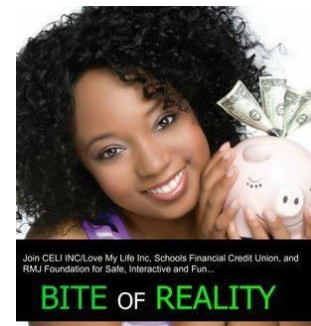


Jobs & Economic Development Highlights

CELinc Bite of Reality is a Success!

On July 6, CELinc with the Schools Financial Credit Union hosted the Bite of Reality at the Fruitridge Community Collaborative.

Bite of Reality is a two hour, hands-on simulation that appeals to teens and adults giving them a taste of real-world financial realities. Participants are given a fictional occupation, salary, spouse and family, student loan debt, credit card debt, and medical insurance payments. They then walk around to various table-top stations to “purchase” housing, transportation, food, clothing, household necessities, day care, and other needs. This interactive activity will teach participants how to make financial decisions and live on a budget. They will have to deal with a pushy “car salesperson” and a commission-based “realtor,” and weigh their wants versus their needs. There’s even a “Fickle Finger of Fate” that will give some of the students unexpected “expenses” or “windfalls”—just like in real life. Fortunately, the game also includes a “credit union” to help with their financial needs.



Over 30 students from different nonprofits and local organizations participated in the event. The students learned the basic tools of how to budget. Lisa Miller, organizer of the event and CEO of CELinc, discussed the importance of teaching students how to budget and to have a fulfilled life. She said this knowledge is tremendously valuable to students especially since they are receiving money from jobs, internships, etc.

Schools Financial Credit Union, the creator of Bite of Reality, is able to host these events throughout the community. Volunteers and a location is needed to have this event.

The event was a great success and shows the power of collaboration of the Sacramento Promise Zone its partners and the students that they serve.

For more information please contact Lisa Miller: leadershiphelp@sbcglobal.net

California Capital Financial Development Corporation Hosts Del Paso Business Success Forum

On June 29th, California Capital Financial Development Corporation conducted its third small business success forum: The Del Paso Business Success Forum.

California Capital Financial Development Corporation, the Promise Zone's Lead Economic Development Implementation Partner, was awarded a program grant from the Economic Development Administration to facilitate small business forums to provide education and resources that



address the needs of businesses within Property Improvement Business Districts (PBIDs) in the Promise Zone. On certain business corridors, close attention is paid to insure limited and non-English speaking business owners have access to critical resources. These forums are just one way of helping to foster the development and growth of new and existing small businesses in Sacramento and the Promise Zone.

More than 90 people representing business owners, financial institutions, community-based organizations, government agencies and other community stakeholders attended the event. Participants received detailed information about permits, licensing, taxes, regulations, financing opportunities, public safety and other resources to help understand how to start and grow their business. The discussion was filled with questions, excitement, and connections to help jump start businesses in North Sacramento and connect them to resources that they were unfamiliar with. At the end of the forum, Deborah Muramoto, Director of the Women's Business Center at California Capital Financial Development Corporation and Sharon Wright, owner of Carol's Books on Del Paso Blvd. invited businesses to join them in creating a Del Paso Small Business working group lead and run by the businesses and residents. More than 20 businesses sign up that night!

When asked if the Promise Zone Small Business Development Working Group helped in forming this group, Deborah Muramoto, responded that, as a result of efforts in engaging with the Del Paso Boulevard Partnership and other Property Business Improvement Districts, she has been able to connect with business owners like Sharon Wright owner of Carol's Books and more

than 10 local small businesses in and around Del Paso Boulevard who were interested in participating in the Del Paso Blvd. Business Workgroup

This new collaboration demonstrates how the Sacramento Promise Zone supports and strengthens partnerships and connections to increase economic activity and revitalize neighborhoods in Sacramento.

The next forum will be the Hispanic Business Success Forum (all in Spanish) on October 19th from 5:30pm-9:00pm location TBD.

For more information please contact Sophia Kannan: Skanaan@cacapital.org and William Chong: Wchong@cacapital.org

GEN Workforce Program: Powered by We Leverage & 4 Your Epiphany

June and early July was an exciting and monumental step for Sacramento's youth, as they geared up to enter the workforce. One thousand students were selected to be part of the Thousand Strong program, an initiative from Mayor Darrell Steinberg. The young people were tasked to work with community based organizations, who were responsible for coaching them on 21st century skills, and providing each participant with the mentorship needed to ensure they were successful in the workplace. We Leverage, a Civic Education nonprofit in the greater Sacramento area, and 4 Your Epiphany, a Personal Development nonprofit established in 2014, took on the responsibility of preparing 25 young people from Hiram Johnson H.S, John F Kennedy H.S and Sacramento H.S.



This cohort of students demonstrated growth in professional development, networking, and overall personal growth. They exceeded expectations by creating their own working business where the students were fellow supervisors teaching other students, establishing shifts and teaching curriculums.



Their model aligns different organization's strengths to be used to develop a person for the workforce. They partnered with art organizations, leadership development coaches, and other community based organizations to provide the students with life and soft skills training such as:

- Resume Writing
- Networking
- Professional Development
- Leadership Skills

- Reading and Comprehension

All 25 young people developed and expanded on their 21st century skills needed to enter the workforce. In honor of their hard work and commitment, a celebration dinner was held in July at our collaborating partner's institute, The Art Institute of California – Sacramento. Each scholar was recognized by receiving an award for completion, in addition to one more for either attendance, employee of the week or growth. Organizers say their young professionals' opportunities are limitless as they pursue their future careers.

Watch this video to learn more: <https://youtu.be/3UpVASVKwrk>

For more information please contact CJ Lynch: cj@weleverage.org

Minority Youth Live the Health Professionals Dream

Yes2Kollege Educational Resources, Inc.'s 4th Annual Summer Job Shadow Experience was held in the month of July. During the month, more than 75 African American middle and high school students and parents from as far away as Napa Valley and Tracy, California took advantage of the opportunity to learn more about the careers of doctors, nurses, and allied healthcare professionals and medical school students. These job shadows were during held by the Yes2Kollege Educational Resources, Inc's, Minority Health Professions Mentor Program (MHPMP).



The mentoring event, supported more than 55 African American professionals representing surgeons, chiropractors, pediatricians, cancer researchers, nurses and nursing school professors, clinical psychologists and social workers, physical therapists, public health officials, dentists and organ donor coordinators and UC Davis medical school students. This year the African American Capital Medical Society joined the program by conducting a panel discussion for youth and parents. The professionals serve as mentors in a Summer Job Shadow program during the month of July.



Yes2Kollege Executive Director, Sharon Chandler, explains the purpose of the program, "Inspiration comes from the stories we have lived and tell. The MHPMP exposes our African American youth to the personal stories and the vast possibilities of careers held by people who look like them. The MHPMP strives to provide a mechanism for our African American professionals to give – back to the communities that helped get them where they are, provides the support parents need to engage in the educational success of their student, and provides the inspiration, and exposure to African American mentors, and medical pipeline programs students need to navigate in health related fields that were never in their dreams," she stated. "The MHPMP is funded by a grant from The California Wellness Foundation (TCWF).



For more information on the program, contact Sharon Chandler at shabarney@aol.com or 916-230-1631.

Green Tech and CELInc celebrate their graduates!

On Friday, August 4th, Green Technical Education and Employment (Green Tech) and CELInc celebrated the graduation of 15 students. Green Tech students completed an intensive eight week job training program, as part of Mayor Steinberg's Thousand Strong Program. Green Tech is a community based organization that collaborates with a variety of partners to support economic development and poverty alleviation through academic and professional engagement opportunities for high school students and young adults from economically disadvantaged communities. Green Tech is organized to address multiple academic and economic deficiencies in these communities.



Green Tech's mission is to provide quality workforce skills, education, and health strategies to maintain sustainable communities. We serve economically disadvantaged youth of color, all genders, ages 10 – 22, to prepare them with applicable skills to become gainfully employed and the ability to manage their own business enterprise. Green Tech assists youth in taking advantage of career and entrepreneurial opportunities in: clean energy (zero emissions), energy efficiency (solar technology and green building design) and sustainable living (urban farming, forestry, and aquaponics) strategies. The majority of Green Tech's students are comprised of boys and men of color; Latino, African American, and multi-racial ethnicities.



Green Tech students receive career technical education, skills, and resources to effectively network to secure gainful employment, organize and manage time to fully participate in or create self-employed jobs in the green economic sector. Green Tech's primary goal is to secure internships, apprenticeships and career opportunities for its students.

Career Industry:

- Small Business Development
- Building and Construction Trades
- Environmental Management
- Transportation
- Public Utilities
- Manufacturing
- Agribusiness and Urban Forestry
- Science/Engineering
- Education Services

CELLinc and Green Tech's partnership during the summer of 2017 delivered certified training in photovoltaic 1 and 2, basic electrical training, basic carpentry and agricultural training. The students are ready and some have gained full employment and/or paid internships upon completion of their summer training program. Both organizations deliver culturally and linguistically appropriate services and trainings to teach students technical skills that align well with the high-skilled workforce demands in the Capital Region labor market.

For more information, contact Simeon Gant at simgant@gmail.com

If you would like to have your event highlighted, please contact:

Alphonse Wilfred, Jobs/Economic Development VISTA