

LEARN THE BASIS OF **POWERUP**



The PowerUp Program is a comprehensive workforce development initiative focused on empowering community members to secure sustainable careers and improve financial stability. The program offers personalized guidance, skill enhancement, job placement assistance, and various support services to help participants overcome barriers and achieve success.

KEY SERVICES:



- Job search assistance
- Resume building
- Online job applications
- Tuition and financial aid support
- Enrollment in educational programs
- Job coaching and emergency basic needs assistance

5 MAIN PURPOSE & GOALS

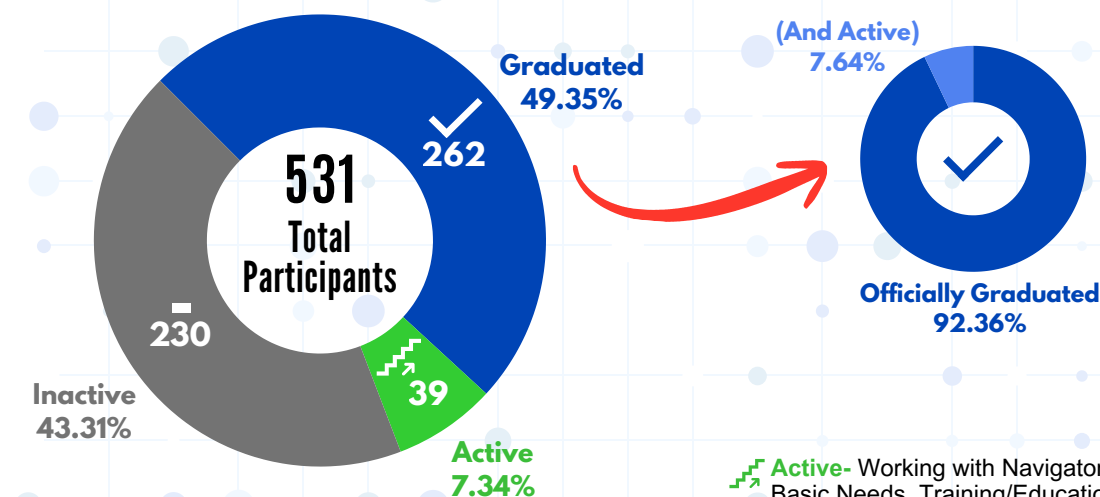
1. **Increase Financial Stability:** Provide guidance for creating upskilling career paths with clear, attainable goals.
2. **Improve Job Retention:** Offer support for job searching, applying, and securing positions aligned with participant goals.
3. **Increase Access to Education:** Facilitate access to training, certificates, and educational programs.
4. **Reduce Barriers to Success:** Assist clients in securing support services to help them stay on track.
5. **Access Existing Resources:** Help clients connect with existing resources available to them

PARTICIPANTS' SUCCESS!

The program has achieved significant milestones, including high job placement rates, successful training program completions, and substantial financial assistance for housing, tuition, and other essential needs.



14% increase in Graduates in 1 year with 107 more participants since July 2024



- **Inactive-** No longer enrolled in the program
 - Includes all the people the program connected at outreach events but became unresponsive after the first intake, people who couldn't commit to the program anymore, and/or do not fit the qualifications, etc., but are always welcome to come back

▲ **Active-** Working with Navigator(s) for connections to Basic Needs, Training/Education Guidance and/or Placement, and/or Job Search Guidance

- ✓ **Graduated-** Completed Training/Education, found a Sustainable and Better Job, or completed both program requirements
 - **(And Active)-** The number in the Graduated total that are continuing to work with a Navigator for further guidance, further education, and/or further employment search

WHO ARE THE PARTICIPANTS?

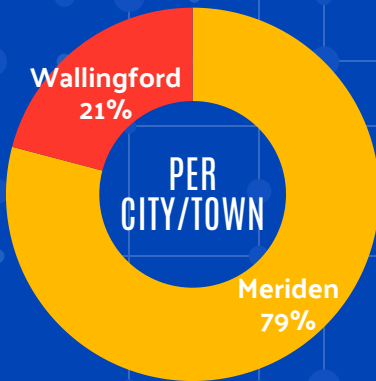
The following data is a collection of demographic information based off of the 531 program participants who joined during 2022-2025

The PowerUp Program serves individuals from all walks of life, particularly those living pay-check-to-pay-check. It partners with nonprofits serving at-risk youth, individuals, and people of all ages and ethnic backgrounds.



THE ONLY QUALIFICATION REQUIREMENTS

- ✓ **Be motivated**
- ✓ **Be a resident of Meriden or Wallingford**
- ✓ **Be at least 17 years old**



AGE GROUP

- BETWEEN 13 & 17
- BETWEEN 18 & 29
- BETWEEN 30 & 64
- 65 & OVER



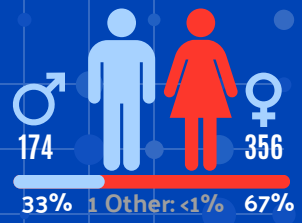
INCOME LEVEL

- Below Official Poverty — 58%
- At or near Poverty — 34%
- Middle Class — 8%

ETHNICITY

- Hispanic — 68%
- White — 16%
- Black — 14%
- Asian — <1%
- Other — 2%

GENDER

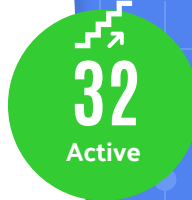
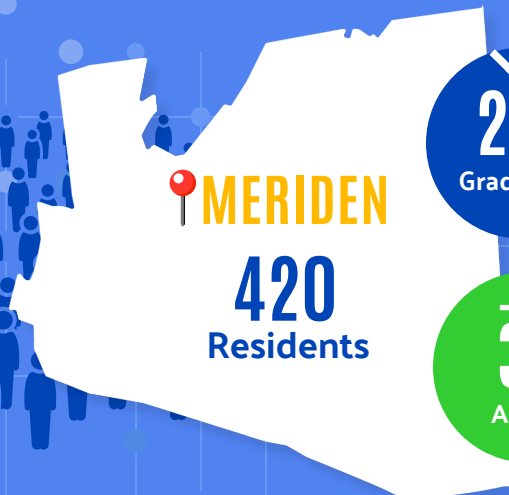
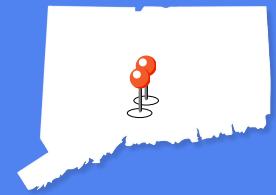


SUPPORT SERVICES PARTICIPANTS NEED

- **Rent/Housing:** Financial aid stabilized participants' living situations.
- **Basic Needs:** Support for food, clothing, and other essentials.
- **Tuition Assistance:** Scholarships and funding for educational expenses.
- **Transportation:** Bus passes, gas vouchers, and vehicle repairs to ensure commuting to work or school.
- **Childcare:** Support for participants attending work and training sessions.
- **Driver's Education:** Courses and funding for participants to obtain a driver's license.
- **Document Translation:** Assistance with job applications and enrollment processes.
- **Other Supports:** Additional services included technology literacy support, unemployment benefit assistance, mental health referrals, and afterschool enrichment programs.

DIVE INTO OUR CITY & TOWN

The following data reports how Meriden residents and Wallingford residents progressed through the program.



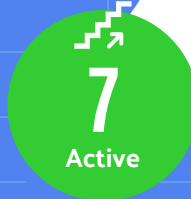
Employment — 132
Training/Education • 58
Both — 27



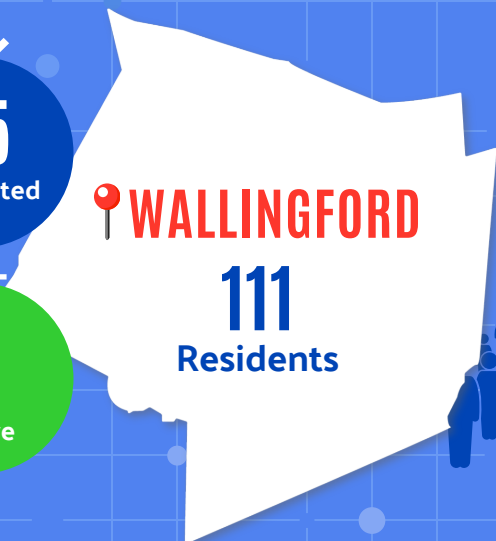
Employment — 8
Training/Education • 23
Both — n/a



Employment — 14
Training/Education • 23
Both — 8



Employment — 2
Training/Education • 4
Both — 1



PROGRAM OUTCOMES & PARTICIPANT IMPACT

- 531** clients received guidance and support to create upskilling career paths with clear, attainable goals.
- 181** clients secured jobs aligned with their goals and graduated from the program.
- 116** clients received assistance to enroll in and successfully complete an educational/training program.
- 262** clients secured jobs, completed educational/training programs, and achieved financial stability.
- 39** clients are actively working towards achieving their goals.

TESTIMONIALS

& SUCCESS STORIES



The following messages are directly from participants who are now financially stronger!

PowerUp has truly been a lifesaver for me during one of the darkest times of my life. As a victim of domestic violence, I was not only struggling financially but also being financially abused. Thanks to the support and assistance provided by PowerUp, I was able to secure child care for my children, maintain my employment, and move to a new home where we could live in safety and peace.

- The program not only helped me with basic needs for our new home but also provided clothing for my children, ensuring that they were taken care of during this difficult transition. With the help of PowerUp, I am now working on rebuilding my credit and creating a stable and happy life for myself and my children.

I am forever grateful for the support and resources that PowerUp has provided me during this challenging time.

Thanks to their assistance, my children now have a safe home and live in a secure environment where they can thrive! I cannot thank the program enough for all that they have done for me!

-ANONYMOUS

I cannot express enough how grateful I am for the PowerUp program and my [New Opportunities] Navigator. Before enrolling in the program, I was struggling to find stable employment and meet my basic needs. However, with the support and resources provided by PowerUp, I have been able to secure a steady job and improve my financial situation significantly. PowerUp not only helped me with education, but also with my job search strategies, resume building, essential skills training, and access to valuable networking opportunities.

Through their guidance and encouragement, I was able to land a job that not only meets my basic needs but also offers room for growth and advancement.

Thanks to the PowerUp program, I am now more confident, self-sufficient, and on a path towards long-term success. I am forever grateful for their support and would highly recommend their program to anyone in need of assistance with employment or basic needs. Thank you for changing my life for the better!

-S.W.



I am 20 years old and currently working as a Certified Nursing Assistant thanks to Women & Families Center through PowerUp.

I was introduced to PowerUp from John Johnson [Navigator] at WFC. He dedicated his time to explaining to me step by step how he was going to do such a thing.

I am a girl who loves challenges, with this program I was able to discover many qualities about myself that I never thought I would have had - helping, medical field, love, compassion, and generosity.

PowerUp helped me to earn a career that I never thought I would have. It fulfilled a dream and helped me make it a reality!

-A.G.



I joined PowerUp to become a Certified Nursing Assistant after my friend told me about her experience.

It is a great opportunity to have and has been a great experience. I'm so grateful and I feel so good doing this.

PowerUp helped me get a better paying job and improve my life! I'm recommending this program to those I know, thanks so much to everybody that is involved in this program.

-G.G.



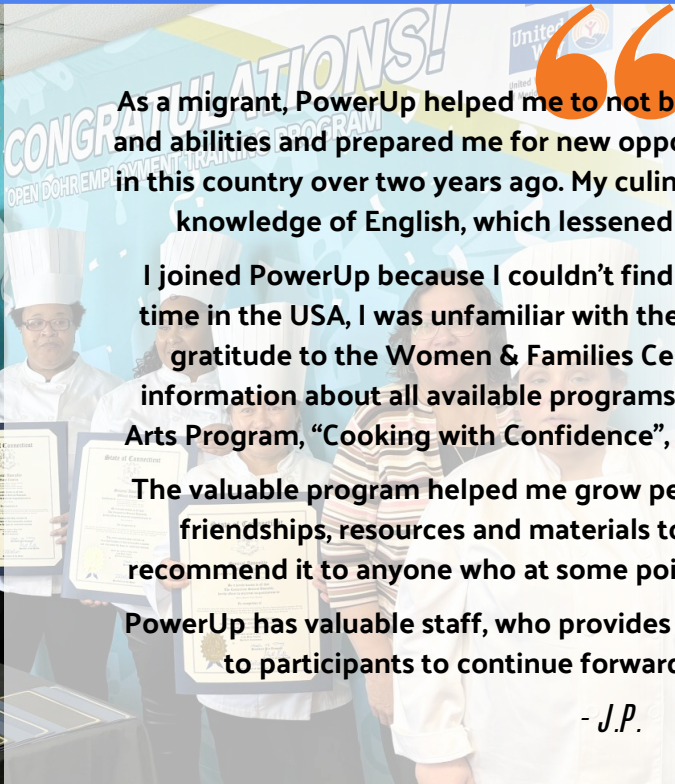


I was a struggling single mom working to cover most basic needs and it was never enough. I always seemed to be choosing what bill to pay and was always behind on rent seeking rental assistance. I wanted to go to school, however, I couldn't afford childcare. Thanks to PowerUp supporting me with childcare and education, I was able to graduate and increase my income by 50% . I am currently stable and continuing my education, thanks to the support I received.

PowerUp truly changed my life and I am forever grateful for their help. I am now able to provide a better life for my child and myself, and I am excited to see what the future holds for us.

Thank you, PowerUp, for believing in me and giving me the opportunity to succeed.

- M.S.



As a migrant, PowerUp helped me to not be afraid to discover my strengths and abilities and prepared me for new opportunities in this country. I arrived in this country over two years ago. My culinary skills were very basic, with no knowledge of English, which lessened my chances of finding a job.

I joined PowerUp because I couldn't find a job and with it being my first time in the USA, I was unfamiliar with the dynamics of the country. With gratitude to the Women & Families Center and PowerUp, I received information about all available programs. Then I enrolled in the Culinary Arts Program, "Cooking with Confidence", with instructor Chef Kashia Diaz.

The valuable program helped me grow personally, providing me with new friendships, resources and materials to develop new skills. I totally recommend it to anyone who at some point is afraid to explore new skills.

PowerUp has valuable staff, who provides confidence and encouragement to participants to continue forward without fear of success.

- J.P.



A homeless woman and domestic violence survivor was enrolled in a CDL program with childcare support. She secured stable housing and employment and continues to work with her Navigator.



A client, underemployed after being laid off, partnered with a PowerUp Navigator to revamp his resume and select a new career path. He secured a full-time position at a local manufacturing plant and has maintained employment for over six months, enjoying a higher income.



A client who struggled to complete high school during the pandemic received support from PowerUp to obtain his GED, complete a paid internship, and pursue a career in the food industry.



A single mother of three received assistance to secure employment, enroll in a business program, and obtain a laptop for online classes. She now has stable housing and employment.