

**THE
WOMEN'S
FUND**
of the Shasta
Regional Community
Foundation

A number of interested parties came together, as a result of the Women's Fund presentation, recognizing a need for a focus on the economic issues facing women in Shasta County.

Inspired by Roots of Our Health Conference

**“Promoting living wage
and self-sufficiency for
women in Shasta County
through employment and
entrepreneurship.”**

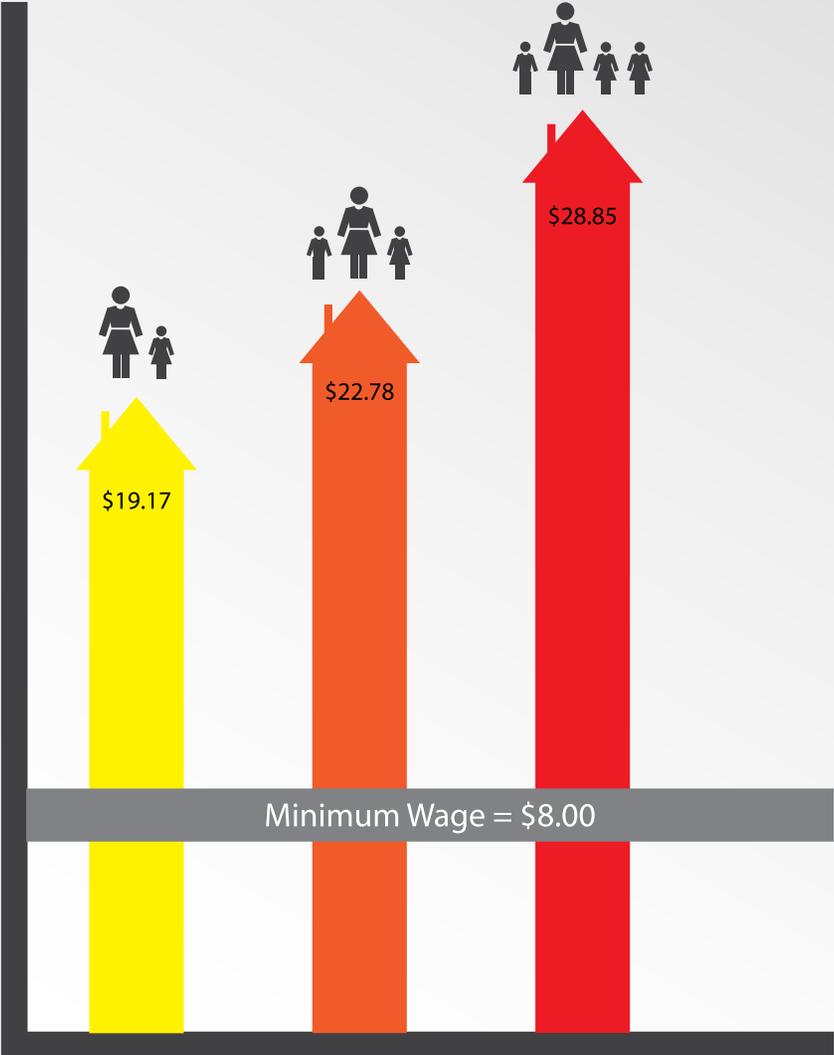
Moving Families Out of Poverty

Moving Women Into Success

Working
Strategies
for Women

Living Issue Facing Women in Shasta County

A wage level that allows the earner to afford shelter, food and the other necessities of life. That no more than 30% be spent on housing. That the earner has enough income for a satisfactory standard of living.



*MIT Living Wage Calculator <http://livingwage.mit.edu/>

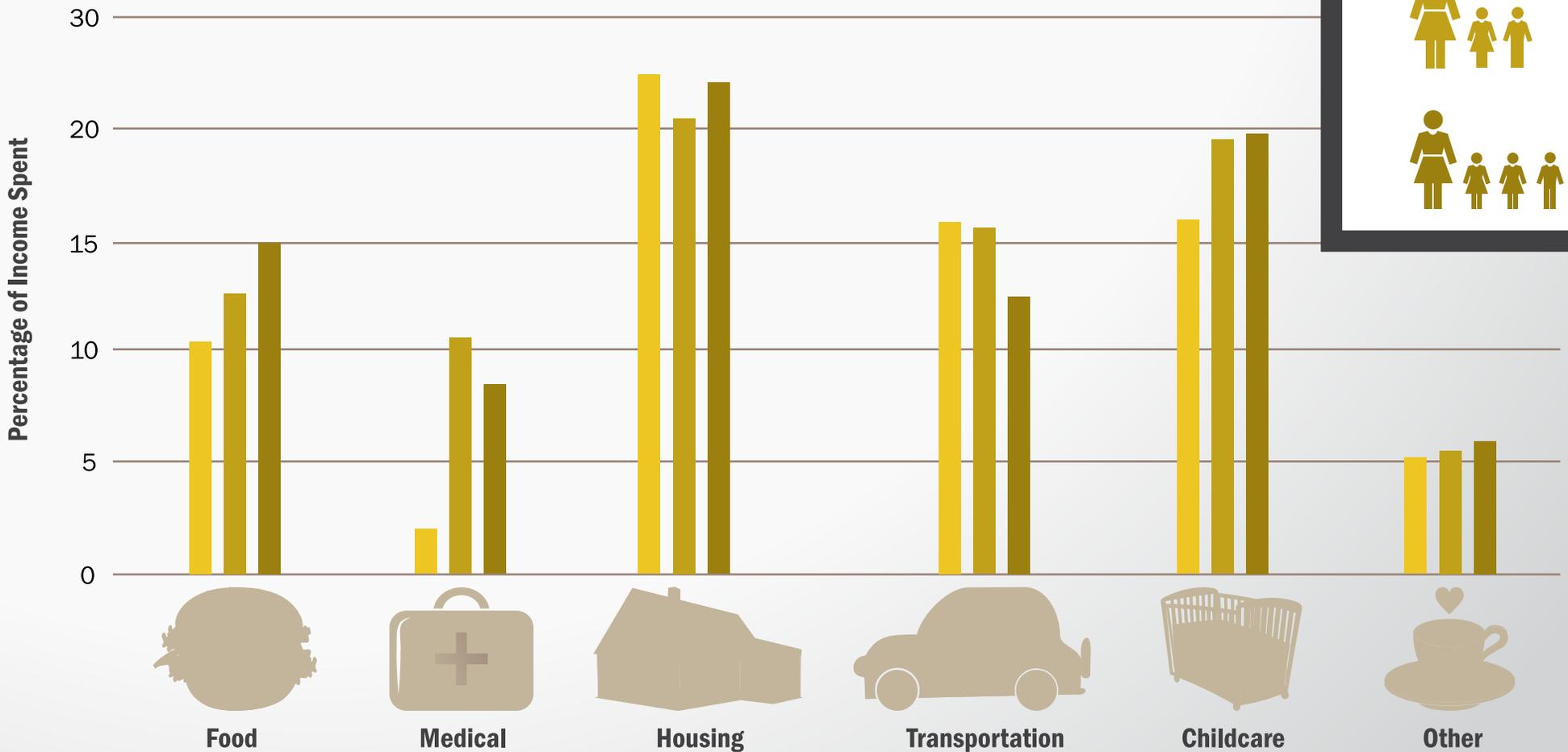
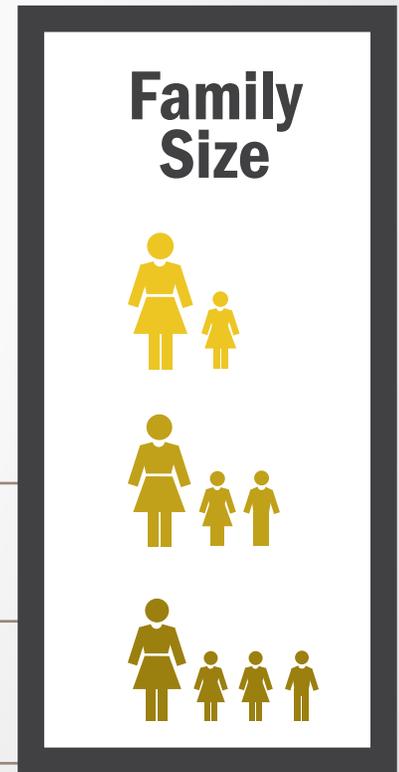
Women have a viable impact on the economic health of a community



Women who are head of household with children under the age of 18 spend an average of 65% of their total income within the communities where they live.

*does not include transportation or other which may be unrelated to local purchases

What are the impacts on a community when women have economic stability?



“To create a community where women have the knowledge, training, mentorship and networks which shall provide equal access to the employment or business ventures that lead to each woman’s own economic independence and financial stability.”



2 Key Pathways

To increase the opportunities for the women of Shasta County self-sufficiency and living wage through

Training and skill building
for job placement

Training and skill building
for entrepreneurship





On-line Entrepreneurship

Training and understanding of online business as a low cost entry into business ownership and global commerce. This type of business can support an existing brick & mortar or stand alone as a business.

Micro-Administration

Training and partnership with a corporation/organization sponsor for out-sourced tasks, including the potential for increased skills and higher wages with a flexible schedule. This type of work is sometimes called tele-commuting or out-sourcing of jobs.





To achieve the goals of Working Strategies for Women, the current proposed needs are:

A physical location which shall be the business incubator for WSW offering:

- Training & skill building classes
- Access to the necessary equipment and staff support
- Access to part-time childcare, possibly onsite
- Mentorship seminars
- **Networking events**
- Progress reports and performance assessments

Partnerships with Working Strategies for Women

WSW is seeking partnerships in support of its mission.

WSW is seeking a corporation or organization micro-task job capacity offering training with potential for out-sourced job placement or offering an out-sourced job agreement or contract at a living wage.

Viva Downtown has offered to partner with WSW by providing access to their board and membership for training and mentoring.

The United Way has offered to be the fiscal agent for WSW

Innovate North State is interested in supporting the efforts of WSW

The Small Business Development Center offers its resources to support women owned small business



HOW can you help?

Bring your skills
to the WSW by
offering to be a
mentor as a
seminar speaker

Bring your
network to the
WSW by offering
to connect us
with others who
can offer support

Donations to assist
in the training,
facilities, equipment
and other needs of
the WSW



www.facebook.com/WSWreeding



www.womenworkingstrategies.com



Donate with PayPal

Moving Families Out of Poverty
Moving Women Into Success

Working Strategies for Women

“That all women of Shasta County, who have the desire and commitment to do so, shall have the opportunity to learn the needed skills to achieve a living wage. That the community of Shasta County as a whole shall understand the requirements to meet the standards of living, that pay shall be commensurate with this standard and that families, children and the local economy shall benefit from this endeavor.”

