Work for Yourself@50+℠: Understanding the Program and Application Process

A Webinar with the Association for Enterprise Opportunity (AEO)

February 10, 2017
Webinar Agenda

• **Introductions** – Donna V.S. Ortega, AARP Foundation
• **Welcome** – Diane Cantello, The Hartford
• **History and Background** – Connie Evans, Association for Enterprise Opportunity (AEO)
• **Overview of Work for Yourself@50+**
  – Logic Model
  – Grantee expectations
  – Support from AARP Foundation
• **Application Process** – Stephanie Okpala, AARP Foundation
• **Comments/Questions** – Michael Petrick, AARP Foundation

**Please use the webinar chat function to send in your questions.**
About AARP Foundation

AARP Foundation serves vulnerable people 50+ by creating and advancing effective solutions that help them secure the essentials. Learn more at www.aarpfoundation.org.
About The Hartford

The Hartford is a leader in property and casualty insurance, group benefits and mutual funds. With more than 200 years of expertise, The Hartford is widely recognized for its service excellence, sustainability practices, trust and integrity. More information on the company and its financial performance is available at www.thehartford.com. Follow us on Twitter at www.twitter.com/TheHartford_PR.

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About the Association for Enterprise Opportunity (AEO)

The Association for Enterprise Opportunity (AEO) is the voice of innovation in microbusiness and microfinance in the United States. For 25 years, AEO and its more than 450 member/partner organizations have helped millions of entrepreneurs contribute to economic growth while supporting themselves, their families and their communities. AEO members and partners include a broad range of organizations that provide capital and services to assist underserved entrepreneurs in starting, stabilizing and expanding their businesses. Together, we are working to change the way that capital and services flow to underserved entrepreneurs so that they can create jobs and opportunities for all. Learn more about The Association for Enterprise Opportunity at www.aeoworks.org
AEO and AARP Foundation: A history of collaboration

- May 2012: Roundtable discussion on 50+ entrepreneurship at AEO National Conference
- September 2013: Commissioned joint research on current state of support and interest in serving 50+ entrepreneurs among microenterprise development organizations (MDOs)
- May 2014: Joint report out on findings at AEO National Conference, focus groups with MDO leaders, older adult entrepreneurs/potential entrepreneurs
Findings from Our Research

1. Perceptions of barriers
   ✓ Capital
   ✓ Confidence – fear and uncertainty
   ✓ Capacity - for growth and increasing profits

2. Comfort and sophistication with business
   ✓ Low awareness of new non-traditional business models such as sharing economy businesses (TaskRabbit, Airbnb, etc.)
   ✓ LMI Entrepreneurs thrive on in-person meetings and successful role models

3. Language needs to resonate
   ✓ Preferred terms: self-employment, generating extra income
   ✓ Least preferred terms: entrepreneurship, micro business, part-time freelance work

4. Marketing to LMI entrepreneurs 50+
   ✓ Common perception of how to reach LMI potential entrepreneurs 50+ is through word of mouth and providing networking opportunities that facilitates learning from other successful, older entrepreneurs
About Work for Yourself@50+

A new initiative that will help low income adults age 50+ to understand the pros and cons of self-employment and support them through the early steps to take that will encourage their success.
Informed by

• Formal research and surveys
• Multiple focus groups and discussions with older adult entrepreneurs, potential entrepreneurs, and MDO leaders

• AARP Foundation’s workforce development experience and knowledge of older vulnerable adults
AARP Foundation Logic Model Template
Work for Yourself@50+℠

Inputs
- Resources
  - Five Simple Steps to Get You Started Toolkit
  - Workshop
  - Program website
  - Grantee partners

Activities
- Grantee
  - Market the program
  - Develop referral network
  - Deliver workshops and make referrals

AARP FDN
- Client intake and materials fulfillment
- Develop program materials, and provide administrative and evaluative support
- Select grantees to implement program
- Onboard grantees, provide support and foster Community of Practice

Outputs
- Participation
  - 7,000 individuals utilize Toolkit
  - 1,500 individuals receive workshop training and referrals to local resources
  - 2,000 pre- and post-survey participants
  - 30 grantees partners across the country

Outcomes
- Short
  - LMI 50+ recognize and consider a diverse range of income-generation opportunities

- Medium
  - LMI 50+ build entrepreneurial confidence, capability, and connections, increasing awareness and use of local resources that can support successful income-generation

- Long
  - LMI 50+ successfully pursue a range of income-generation opportunities including self-employment, increasing their financial stability and strengthening their local communities

Assumptions – For low- and moderate-income (LMI) 50+, self-employment can fill the need to generate income when traditional opportunities for wage labor are scarce and the value of retirement savings has declined (or never existed). At the same time, those who want to consider entrepreneurship face unique hurdles, and many may not know where to connect with trustworthy resources to help them on their way.

Contextual Factors – Factors that could inhibit successful achievement of long-term outcomes include 1) volatile or recessive economic conditions that inhibit the demand or ease of developing new self-employment opportunities, and limit financial support networks and 2) changes in state or national regulations/policies that affect the type of work a self-employed individual may successfully engage in.
DESIRED OUTCOMES

SHORT-TERM

- LMI 50+ recognize and consider a diverse range of income-generation opportunities
- LMI 50+ increase understanding of opportunities for entrepreneurship and income-generation through self-employment

MEDIUM-TERM

- LMI 50+ build entrepreneurial confidence, capability, and connections, increasing awareness and use of local resources that can support successful income-generation
- Workforce programs recognize and support non-traditional employment activities that generate income
- Entrepreneurship field builds capacity to effectively serve LMI 50+

LONG-TERM

- LMI 50+ successfully pursue a range of income-generation opportunities including self-employment, increasing their financial stability and strengthening their local communities
- Partnerships and linkages between microbusiness development organizations and workforce programs are created or strengthened and focused on the needs of LMI 50+
HOW WE’LL ACCOMPLISH THIS

Grantee

- Five Simple Steps to Get You Started Toolkit
  - Workshop
  - Program website
  - Grantee partners

Market the program
- Develop referral network
- Deliver workshops and make referrals

AARP FDN

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Work for Yourself@50+ Offerings

• *Five Simple Steps to Get You Started* Toolkit
  – Free publication with worksheets, checklists, resources, and tailored information

• [www.aarpfoundation.org/workforyourself](http://www.aarpfoundation.org/workforyourself) website
  – Regularly updated content and first-person blogs, links to resources, and success stories

• Local community workshop
  – Delivered by grantee partners, provides in-person content delivery, development of local cohort, and connections with local resources
  – Download a copy of the PPT presentation from the [grants application page](http://grantsapplicationpage) (registration required)
Results from Round 1 Grants

• 17 grantees in Round 1
• 807 people served through 1/31/2017
  – 369 participants in 32 workshops
    • 68% were women
    • 64% were 50+ with <$40K income
    • 47% were from multicultural communities

• Meet Michele:
  Online/video blogger and “shape-shifting jobseeker”
Expectations of grantees

• Conduct **local outreach and marketing**
• Schedule, publicize, and **host at least three small group workshops** serving a total of at least 50 participants
• **Identify, refer, and connect workshop participants** to at least two local services and programs that can help them achieve their self-identified employment and income generation goals
• **Report on attendance, referrals and connections** made for participants. Support development of a program story bank. Solicit feedback from participants.
• Regularly **participate in “Community of Practice”** with other grantees to share and respond to challenges, successes, and opportunities in delivering the program
• Participate in **virtual onboarding training** to be conducted in the first two weeks of May 2017

AARP Foundation®
Support from AARP Foundation

- **8-month grants** in the amount of $10,000 - $20,000
- Client intake and workshop registration through *Work For Yourself@50+* toll-free number (1-888-339-5617) connected to AARP Foundation Call Center
- **Database management and regular communications** with registered participants to encourage and support program engagement
- **Regular report generation** on participants, program outcomes, and grantee partner progress for use in program implementation, or to supplement grantee communications and fundraising efforts.
- **Toolkit publication, PowerPoint presentation and facilitator notes** for the workshop
- **Technical assistance** and webinar training for workshop facilitators, programmatic templates, and reporting forms
- **Connections to other relevant AARP Foundation programs** that can support participant success.
- Access to the **Community of Practice**
Marketing Supports

- **Program promotion:** Through the AARP Foundation network and marketing channels
- **Earned media:** Press release templates regarding collaborations with new workshop providers, to be distributed locally
- **Marketing collateral:** Templates for flyers to promote workshops to consumers
- **Marketing language and content guidelines**
- **Connections with AARP State offices**
The Grant Application Process

- Review the RFA in its entirety (PDF attached)
- Review the list of FAQs (updated regularly on the RFA site)
- Create an account on the AARP Foundation Grants Application System
- Review the Work for Yourself@50+ program materials
- Submit your completed application by **11:59 p.m. ET on March 17**, including:
  - Documentation of tax status
  - 2 LOAs or MOUs from local support organizations
- Clarification period – March 17 – April 7
- Grantees notified – May 5
Questions and Answers

• Send in your questions now using the webinar chat function
• Or email AARP_Foundation_Grants@aarp.org after this webinar

Thank you for joining us today. A recording of this webinar will be available shortly on the RFA website.