

The Inaugural Bi-Coastal Economic Empowerment Week

& LGBT Career Fair

Oct 15-20 2012



Dear Supporter,

On behalf of the San Francisco Lesbian Gay Bisexual Transgender Community Center's (the Center) Economic Development staff and Board of Directors, I am pleased to send you the post-event report on the Inaugural Bi-Coastal Economic Empowerment Week. The week was an astounding success, spanning a new geographic reach including New York City and San Francisco and attracting press both in and in between. We welcomed record-breaking attendance locally, including community members and allies, and provided a complete array of financial, employment and small business services to support the economic health of our diverse community.

As you know, the Center's economic development services are critically needed by low-income LGBT adults, youth and elders who require access to culturally competent services that provide opportunities for them to build economic security. By providing these essential services, we are not only able to address our community's fundamental needs in the now, but we are also helping to create substantive change in participants' lives that can be passed on for generations. Your continued support enables the Center to meet these important needs.

I'm thrilled to tell you that we're already gearing up for the next Economic Empowerment Week, which will be the sixth year that the Center offers a full suite of Economic Empowerment events. Our event season will kick off in January at *Creating Change*, the National LGBT Task Force's conference in Atlanta, where we are partnering with the New York LGBT Center to invite other cities to join us in our pivotal work to increase the economic viability of the LGBT community at large. I look forward to reaching back out to you in the New Year as we continue to build momentum from this success.

Once again, thank you for your continued support of the Center and the LGBT community. Your leadership is both appreciated and inspiring!



"Industry Insiders" from retail - Eric Shelling, Home Depot; Lewis Speaks-Tanner, Barnes & Noble; Kyle Kusche, Macy's; Mike Nuno, LGBT Center

New York's Economic Empowerment

The New York LGBT Center launched their first ever Economic Empowerment Week in 2012, bringing in 30 career fair employers, delivering 9 workshops, offering 50 coaching sessions and serving 1000 participants. For more information please contact Kristen Kentner at kkentner@gaycenter.org.





Overview

The Inaugural Bi-Coastal Economic Empowerment Week & LGBT Career Fair, *Free To Be Inspired*, was a record-breaking week that brought over 1600 attendees, 60 employers and 35 community partners between October 15th and October 20th, 2012.

Working together, our sponsors, community experts, volunteers and dedicated staff were able to provide a total of 30 workshops and other events over the course of this week that spanned the gamut of financial

education, career development, credit-building services, first-time homeownership preparation and small business support. With events in both New York and San Francisco, we were able to offer a valuable new opportunity for New York residents. Through 250+ news articles spread across the states, we were able to convey an important message on a national level about pressing needs within the underserved LGBT community and some of the service-solutions we've found to meet them.

Our kickoff mixer, *Community Inspired*, was truly a night of inspiration, with keynote speakers Treasurer José Cisneros and Director of Housing and Opportunity Bevan Dufty, interviewed by Tides Legal Director Amanda Ketton. The night was opened with a riveting welcome from the Center's Executive Director Rebecca Rolfe, and also held inspiring words from Supervisor Scott Wiener, Visa's Rob Pritchard and Wells Fargo's Tracy Curtis.

Thank you to our sponsors

We are grateful to our key sponsors: Visa, Wells Fargo, Charles Schwab and Southwest Airlines, with Whole Foods providing meals throughout the week and Barefoot Wine & Bubbly ensuring an overflow of wine at the Kick-Off Mixer. We would also like to extend special thanks to *The Castro Courier* that ran a feature of Economic Empowerment Week, the Sisters of Perpetual Indulgence who supported the mixer and all of the amazing volunteers who supported our events!

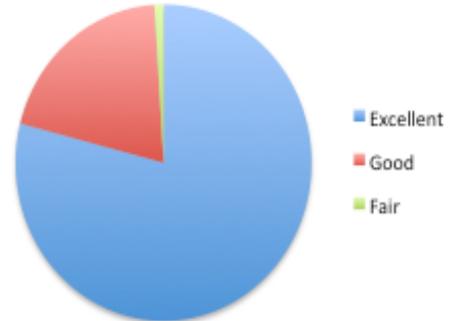


Participant Data



Our diverse community members had a strong showing in 2012. San Francisco's 18 events saw almost 600 participants, many of which were new to the Center and our programs. Overall, 79% of participants rated the workshops as "Excellent".

Workshop Ratings



Sexual Orientation

Gay	57%
Straight	20%
Lesbian	10%
Bisexual	7%
Queer	6%

Age

<24	11%
25-40	39%
41-55	36%
56	14%

Race

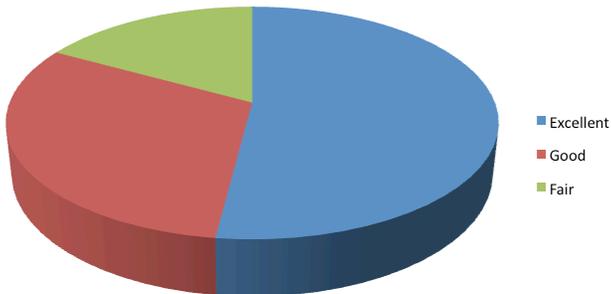
African American	10%
Asian	15%
Hispanic/Latino	8%
Pacific Islander	6%
White	61%

Economic Empowerment Week events

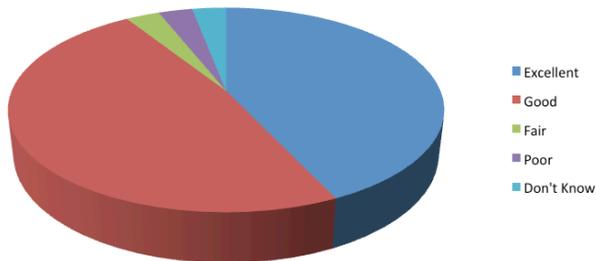
- ✓ Youth Resume Workshop Part 1
- ✓ Employer Panel of Hiring Experts
- ✓ Youth Meal Night & Financial Workshop
- ✓ Job Club
- ✓ Youth Resume Workshop Part 2
- ✓ Community Inspired! - Kickoff Mixer
- ✓ The Basics of Budgeting & Saving
- ✓ Employer Diversity Training Luncheon
- ✓ LGBT Career Fair
- ✓ Is Entrepreneurship Right for You?
- ✓ Managing Credit & Debt
- ✓ Tales of Finance in the City
- ✓ Lending Circles Orientation
- ✓ Tips & Tools for Seniors, Financial Health Panel
- ✓ Finance is a Family Affair
- ✓ The Nuts and Bolts of Buying a Home
- ✓ Affordable Housing Bus Tour
- ✓ Trans Tax Seminar

LGBT Career Fair: Participant Responses

To what degree would you say that this event helped you in your career networking and development?



How would you rate the diversity of employment opportunities presented?



Impact

The impact of Economic Empowerment Week sponsorships spans far beyond the week itself.

Your support helped LGBT and allied community members to shape a healthy financial foundation from which they will grow as they build their futures. Many became connected to our ongoing work in economic development, where we continue meeting with participants to connect them to opportunities, services and resources far beyond their initial point of service.

Throughout this week, we have connected with new participants who will continue to engage our programs:

***The Financial Services** program held financial education workshops, a Lending Circle Orientation and an Affordable Housing Tour during Economic Empowerment Week. Through attending these events, 65 new participants are expected to enroll in our ongoing services.

***The Employment Services** program held a career fair and

multiple workshops, both during Economic Empowerment Week and in the week preceding. Through attending these events, 100 new participants are projected to participate in additional Employment Services related programming.

***The Small Business Services** program offered 2 workshops during Economic Empowerment Week, and from this generated 7 new participants for ongoing services.



Small Business Support

“It gave me inspiration for what I might use to turn from a micro-business into a small business.”

- from *Tales of Finance in the City* workshop participant

Money Management & Credit

“Shannon did a wonderful job of making things feel attainable and doable, she's very knowledgeable.”

- from *Basics of Budgeting and Saving* workshop participant

“Very valuable tips for mindfully structuring debt planning purchases and being a responsible consumer.”

- from *Managing Credit & Debt* workshop participant

“Nothing in the world is as meaningful to me.”

- from *Trans Tax Seminar* participant

Career Fair

“I learned how to conduct myself and be prepared for the jobs offered by the many diverse employers”

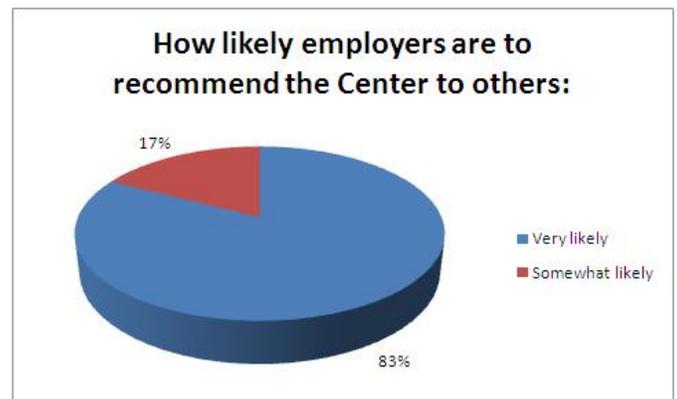
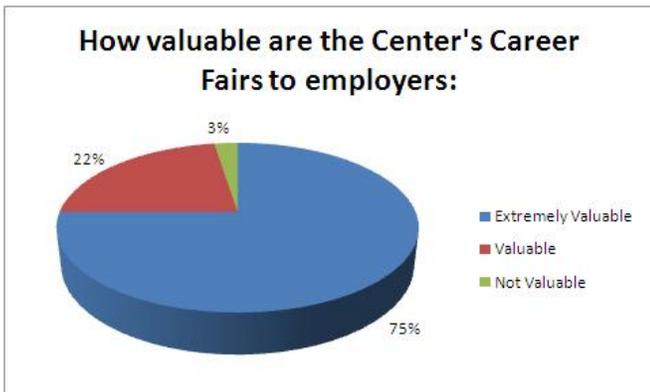
“There are companies who are open to hiring diverse staff. Yay!”

- from *Career Fair* participants



LGBT Career Fair: Employer Responses

One highlight of the week was the Center’s LGBT Career Fair, which included a Diversity Training and Luncheon for employers prior the main event. The main recruitment and professional networking event was attended by over 200 qualified applicants and featured over 30 employers. We received outstanding feedback from our employer partners. Please see a few highlights below:



The Center's signature LGBT Career Fair provides a professional forum for employers and job seekers to connect, network, and gauge employment opportunities. The Center produces ongoing employment services and events, which feature national companies committed to diversity recruitment. Here what they had to say:

"Networked with well informed candidates who had researched my organization and expressed a lot of knowledge and energy!"

"I enjoyed the professionalism of the staff and my ability to connect with qualified job seekers in the LGBT community."

"The diversity training was very helpful, especially the legal issues in the workplace. I learned a lot of information and suggestions that I can take back to my team."



Media

- Press release
 - ✚ Sent to 500 media outlets
 - ✚ Picked up in 243 outlets worldwide, including global outlets in India and Japan and a host of business journals in large markets nationwide from Los Angeles to Washington
 - ✚ Included on major web outlets Market Watch and Yahoo Politics
- Castro Courier feature story, October 2012 Issue
 - ✚ 16,000 distribution in the Castro/Noe Valley/Duboce triangle neighborhood
- Economic Empowerment Week Eventbrite Website
 - ✚ 3,984 page views during the week
- San Francisco LGBT Community Center Email Campaign
 - ✚ 7,823 email recipients
 - ✚ 1,264 opens
 - ✚ 8% click through rate
- San Francisco LGBT Community Center Facebook Page
 - ✚ 9,381 lifetime likes
 - ✚ 24,789 unique Economic Empowerment week post views
- Economic Empowerment Week Facebook Page
 - ✚ 724 unique post views
 - ✚ 104 lifetime likes
- San Francisco LGBT Community Center Website
 - ✚ 23,309 monthly views (9/29/12 – 10/29/12)
 - ✚ 4,370 unique visitors

