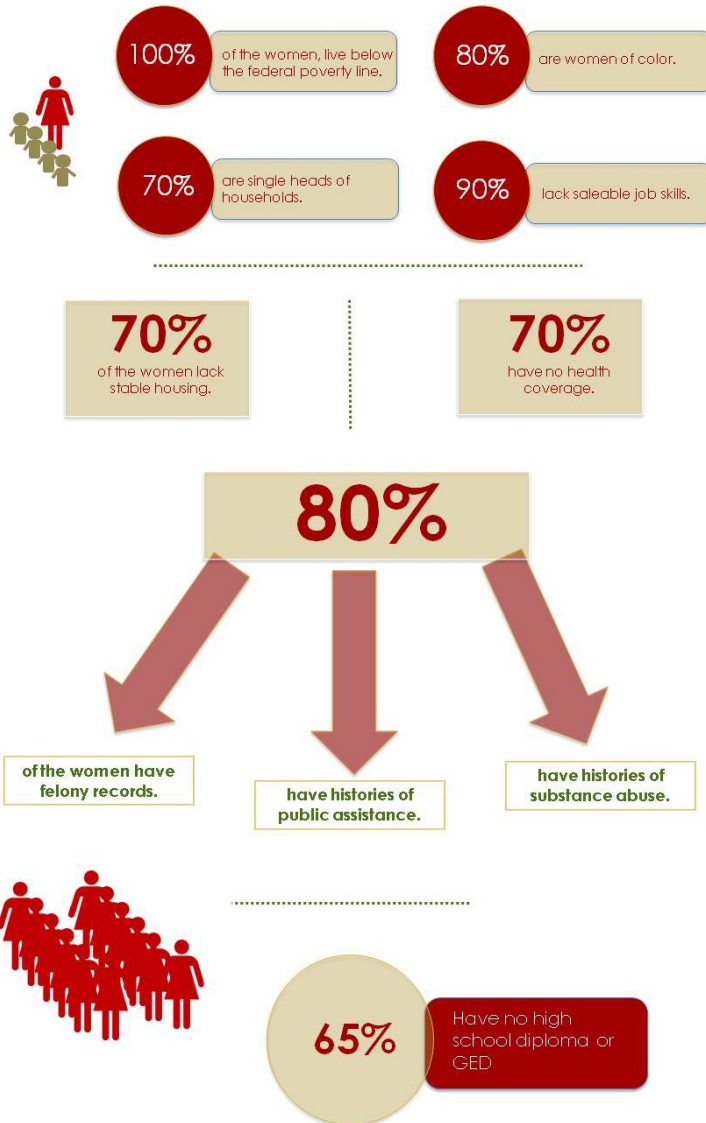
In Colorado, as in the United States as a whole, women with a bachelor's degree or higher are substantially less likely to be poor than those with lower levels of education.

Statistics

Over the last 25 years, Women's Bean Project has positively affected the lives of more than 18,000 women, children and their families.

HISTORICAL CHARACTERISTICS

Historically, over the last 25 years, the women served by Women's Bean Project share the following characteristics.



To be eligible for hire at the Bean Project, a woman must have a history of chronic unemployment and poverty.

Most of the women who enter into our program, have been able to turn their lives around. Over the last several years (2012-2014):

- 77 percent of women hired, graduated with basic workplace competencies.
- 100 percent of graduates are placed in career entry-level jobs.
- 80 percent are still employed after 6-months.
- Average wage per hour in entry-level job is \$10.60/hr.
- Almost 20 percent obtained a GED while employed at the Bean Project.
- 52 percent obtained housing while employed at the Bean Project.
- 70 percent obtained health, vision and dental care while employed at the Bean Project.



The Women's Stories

Women's Bean Project is Renee. In 2008, I was arrested for organized crime and was sentenced to prison for 8 years. After a few years in prison, I was transferred to a halfway house, found a job and was slowly recovering. Once released from the halfway house, everything began to go downhill. After five months, I began drinking and unfortunately lost my job and felt there was no positive direction in my life. Fast forward to one year later. It has been over a year since I graduated from Women's Bean Project (in 2013) and what an amazing year it has been! The job I took after graduation at Goodwill Industries has given me the opportunity to shine and progress into a management position. All the tools and classes that I received while employed at the Bean Project have allowed me to move up in the company and my mentor was instrumental in helping guide me along the way. I was told that my past was just that...my past and I now know that anything and everything is possible to achieve with hard work and dedication – but most of all with a whole lot of self-worth and knowing that I am capable of anything I set my mind to!



Women's Bean Project is Nancy. Finding a job was starting to get really difficult. I had been out of work for such a long time. I needed a chance for a new life but no one was giving me an opportunity. I was financially broke, my confidence was lacking and in general I was really struggling in my life. I think my great personality helped me get the job and Women's Bean Project. I was so happy and excited for a new chance in life. Since being at the Bean Project I have learned so much. My goal was to get a great job in the hospitality industry by the time I graduated - which I did! I am currently working at Christian Living Communities as a Utility Worker and love my job. Since starting in July 2013, I have already been promoted several times and received a few raises, plus I have health benefits. I now know that I can stand on my own two feet. I am strong thanks to the Bean Project!



Women's Bean Project is Katrina. Prior to coming to the Bean Project, I was living in a halfway house with no stable job, no way to pay rent, no way to move past felony charges, no confidence. I learned about Women's Bean Project from my probation officer and I was interested, but scared of change. The Bean Project has provided me with stability, ability to obtain housing, confidence and classes to prepare me for a NEW chance in the world. I can move past the felony charges. It is possible. While employed the Bean Project, I was asked to speak on a panel at an event that my mentor encouraged me to do and did a TV interview for a local TV station to promote a running race that Women's Bean Project was the beneficiary for. I also spoke with my son at Ready, Set, Grow!, in front of 800 people and – I was offered a job on the spot from Goodwill Industries and am now in a management position thanks to the skills I learned while at the Bean Project!



Women's Bean Project is Elizabeth. Prior to being hired at the Bean Project, my world looked pretty dark. Whenever I ran into almost any obstacle, I would fall back on substance abuse or other unproductive behaviors. Numerous family issues left me without any healthy guidance along the way. Over time I lost my daughter and built up a lengthy list of felony convictions. One day my caseworker looked me straight in the eye and gave it to me straight, "Elizabeth, you know you want a better life; you have it in you to change. Do it." I felt frustrated and didn't feel I had the skills and tools I needed to move forward. In the halfway house where I live, my roommates told me about Women's Bean Project and that I should apply. Since being hired at the Bean Project in July, I have already felt a change. They care. They really care and they expect us to care as well. I am working on my GED and have already begun to practice some newly gained life skills and job skills since being at the Bean Project. I am the lead in the shipping and receiving department and really like it. Now that I'm here, it's made all the difference in how I see the world and how I see my future – and that all looks pretty bright.





Women's Bean Project's Gourmet Food Products

Soups:

- Toni's 10 Bean Soup Mix
- Marian's Black Bean Soup Mix
- Sarah's Spicy Split Pea Soup Mix
- Old Fashioned Chili Soup Mix
- Firehouse #10 Chili Soup Mix

Salsas, Dips & Rubs:

- Southwest Salsa Mix
- Green Chili Salsa Mix
- Medium and Hot Salsa Mixes
- Dillicious Dill Dip Mix
- PJ's Smoky Tomato Dip Mix
- Garlic & Herb Dip Mix
- Uncle Bob's BBQ Rub Mix
- Malaysian Spice Rub Mix

Baking Items & Sweet Beans:

- Golden Cornbread Mix
- Lisa T's Gluten Free Cornbread Mix
- Cindy's Sinfully Chocolate Brownie Mix
- Chocolate Chip Oatmeal Cookie Mix
- Grammy's Snickerdoodle Cookie Mix
- The Denver Tea Room Cream Scone Mix
- Chocolate Covered Espresso Beans
- Mixed Jelly Beans

Organic Fair Trade Coffee & Tea

- Friend's Blend
- Ooh La La! French Roast
- Mellow Bean Decaf
- Mango Peach Tea Mix
- Raspberry Lemongrass Tea Mix





Women's Bean Project's Limited-Edition Handmade Jewelry

Women's Bean Project created a new business channel in 2011 so that we could employ more women and teach them the job readiness and life skills needed to move toward self-sufficiency. Working in conjunction with female jewelry designers, Program Participants learn the basic skills of jewelry making to create beautiful, limited-edition pieces.

Each Women's Bean Project jewelry piece is signed "Lovingly Handmade" by a woman in our program and is distinguished by a Women's Bean Project sterling silver tag. Jewelry made by Women's Bean Project include necklaces, earrings and bracelets.





Ways You Can Help

Buy or Carry Product

- Buy individual products at your grocery store for yourself and your friends.
- Become our retail partner and carry our product in your store.
- Send Women's Bean Project gift baskets and gift bundles for special occasions and corporate gifts.
- Share them with your friends, family, colleagues, co-workers, etc.

Volunteer

- Be a Women's Bean Project Ambassador and sell our products at various events within your community.
- Help out in production, with administrative duties, mentor a program participant, teach a life skills class.

Hire

- Hire our graduates. Each Women's Bean Project graduate has made a commitment to improving herself, her life and her family.
- Job placement assistance is a wonderful and much-needed way to get involved with the Women's Bean Project. Each woman is eager to become a fabulous employee for a great company.

Donate

Women's Bean Project could not function without many forms of community support. While our business provides the training for the Program Participants, sales revenues cover approximately 70% of our total operating expenses and allows us to pay the women a steady wage. Generous contributions of time, products, services and money allow us to offer the comprehensive and effective (non-revenue generating) programming that sets Women's Bean Project apart from other employment training programs. By supporting the Bean Project with your charitable contribution, you are giving the promise of a brighter future to women and their families.

- Online Donations
- Workplace Giving
- Memorial or Honor Gifts
- Planned Gifts
- In-Kind Donations
- Vehicle Donations
- Event Sponsorships

Each time you buy one of our products you are helping support a woman, a family farm, a woman-owned company, an environmentally responsible supplier. And you are changing lives. Not only in Denver, but in other locations such as Nebraska and Guatemala, China and New Mexico. You are helping to ensure that women in our community, families in the Midwest, Asian artisans and Central American coffee growers are all given stepping stones to self-sufficiency.