

YWCA IS ON A MISSION

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For Immediate Release

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YWCA Southeast Wisconsin Receives Grant from Google.org to Empower Women and Underserved Americans

MILWAUKEE, Wis., July 14, 2020 – YWCA Southeast Wisconsin (SEW) has received a grant to develop and implement additional workforce readiness training as part of its economic empowerment programming. As part of Google.org's \$5 million-dollar commitment to YWCA USA, YWCA SEW will be a member of the inaugural cohort of grantees at 12 local YWCA associations in eight states using the grant to improve job training programs and increase access to digital skills for women and underserved community members.

"Providing pathways for women to receive the necessary workforce training and digital skills to access competitive jobs in the digital economy is more important now than ever," **said Jacquelline Fuller, President of Google.org**. "We are proud to stand with the YWCA USA's mission to eliminate racism and empower women."

As part of YWCA SEW's ongoing mission to eliminate racism and empower women, its economic empowerment programs focus on key obstacles faced by women seeking to improve their lives and those of their families. YWCA SEW's fulfills this mission with a complementary focus on both empowering the individual and dismantling the social biases that burden communities.

The digital skills training will be available a la carte or coupled with wrap-around and barrier-reduction services such as personal financial management and job readiness coaching, professional image guidance and adult education to assure each participant's road to success. "YWCA SEW views this grant as a critical investment in the rebuilding of our local economy that has been devastated through COVID-19. By bringing resources into the homes of the women and families we serve, we're supporting improved educational options for a more just and equitable Southeast Wisconsin," **said Jennifer de Montmollin, chief program officer, YWCA Southeast Wisconsin**. "We are confident that this new partnership will help mobilize community members who look to our organization for support in building their economic futures."

"YWCA is thrilled to partner with Google.org as we work to create innovative approaches to workforce development and forge new ways to bring the future of work and skills development to women and communities of color across the country," **said Alejandra Y. Castillo, CEO, YWCA USA**.

More about Google's grants to support America's economic recovery can be found here:
<https://www.foxbusiness.com/technology/google-digital-jobs-program-tech-training>

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About YWCA Southeast Wisconsin

With a bold mission to eliminate racism and empower women, YWCA SEW's work has three focus areas shared by YWCAs nationwide: racial justice, economic empowerment, and health/safety of women and their families. Serving 10,000+ individuals annually, YWCA SEW equips and challenges our community to commit itself to peace, justice, freedom and dignity for all. Through its distinctive economic empowerment program services, as well as leadership racial justice work through community and business engagement, YWCA SEW is focused on building a more just and equitable community throughout the region. To learn more about our programming, visit www.ywcasew.org.

About Google.org

Google.org, Google's philanthropy, supports nonprofits that address humanitarian issues and apply scalable, data-driven innovation to solving the world's biggest challenges. We accelerate their progress by connecting them with a unique blend of support that includes funding, products, and technical expertise from Google volunteers. We engage with these believers-turned-doers who make a significant impact on the communities they represent, and whose work has the potential to produce meaningful change. We want a world that works for everyone—and we believe technology and innovation can move the needle in four key areas: education, economic opportunity, inclusion and crisis response.

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