



Winter 2024 CE Week

Elevate & Expand: Strategic Operational Growth Planning

2.28.2024



About Women's Bean Project



WOMEN'S BEAN PROJECT®

- We are a Colorado 501(c)(3) non-profit social enterprise that supports women striving to create lasting change in their lives by establishing steppingstones to self-sufficiency.
- We believe all women have the power to transform their lives through employment. We envision a day when barriers to employment are eliminated, when employers hire based on talent and potential rather than background. We hope all women who want a second chance can come to the Bean Project and find the community, support and confidence needed to improve the future for themselves, their families and the community.
- Back in 1989, our founder, Jossy Eyre, was volunteering at a daytime women's shelter in Denver, CO. She realized that while the shelter kept the women safe, it could not help them make lasting changes in their lives. To help the women achieve independence and self-sufficiency, she needed to provide an opportunity to experience the dignity of work by learning how to get – and keep – a job. She invested \$500 of her own money and put two women to work; the start of the social enterprise we are today.
- Now our revenue is more than \$3M per year and our products are sold in nearly 1,000 stores nationwide, including King Soopers, Whole Foods, Safeway, and Meijer, as well as small specialty retailers. You can also shop our products online on our website, Amazon.com and a small growing number of other online sales portals.

Reflection

Start with the end in mind: Imagine yourself at a future date when you have achieved your operation expansion:

- What does it look like?
- How does it feel?
- How is your mission advanced?

Visionary & Strategic Planning



Strategic Planning

- Start with the end in mind
- Growth plan is strategic plan first
- Understand the impact of growth
 - Operational
 - Program
 - Financial

Get ready to sell the dream!



Key Indicators for Growth

Key Indicators of Readiness

- Untapped capacity
- Impact of constraints
 - Business decisions
 - Program capabilities
- Access to capital



Factors Influencing the Decision

Internal

- What is the why?
- If you build it...
- Change management

External

- Who wants you to grow?
- Effect on people served
- What support will you get?



Reflection

- What is it you would like to do but currently cannot?
- Are you responding to demand or ego?

Stakeholder Engagement

Stakeholder Input: People Served

- What are their needs (e.g., transportation access)
- What do they value
- What do they like/not like about the current space
- What would make the workspace seem welcoming



WOMEN'S
BEAN PROJECT®

400+

HORAS PAGADAS
DEDICADAS AL PROGRAMA

"El solo hecho de ver a las personas que se han recuperado de algo y continuar apareciendo por sí mismas todos los días trae magia a este lugar."

—Harrisa, Graduada de 2021

HOPE

In memory of
Carol Walker Ryan



Hope Room

Support → Stability → Success



Meeting Urgent Needs

During the onboarding process and throughout a participant's time in the program, urgent needs may arise. Our first focus is making sure those immediate needs are met, which may include:

- Shelter
- Food security
- Legal services
- Transportation
- Childcare
- Medical care
- Mental health care
- Substance use counseling



Trauma Resilience®

In 2022, Women's Bean Project launched a core program focused on trauma education, resilience, and skill building. Trauma Skills addresses both emotional and physical impacts of trauma to facilitate healing.

The events of the last few years have only increased the need for community support. We strive to meet every woman where she is, identify the barriers she faces, and work together to overcome them.

400+

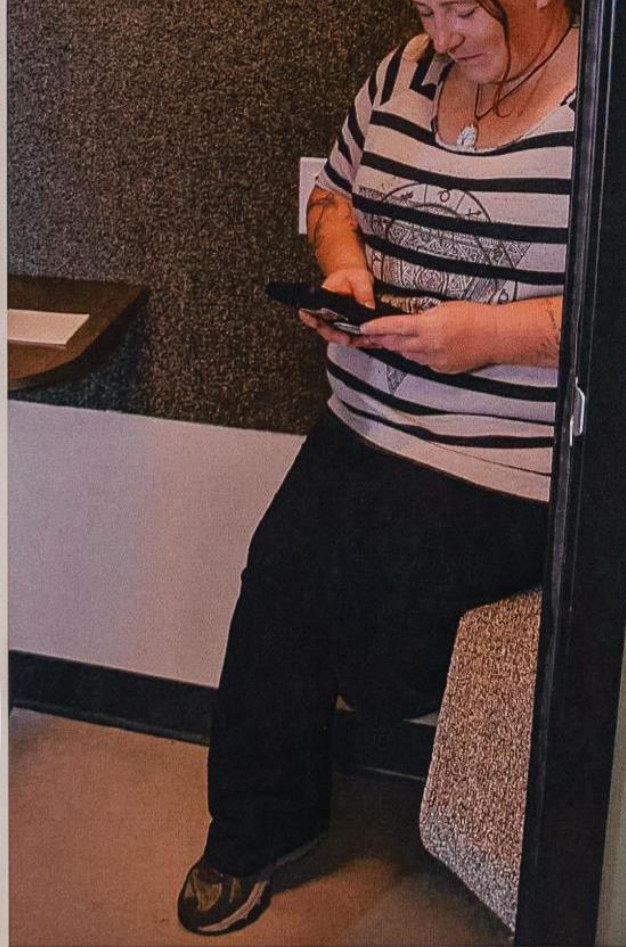
PAID HOURS SPENT IN
PROGRAMMING

"Just seeing people who have recovered from something continue to show up for themselves every day brings magic to this place."

—Harrisa, 2021 Graduate

Stakeholder Input: Staff

- What do you like/not like about the current space?
- What do you wish you had?
- What would make the workspace seem welcoming?
- How might a new space help you do your job better?



Private Phone Booths

Our phone booths allow participants to make personal phone calls, have Telehealth appointments, or simply take a moment to breathe.

Personal Lockers

As women arrive in the morning, they are able to store any personal items securely in their lockers. These lockers will also be a space for acknowledgement and celebration, where "shoutout magnets" will showcase their achievements.



*"I like the healthy work environment here -
how there is unity among the women and*



Stakeholder Input: Donors/Volunteers

- 58 interviews with key donors / 437 e-surveys
- Communicate growth plan
- Measured confidence in and support for:
 - Strategic plan for growth: 78%
 - Willingness to give: 87%
 - WBP positive perception: 100%
- Feedback about past message efficacy



Program Classes

- Dress for Success
- Financial Literacy
- Trauma & Resilience Skills
- Group Therapeutic Workshops
- Letter of Explanation Workshop
- Women's Empowerment Workshop
- Reproductive Healthcare & Education
- Cover Letter & Resume Writing Support

Workforce Development

Participants of our program receive guidance as they build skills in Planning & Scheduling, Teamwork, Communication, and Executive Skills

Financial Literacy

Participants are empowered to manage their own finances with classes in Budgeting, Credit Repair, Spending/Saving, and Risk Management



VOLUNTEER WITH US!

Do you love empowering women? Join us as a volunteer! Whether it's facilitating programs, serving as a job coach, working alongside our participants, or simply sharing your interests, your time as a volunteer makes a huge impact in the lives of the women we serve.



Stakeholder Input: Ongoing

- Quarterly reports to donors on progress
- Semi-weekly check-ins with staff with requests for input
 - Building location
 - Building lay out
 - Design choices
- Regular check-ins with program participants and requests for voting



Stakeholder Input: Ongoing

- Great Bean Clean Out
- Special requests
- Work area locations and furniture
- Visits to the building site



Wellness Room

A Space of Rest & Recovery™



Sponsored by Denver Angels

Vision

The Wellness Room provides participants and staff a safe space to: explore social, emotional, and spiritual connections; create new ideas and think critically; engage in physical activity to reduce stress; improve health; develop and share hobbies

- Wellness Recovery Action Planning
- Sobriety & Recovery Group
- Trauma-Informed Yoga
- Fitness Programs
- Grief Counseling
- Dental Exams
- Vision Exams



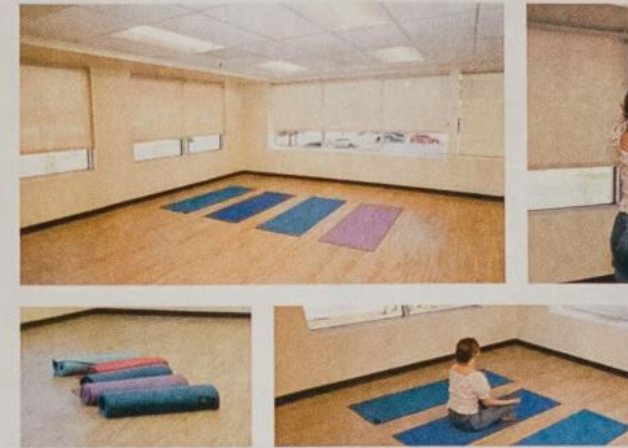
A HOLISTIC APPROACH

Wellness consists of eight dimensions: Physical, Emotional, Social, Occupational, Financial, Environmental, Spiritual, and Intellectual. At Women's Bean Project, we work to address each dimension so our program participants can find stability and long-lasting success.



Sala De Bienestar

Un espacio de descanso y recuperación



Patrocinado por

Nuestra Visión

La Sala de Bienestar proporciona a los participantes y al personal un espacio seguro para: explorar las conexiones sociales, emocionales y espirituales; crear nuevas ideas y pensar críticamente; realizar actividad física para reducir el estrés y mejorar la salud; desarrollar y compartir pasatiempos

- Planificación de acciones de bienestar
- Grupo de sobriedad y recuperación
- Yoga enfocado en trauma
- Programas de acondicionamiento físico
- Consejería de duelo
- Exámenes dentales
- Exámenes de la vista



UN ENFOQUE HOLÍSTICO

El Bienestar consiste en ocho dimensiones: física, emocional, social, ocupacional, financiera, ambiental, espiritual e intelectual. En el Proyecto de las Mujeres, nosotros trabajamos para direccionar cada dimensión para que los participantes puedan encontrar estabilidad y un duradero

Reflection

- Who are the stakeholders you wish to involve in your expansion efforts?
- What are 3 things you would like to learn from these stakeholders?

Investing in Operational Growth



Selling the Dream

- How does building advance mission
- Financial benefits from the new space
- How will we pay for operations



Funding the Dream

- Individual donors
- Foundations
- Corporate
- Bank bridge loan
- New Markets Tax Credits
- Gift recipient beware (strings attached)



Q&A

