

# Subsidized Jobs: Program Spotlight



## NEW MOMS / BRIGHT ENDEAVORS



### ABOUT

Based in Chicago, Illinois, **New Moms** provides services and supports to young moms, primarily women of color, who are experiencing poverty or homelessness. New Moms' participants have the opportunity to engage in a workforce development program, which includes hands-on experience at their employment social enterprise, **Bright Endeavors**. Bright Endeavors offers the young moms a subsidized job, which provides **immediate wage-paid employment** making soy candles. Bright Endeavors' 16-week subsidized jobs program began in 2010 and pairs paid work and training in the workplace with integrated classroom learning and **ongoing career and personal support**. Upon graduation from New Moms, some participants go on to earn their GED or pursue other **post-secondary opportunities**, while others find **longer-term jobs** in the competitive labor market.

Each year, New Moms serves nearly 400 families and Bright Endeavors serves **75 to 90 moms**.

## ILLINOIS BY THE NUMBERS

### UNEMPLOYMENT & RACIAL AND GENDER DISPARITIES

- **9.5%** overall unemployment rate in 2020.
- **12.4%** and 12.7% unemployment rate among Black and Hispanic women, respectively, compared to 9.3% of white women in 2020.
- **44th** highest overall unemployment rate in the United States in July 2021.

### POVERTY & RACIAL AND GENDER DISPARITIES

- **11.5%** overall poverty rate (1,420,542 people) in 2020.
- **25.4%** and 15.7% poverty rate among Black and Latina women, respectively, compared to 12.6% of white women in 2019.
- **26%** poverty rate among female-headed households compared to 13% of male-headed households and 4% of married-couple households in 2017.
- **25th** highest overall poverty rate in the United States in 2020.

**Advances racial and economic justice and gender equity:** Young women of color, and especially mothers, are far more likely to experience economic hardship due to structural barriers to employment in addition to being undercompensated for their labor. By providing paid work experience, training, and learning opportunities, New Moms is opening doors to employment and economic opportunity for young women of color who need it most.

**Increases long-term employment success:** After completing the subsidized job program, participants are able to advance independently in their chosen career paths. Eighty-five percent of the moms find longer-term job placements after completing their subsidized job. Some of the young women go on to start their own businesses, applying the entrepreneurial skills they developed at New Moms.

**Benefits multiple generations:** The immediate earned income that the moms receive contributes to greater financial stability for their children and their extended families.

**Builds social capital and networks:** The program's cohort model facilitates meaningful connections between the moms. These social connections help improve the young women's mental health in the present and increase access to job opportunities in the future through their bigger social networks.

**Empowers young women of color in the workplace:** New Moms engages with participants to help them identify the strengths they bring to the workplace. The young moms also develop skills they need to advocate for themselves and other groups that disproportionately face marginalization and discrimination in the workplace. Conversations about the gender and racial wage gap, illegal labor and interview practices, and other discriminatory practices are commonplace in the program and help ensure that the participants can identify quality jobs.

## IMPACT



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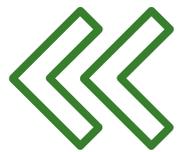


## NEW MOMS / BRIGHT ENDEAVORS



What can you do to support subsidized jobs?

We are asking that you support the inclusion of an **equity-centered national subsidized jobs program** in recovery legislation.



With robust support from Congress, subsidized jobs programs like New Moms' would be able to ensure that **more young women of color who are experiencing poverty or homelessness can connect to work** in Chicago and across the state of Illinois.

"This is a first job for many of our young moms, so we are able to lay the groundwork for what a work atmosphere looks like, while paying them for their work, which helps them succeed in the future."

- Gabrielle Caverl-McNeal, New Moms Director Workforce Development



Each year, New Moms receives many more applications to its subsidized jobs programs than they are able to accept and want to expand their program. Federal investments in subsidized jobs programs can make this happen and **open doors to economic opportunity for economically marginalized jobseekers** across the state.

**Investing in subsidized jobs means investing in your community and constituents.**