

# NCWORKS COMMISSION

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## Spotlight on Local Innovation Webinar: Hope Renovations

May 18, 2021

A proud partner of the American  Job Center network



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# Webinar Instructions

**Welcome**

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**Jade Manley**  
**Local Innovation Committee**  
**NCWorks Commission**

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# Hope Renovations

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**Nora Spencer, Founder/CEO**  
**Hope Renovations**

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hope

RENOVATIONS

BUILDING FUTURES. TRANSFORMING LIVES





## Our Mission

We inspire hope in women and older adults for a joyful and fulfilling future.

We do this by empowering women to pursue living-wage careers in the construction trades via our hands-on training program, and by helping older adults stay in their homes as they age by providing repairs and renovations.

# Our program tackles three major challenges by bringing these stakeholders together.



## UNDEREMPLOYED WOMEN

Our program prepares underemployed women for trades jobs, increasing their earning power and their ability to support their families.



## OLDER ADULTS

Our crews and trainees carry out home repairs and renovations for seniors who are aging-in-place, regardless of income.



## TRADES EMPLOYERS

Our efforts help fill a critical workforce shortage, prepare a new generation of tradeswomen, and lessen the gender gap in the trades

# women + trades

THE TIME IS NOW

28%

of North Carolina women work in low-wage jobs

\$9.06

is their average hourly wage

1/2

of these women are their family's primary breadwinner

60%

of NC's COVID-19 job losses have been women's

2%

of NC's coronavirus unemployment claims are from the construction sector

4%

of construction trades workers in NC are women – the same since the 1970s

97¢

is the amount of a man's dollar that women earn in the trades – the SMALLEST gender pay gap of ANY industry in the US





# KNOW-HOW GETS THE JOB

Our trainees receive Department of Labor-recognized training via the Home Builders Institute's (PACT) Pre-Apprenticeship Certificate Training curriculum. Trainees learn safety, trades math, and gain core skills in:

- CARPENTRY
- ELECTRICAL
- PLUMBING
- PAINTING, FINISHING, TILING
- LANDSCAPING
- HVAC

Graduates receive THREE credentials:

- HBI PACT Building Construction Technologies Certificate
- OSHA 10 Safety Certification
- American Red Cross Heartsaver First Aid/CPR Certification



# EXCELLENCE LANDS THE CAREER

We're not just teaching job skills – we're helping women build their soft skills, life skills and career skills so they can set themselves apart from the crowd.

Our unique program offers coaching and workshops in:

## JOB READINESS

- Professionalism
- Customer service
- Teamwork
- Resume writing
- Interview skills
- Networking

## PERSONAL SUCCESS

- Conflict resolution
- Effective communication
- Critical thinking
- Problem solving
- Personal finance
- Work-life balance

# A VIEW FROM THE FIELD

Research tells us that getting more women into the trades isn't just about teaching them the skills. It's about helping them build the confidence they need to tackle working in a male-dominated industry.

That's why we connect our trainees with guest speakers who can give them an authentic view of women's challenges and opportunities in the trades. These guests include local tradeswomen, female builders and industry leaders, business owners, and HR experts in employment rights and harassment.

# SUCCESS = SUPPORT

NO ONE GOES IT ALONE.

Our social work roots give us a deep understanding of the profound challenges that underemployed women often deal with. Whether housing, childcare, transportation, financial, or health, these persistent barriers confine women to a cycle of low-wage employment – despite their ambition and ability.

In addition to offering completely free training and a stipend to those who qualify, we provide case management, referrals to social supports, and ensure trainees are taking advantage of resources they will need to fully engage and build their careers.





## MAKING A DIFFERENCE

95% of older adults want to stay in their own homes as they age. That's where we come in. Our all-female crew works to preserve the homes of older adults who are aging-in-place. All work is done on a sliding scale.

## BRINGING IT FULL CIRCLE

Best of all, our trainees have opportunities to work hand-in-hand with our crew, learning valuable skills on-the-job while helping seniors in their communities.



# FROM TRAINEE TO TRADESWOMAN



## MOVING FORWARD FEARLESSLY

A training program is only as good as its outcomes. So we are fiercely focused on helping our trainees achieve one of these three career-launching goals:

- Trades employment/entrepreneurship
- Trades apprenticeships
- Continuing trades education

We collaborate with employers in the industry and local community colleges to connect trainees with opportunities once they graduate.

# Not too shabby for a global pandemic...

## GRADUATES

- 3 cohorts
- 19 graduates
- 100% completion



## JOBS

- 10 into trades jobs with 9 different employers making \$15/hr+
- 3 into entrepreneurship
- 3 into Hope internships



## EDUCATION

- 6 enrolled into community college
- 1 enrolling in Registered Apprenticeship



## LIFE

- 95% report greater personal confidence
- 95% report increased oppty for career growth
- 1 onto Hope Board





# COHORT 1 - Martrisha

## **Why construction?**

“I am now at a point in my life where I'm between careers (unemployed/freelancing) and would love the opportunity to explore construction trade careers while developing marketable skills.”

## **Where is she now?**

Owner/Operator – Homeowners Project Installers  
Hillsborough, NC







## COHORT 2 - Kate

### **Why Hope Renovations?**

“I am tired of working dead-end jobs with no fulfillment. I want to instead put in the time to build a more sustainable life for myself in something I am truly passionate about.”

### **Where is she now?**

Construction Team Member - Hope Renovations  
Carrboro, NC



# COHORT 3 – Yesenia

## Why Hope Renovations?

“I’m currently enrolled in the Electrical Systems Technology program at Durham tech and I’m ready to start getting as much hands-on experience as I can and become a strong job candidate.”

## Where is she now?

Electrical Apprentice- Rudy Hawkins Electrical  
Durham, NC





# IMPACTFUL COLLABORATION

## Our Funders and Partners

- **NC Department of Commerce**
- **Regional Partnership Workforce Development Board**
- **NC Works**
- **Lowe's Companies, Inc.**
- **Carol Woods**
- **Fitch Lumber**
- **Carolinas Associated General Contractors (CAGC)**
- **Meldrum Foundation**
- **Duke Energy**
- **Orange Co. Economic Development**
- **Southern Energy Management**
- **Oak Foundation**
- **Garman Homes**
- **Wilkinson Plumbing**
- **Bold Construction**
- **Buildsense**
- **Chapel Hill Sunrise Rotary**
- **Haven Ventures**
- **J Fuller Homes**
- **J. Hoffman Studio**
- **Move Over Bob**
- **PDI Drywall**
- **Smith, Currie & Hancock LLP**
- **Town of Carrboro**
- **Professional Women in Building**
- **Leo Gaev Metalworks**
- **Delta Sigma Theta**
- **Nat'l Assoc. of Women in Construction**

# OUR VISION FOR CHANGE

## Year 1

- ✓ • Launch first cohort
- ✓ • Launch Aging-in-Place work
- ✓ • Train and place three cohorts of women
- Complete 25 construction jobs

## Year 2

- Expand programs to entire NC Triangle region
- Regularly host women's DIY workshops
- Scale program to include evening instruction
- Complete 50+

## Year 3

- Expand training program to other region(s) in NC
- Scale construction program outside of Triangle
- Recognized leader in preparing job-ready tradeswomen

## Year 5

- Expand programs outside of North Carolina
- Recognized leader in the women's trades movement
- Recognized leader in Aging-in-Place construction services



BUILDING FUTURES. TRANSFORMING LIVES.

***THANK YOU FOR YOUR SUPPORT!***

[hoperenovations.org](http://hoperenovations.org)



**Questions?**

# Closing Remarks

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## Olalah Njenga, Chair Local Innovation Committee NCWorks Commission

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