

# ONE YEAR LATER.....

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An overview of what we've accomplished  
during our pilot project's first year  
of operation:    May 1976 - April 1977

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**OVERVIEW OF THE CENTER'S**

**FIRST YEAR**

**May 1976 - April, 1977**

Inasmuch as the DISPLACED HOMEMAKERS CENTER is the first of its kind in the nation, its programming has had to be both flexible and innovative so as to develop effective methods of helping displaced homemakers. With no other programs for displaced homemakers in existence, there were no precedents, no examples to be followed.

The thrust of this pilot project has been to test the success of programs especially designed for the older woman who has been "displaced" from her role as a homemaker for her family because of widowhood or divorce or separation or because she is no longer eligible for AFDC. Due to the experimental nature of this project, various kinds of programs had to be confined to limited numbers of women in order to test their validity before offering them to larger numbers of displaced homemakers.

The law that provided funding for this pilot project is both comprehensive and specific. Everything that the drafters of the legislation could envision for such a center was written into the California Displaced Homemakers Act so that there would be no constraints on the implementation of whatever services might be deemed necessary. It was never the intent of the lawmakers to mandate immediate and full provision of each and every service mentioned in the Act. Nor was it the intent of the drafters of this legislation to expect that a new, pilot program with a budget of only \$90,000 a year and a time limit of only 21 months would be able to not only develop but also provide job training and job placement assistance for large numbers of women as well as implementing a wide range of services such as a Well-Woman Health Clinic, health

care education, alcohol and drug abuse programs, money management courses, educational programs and individual assistance in matters relating to Supplemental Security Income, Social Security, Veterans Administration Benefits, Food stamps, Unemployment Insurance, Welfare, and Medi-Cal.

Such a law would be impossible for any organization to fulfill.

The Center has, however, succeeded in designing all of its programs and services to meet the overall goals of the law which are "to provide counseling, specified job training programs, assistance in finding employment, and programs to make the displaced homemaker gainfully employed, healthy and independent." All of these goals are currently a part of the actual working operation of the Center.

#### ACCOMPLISHMENTS TO DATE

What the Center has been able to do in the first 12 months of its existence has been viewed by some as "a minor miracle".

- \*\* It was able to generate no-interest loans to get the program started. Unlike other State-funded programs, no initial start-up funding was available.
- \*\* It found a favorable, low-rent site on the Mills College campus that is within easy access of public transportation.

\*\* It recruited a small staff of capable, dedicated people willing to work at salaries lower than those offered for similar work in the present job market as well as professionals willing to work part-time without any monetary compensation. Every member of the staff has outstanding qualifications in her particular area of responsibility -- even those who come from the ranks of the displaced homemaker and have, through specialized training, upgraded their professional status.

\*\* It developed and implemented job training programs specifically geared to the mature woman and succeeded in placing women so quickly that the second group of trainees were enrolled three months ahead of schedule.

\*\* It provided supportive services to the wider community of displaced homemakers, such as: individual counseling, information-and-referral, and workshops in:

- Skills assessment
- Assertiveness training
- Job focus
- Resume writing
- Money management
- Public assistance programs
- Health care and aging
- Widowhood
- Marital dissolution

- Self-employment
- Volunteerism as a career ladder
- Stress in mid-life

- \*\* It was able to assist over 1,000 women in its first year of its operation.
- \*\* It recruited 31 outstanding community leaders for its Advisory Board.
- \*\* It developed on-going working relationships with existing local public agencies such as the Departments of Health, Vocational Education, Rehabilitation, Social Services; the Employment Development Department; the Area Agency on Aging; the City of Oakland's Adult Education Department; and both educational institutions and community organizations.
- \*\* It initiated state-level interaction with appropriate state agencies which are now acting as an important resource in the development of new job opportunities for displaced homemakers.
- \*\* It sponsored a county-wide "Survival Conference" to acquaint older women with the many public assistance programs available which could be used as a stop-gap measure until they become self-sufficient. The directors and/or representatives of the following public-funded programs participated as panelists and workshop leaders: CETA, EDD,

Food Stamps, AFDC, General Assistance, Department of Veterans Affairs and Department of Rehabilitation.

- \*\* Through its in-take process, it developed a means of documenting and assessing the needs of displaced homemakers and furnishes material for an in-depth profile of Center participants. This information provides statistical data for more effective programs as well as guidelines for the design of added projects.
- \*\* It established a job resource file which is open and available to every woman who enters the Center.
- \*\* It fulfilled its mandate to provide trainees with multiphasic examinations as well as professional assistance when referrals to further health care when indicated -- at no cost to the Center.
- \*\* It procured a continuing allocation of scholarships from the University of California's Extension Department for displaced homemakers who need educational courses to supplement their job training programs.
- \*\* It initiated two research projects, the results of which will expand the training and placement potential of displaced homemakers. These projects are:
  1. an evaluation of the CETA manpower programs in Alameda County

2. the development of a proposal to the State Department of Vocational Education for training older women in non-traditional work.

- \*\* It created a unique volunteer "contract" project which validates volunteer work as recent job experience and provides supervision work performed so as to upgrade skills.
- \*\* It designed a special job readiness training method for older women which can be easily replicated by other communities wishing to establish centers or programs for displaced homemakers.
- \*\* It created new types of jobs for older women by assessing the needs of the community, promoting cooperative agreements between existing community organizations and the Center, and then assisting in the development of funding for these newly created positions when necessary.
- \*\* It established contact with 82 minority organizations, spearheaded the formation of the County's first coalition of minority legal service programs and has been offered training opportunities for displaced homemakers by 3 minority organizations.
- \*\* It has coordinated resources with existing community organizations, educational institutions, public agencies and private employers such as:



- Centro Legal de la Raza
- Social Services Bureau of the East Bay
- National Paralegal Institute
- City of Oakland's Department of Adult Education
- Canada College
- Mills College
- Employment Development Department
- Department of Rehabilitation
- Comprehensive Health Care Services
- Alameda County Health Care Agency
- Kelly Services
- University of California's Extension Department
- Alameda County Commission on the Status of Women
- Commission on Aging of Alameda County
- Advocates for Women

- \*\* It has received recognition in the community as a strong link in extended social services and is now considered a valid referral site by public agencies and community service programs.
- \*\* It has generated \$22,600 of in-kind support from professionals, public agencies, educational institutions and community groups.
- \*\* It has succeeded in raising \$31,500 from individuals, corporations, foundations, churches and the federal ACTION agency to subsidize

the difference between the projected cost of the program and the amount awarded by the State of California.

- \*\* Its successful track record and innovative program has attracted the attention of all aspects of the media, both local and national, with the result that inquiries and on-site visits now come from public officials, church headquarters and women's organizations in other parts of the nation.

#### SPECIAL PROJECTS

The Center has pioneered and demonstrated training and placement assistance on a pilot basis. Our approach has been to build on those life-learned skills of a homemaker which could be most easily transferred to immediate paid employment. The first such projects were:

1. Homemaker Chore Program. In conjunction with a profit-making company, Comprehensive Health Care Services, a special program was designed which offered entry-level job training by this company and job readiness preparation by the Center. This company was chosen to work with the Center because it offered slightly higher pay for entry-level work than is extant in the county, and because it was willing to develop job ladders for upward mobility in the area of health care. Any woman going through this program is guaranteed placement.
2. Paralegal Services for the Elderly. This cooperative venture with

the Social Services Bureau of the East Bay provided the first paralegal program in Alameda County that was specifically geared to legal problems of the elderly. The Center provided the job readiness training, arranged to have the National Paralegal Institute conduct the specialized paralegal training with costs assumed by the State Department on Aging, and then persuaded the Social Services Bureau to add a Legal Assistance Project for the Elderly to its wide range of services for senior citizens. This added project allowed displaced homemaker trainees to acquire on-the-job experience leading to employment.

This type of paralegal training will be continued in the coming year for displaced homemakers by means of a cooperative agreement with Canada College which has contracted the services of the National Paralegal Institute for the special training required. Canada College will also provide monthly stipends for these women and will offer them both accreditation and college credits. The Center's role will be to offer job readiness support and to find on-the-job experience for these trainees.

3. Kelly Services Program. This program was designed to combine job readiness with updating of clerical skills for women who had some kinds of experience in this field at some point in their lives. The program allows women to re-enter the business world on a part-time basis and at their level of proficiency. At the same time, it will help them to develop additional skills to expand their job opportunities as well as regain their self-confidence.

4. Volunteer Contract Project. Even though some women who come to the Center are job-ready and have received training at some other program or school, they are still at a disadvantage in today's job market because of their age and the fact that employers usually demand "recent job experience". It is through the creation of a unique volunteer "contract", initiated at the Center and funded by the federal ACTION agency, that job-ready women can acquire this recent job experience in community organizations or agencies where volunteers are needed. By means of a mutually agreeable "contract", the volunteer can specify the kind of work she would like to do, and the amount of time she can devote to this work. While on-the-job as a volunteer, she receives supervision, evaluation of the work performed and the necessary references when later applying for paid employment.

The value to the contracting agency or organization is that this method assures them of reliable assistance for stipulated lengths of time as well as commitment and dedication.

The volunteer "contract" concept is not only becoming the keystone of the Center's on-the-job training component, it has also caught the interest of many churches, women's groups and national organizations that traditionally depend on volunteer help to extend their budgets.

#### LIMITATIONS OF THE CENTER

The difficulties that displaced homemakers face in a period of widespread unemployment, when skilled experienced workers and young people are out of work, must be kept in mind. It must also be remembered

that the Center is a pilot program. It cannot, and should not, be viewed as just another job training program and then compared with long-established manpower programs which have million dollar budgets.

What the Center can and cannot be expected to do:

- Mass training of a large number of displaced homemakers.
- Mass placement of these women in high paying jobs.
- Be subjected to the "numbers game" and compete with established manpower programs.

The Center's main thrust is to develop models which can be replicated elsewhere and will have significant impact on both a state and national level.

#### COST EFFECTIVENESS

Every woman who applies for assistance at the DISPLACED HOMEMAKERS CENTER is a potential welfare recipient.

They are all in the "spend-down" process prior to becoming eligible for general assistance.

Any help that these women get at this point in time is a preventative measure which in the long-run will be a potential large saving to the State.

There are concomitant factors that will also have an impact on eventual larger costs to the State's economy through a short-sighted view of the increasing number of mature women being forced back into the job market. These are the psycho-social costs of unemployment. In a recent report to the Joint Economic Committee of the U. S. Congress,

Professor M. Harvey Brenner of Johns Hopkins University estimated, "...that an unemployment increase of one percent, or about 1 million persons, when sustained for six years, would lead to 100,000 deaths and 11,000 mental hospital admissions by the year 1980, on the basis of the almost three percent increase in joblessness since 1970."

The women who find themselves without resources in their middle years are subject to severe stress which can precipitate mental illness. Prof. Brenner adds, "They have not learned the ways of coping with poverty and welfare. The social disruption for them is acute. Their compensatory coping devices have not been developed."

Early intervention is the only way to prevent the downward spiral to total dependency.

The women coming to the Center have from 10 to 25 years ahead of them for productive work. A small investment now in helping them to become independent and contributing members of society is the only reasonable approach from an economic standpoint.

The specific fiscal approach at the Center evolves from the full realization that we are the taxpayers who are ultimately responsible for a careful utilization of the public monies put in our charge.

From this vantage point, we have utilized one of the homemaker's skills, well-developed through experience.....her ability to "stretch a buck".

The following are some examples of how this skill has been put to good use in making the most of the State's allocation and also in augmenting it:

1. The total program costs have been well-contained within the confines of the budget. This, despite the fact that since the first of the year we have expanded our service far beyond our original intent. Over 1,000 women have come to the Center to seek assistance and this has placed a severe strain on all of our resources. Yet, we have, at the same time, provided specialized, concentrated training for 40 women under stipend.
2. Supplementary funds have been generated in the amount of \$31,836.
  - \$12,836 - unrestricted funds for Center use
  - 3,000 - special grant for part-time salaries of paralegals
  - 11,000 - no-interest loans for "start-up" expenses and cash/flow fund
  - 5,000 - special grant for volunteer "contract" project
3. One of the greatest strengths of the Center has been the ability to coordinate efforts with existing agencies. This supports the Center's philosophy that there be no duplication of services. As taxpayers, we feel that we have already paid for these services and it is our intent to use them to the fullest extent. We have solicited cooperation from the local Employment Development Department, Vocational Rehabilitation, Adult Education and several non-profit agencies.

These will be on-going and expanding interactions. Recently, through a meeting on the State level with appropriate agencies,

the potential for further expansion of this concept is most encouraging.

4. The Center has kept costs for capital equipment to the barest minimum....\$487. and this for a few chairs, file cabinets and shelving. We have seen too many programs start up with a sizeable portion of the budget going for fancy furniture only to end up as surplus as the program phases out. All of the furniture at the Center has been borrowed from another program.
5. Volunteers under contract are utilized as much as possible to expand staff capability. Most of the workshops have been designed and implemented by staff through the recruitment of appropriate professionals who have offered their services without pay. This has provided thousands of dollars of in-kind contributions.
6. A 30% discount has been procured by the Office Manager (who came from the ranks of the displaced homemaker). on all office supplies because she used her housewife's skills and did some "comparison shopping".
7. Rather than set up a costly information and referral service, two volunteers under contract researched already existing I & R programs in the County and the Center makes full use of them. In Alameda County, there are two county-wide I & R services:



one under the County's Social Service Agency and one under the Department of Aging...both of which operate 24 hours a day.

8. All paid staff at the Center are paid at the same level. There is no hierarchical pay scale. All the staff, because they are dedicated to the program, have agreed to accept less than the average rate for equivalent professional employment. All receive \$10,000 a year.

These are only a few of the specifics that we see as "cost-effective" approaches to program planning and we will continue to develop and expand these principles.

If we used a simplistic approach to analyzing costs and took the total monies thus far expended for the entire program (\$111,439) and divided this by the number of women who actually procured employment through the Center (54), we would arrive at a figure of \$2,063 per placement, a figure far below placement costs for the traditional manpower programs and a minimum expenditure for a renewed life.

#### POTENTIAL JOBS FOR DISPLACED HOMEMAKERS

There are jobs. There are many opportunities which could be developed on a paraprofessional level which would provide the short-term transition from housewife to entry-level worker. Almost every aspect of health and mental health services could be enlarged and improved upon. We have evidence of this in the daily calls to the

Center from individuals who are desperately in need of assistance in the following areas:

- Respite care for mothers of mentally retarded or developmentally disabled children
- Attendant care for the handicapped
- Home/health care for the elderly
- Various levels of assistance at half-way houses for people returning to the community from mental hospitals
- All levels of assistance in nursing homes and residential care homes for the elderly

Traditionally, people look to the older woman to provide these services (as she has done all of her life for her own family and her aging parents) as a volunteer or at exploitive wages. Thus begins a vicious cycle -- the client group most in need of understanding, tender caring and specialized services has to turn for help to people who are without technical training and expertise in problems of the elderly and the handicapped. It is appalling that we expect a decent level of service to be provided by people who themselves are in need of some encouragement and satisfaction from a job well done and the freedom from trying to survive on a subsistence-level income. How much positive psychic energy is left for the client when the worker is beset with struggling for her own existence?

It is our concern that this cycle be broken. As long as there are people without work and a large segment of our society in need of special care, then it is the role of rational people to provide this

linkage.

This can only be done by long-range interest in ultimate solutions and not just short-term concern for the jobless using band-aid tactics of quick job placement as a primary goal. We feel that one of the greatest failures in the current manpower programs is that they offer only temporary relief for the unemployed and neither guarantee permanent positions nor promote upward mobility. Everyone seems caught in the "numbers game" to validate "success".

In every one of the categories we listed above, employment could be provided concurrently with opportunities for advancement. Job ladders can be built into all of these service areas so that any person entering these fields can be given the chance to progress beyond the entry-level, low-paid, low-status functions to higher levels of employment.

With the "greying of America" and projections of dramatic increases in the number of Older Americans, it becomes self-evident that one of the greatest opportunities for displaced homemakers could be in the field of providing services to the elderly. By developing models for employment of displaced homemakers in new kinds of social services for this growing segment of our population, we feel that both the elderly and the displaced homemaker would benefit.

Also envisioned by the Center is the expansion of job opportunities for displaced homemakers in non-traditional fields of employment. World War II's "Rosie the Riveter" is well represented in our ranks and we learn daily from the women's stories how many have been able to do the

small home-repairs necessary to maintain their own homes since they can ill-afford to hire professionals.

Again, this could be seen as a liaison with the elderly who are in the same predicament and who cannot afford even the house-call costs for an estimate. We are developing a program to provide training for women in home-repair. In discussing this with die-hard Union officials, we have found they do not see this as a threatening project since they are more concerned with large-scale construction or the building of houses.

We feel that a program of this type would provide services at a median level cost and would be a break-through for older women who are not interested in the traditional areas of employment.

Expansion into small appliance repairs is another possibility for displaced homemakers that is being explored by the Center. Many of the women who participate in our program have maintained their own home appliances. Why, then, are they not seen as capable of providing this service to others?

These programs are "naturals" for the implementation of innovative programming under the Vocational Education Act.

#### THE HEART OF THE DISPLACED HOMEMAKERS CENTER

It is difficult to explain the "magic" of what actually goes on at the DHC. We cannot provide jobs for every woman who walks through our doors but we do provide "hope".

We hear it every day from the women and we can see the gradual

change from their initial despair to growing self-confidence. Our files are expanding with letters from women who express their gratitude for even just a brief exposure to our philosophy at our weekly orientation sessions. "I am learning so much and so many doors are now opening for me." one woman wrote. "Thank you for your supportive attitudes -- your caring, your thoughtfulness."

From the women who have completed our job training program and then found employment, we hear over and over again, "It saved my life." Or, "There is no way I can thank you -- it save me from the humiliation of being forced to turn to welfare when my little savings were depleted."

The ambience of the Center cannot easily be reflected in statistics or charts. We are, after all, dealing primarily with intangibles such as gaining self-confidence and self-esteem, changing roles from one of dependency to that of self-reliance, or learning how the skills acquired over the years while working in the home and the community can be then transferred to marketable skills.

In the process, the displaced homemaker is given support and encouragement. Not only from the staff, but from the ever expanding cadre of her peers. One of the first "breakthroughs" for these women is the realization that she is not alone, that she is not the only "failure", and that she is one of a growing njmber of "victims" of a changing society.

From our observations and assessment of the women who come to the Center, we are discovering that there are problems of the older women

that extend far beyond those of displaced homemakers. There are more and more older women forced back into the job market even though they are still married. Who will be addressing their problems?

Some examples:

- Women married to older husbands who have retired but cannot live on his limited income.
- Women married to the low wage earner hit hard by recent inflation.
- Women whose husbands have lost their jobs and existing on unemployment insurance.
- Women whose husbands are on disability.

And then there are the women who have been suddenly "displaced" because of widowhood, divorce or separation but still have small children. These women are not eligible for our training programs.

We cannot give these women the individualized counseling and assistance we would like because of the law's strict definition of a displaced homemaker. On the other hand, we cannot, in all good conscience, refuse to help. These women are welcome to look at our job board, to participate in workshops whenever these workshops are not filled to capacity by displaced homemakers. They are welcome to look at our list of community resources and job bulletin board. However, we do hope that some attention might be given to a review of the term "displaced homemaker" so that older women in need could be eligible for Center services.

We'd like to reiterate that our Center is viewed by many older women as the one place in the community that understands their needs.

At the end of our first year of operation, we believe that we have not only succeeded in meeting our initial goals but have been able to demonstrate effective, innovative models for both job readiness and job training programs that can be easily replicated by women's groups, community organizations and public agencies in large cities as well as in rural areas.

In a booklet put out for International Women's Year 1976 on National Policy Concerns for Older Women, Miriam Krieg makes this statement:

"We can no longer ignore the economic plight of the older woman. We have three choices: 1) Let her slowly starve; 2) Provide increasingly expensive, inadequate welfare services; or 3) Help her to remain an independent contributing member of society."

Or, as someone else has said, "We can give her a fish and feed her for the day...or we can teach her to fish and she will feed herself and perhaps some others, too."

## PROGRAM IMPACT

Because of the sudden nation-wide interest in displaced homemakers and the attempt of many communities to replicate the type of services developed by the DISPLACED HOMEMAKERS CENTER, there have been over a hundred requests, to date, for more specific information about our program. These requests come from local and out-of-state women's programs, community organizations, colleges, elected officials, public agencies, research firms and churches. Approximately half of those requesting this information made personal visits to the Center.

### OUT-OF-STATE

Lincoln County Community Services - Davenport, Washington  
Community Mental Health and Family Services Center - Aberdeen, Washington  
Steffens & Morris, attys - Minneapolis, Minnesota  
Business and Professional Women's Association - Washington, D.C.  
Tacoma Narcotics Center - Tacoma, Washington  
Womanspace, Inc. - Trenton, New Jersey  
The Divorce Clinic - Honolulu, Hawaii  
University of Cairo, Department of Psychology - Cairo, EGYPT  
International Association for Voluntary Education - New York, N.Y.  
Council of Jewish Women, Indianapolis Chapter - Indianapolis, Indiana  
Senator Madeline Van Arstell - Phoenix, Arizona  
Prime Time - New York, N.Y.  
Office of Church Life and Leadership - St. Louis, Missouri  
YWCA - Worcester, Massachusetts  
Project Woman - Springfield, Ohio  
International Women's Year Conference - Boise Idaho  
United Methodist Church headquarters - New York, N.Y.  
Gateway Technical Institute - Racine, Wisconsin  
State Department of Education - Lincoln, Nebraska  
Women's Center - New Bedford, Connecticut  
Junior League of Boston - Boston, Massachusetts  
State Department of Employment - Boise, Idaho  
Senator William Fitzgerald - Lansing, Michigan  
University of Washington's School of Social Work - Seattle, Washington  
ACTION - Washington, D.C.  
National Center for Voluntary Action - Washington, D.C.  
HEW, Department of Rehabilitation and Social Services - Washington, D.C.  
Mason Thurston Community Action Council - Lacey, Washington  
Representative Pat Whyting - Salem, Oregon  
Rice & Co. - Chicago, Illinois  
Department of Labor - Washington, D.C.



#### OUT-OF-STATE (cont'd)

Witchita Junior League - Witchita, Kansas  
Women's Center - Oberlin, Ohio  
Catalyst - New York, N.Y.  
Women's Studies, University of Alabama - University, Alabama  
Women's Center - Walla Walla, Washington  
Technical College, University of Minnesota - Crookston, Minnesota  
Harrisburg Women's Center - Harrisburg, Pennsylvania  
Association of American Colleges - Washington, D.C.  
Wider Opportunities for Women - Washington, D.C.  
Women's Crisis Center - Ann Arbor, Michigan  
National Assistance League - Reno, Nevada  
American Jewish Congress - New York, N.Y.  
Mayor's Office for Senior Citizens - Chicago, Illinois  
Project Older Worker - Alexandria, Virginia  
State Office on Aging - Richmond, Virginia  
International Women's Year Conference - Columbia, South Carolina  
Career Counseling Center - East Petersburg, Pennsylvania

#### GREATER BAY AREA

Consumers Group Legal Services - Berkeley  
Department of Rehabilitation - Fremont  
Senior Services Department - City of Palo Alto  
New Ways to Work - Palo Alto  
OCCUR - Oakland  
People's Energy - Oakland  
Wellesley Alumnae Club - Piedmont  
San Francisco Commission on the Status of Women - San Francisco  
Golden Gate University - San Francisco  
Outreach for Women - San Jose  
Prudential Insurance Company of America - San Francisco  
Skills Bank Project - Oakland  
Enterprise - San Francisco  
Career Development - Walnut Creek  
Mature Adults Program, De Anza Community College - Cupertino  
YWCA - Danville  
Montclair PTA - Montclair  
San Francisco Mental Health Association - San Francisco  
Women in Apprenticeship Program - San Francisco  
Intergenerational Housing Project, Stiles Hall - Berkeley  
Department of Human Services - City of Hayward  
District Attorney's Office - Oakland  
Mayor of Hayward - Hayward  
Y-House - Berkeley  
ODN productions - Oakland  
YWCA - Santa Rosa

#### GREATER BAY AREA (cont'd)

Hayward Latino Senior Citizens, Inc. - Hayward  
Women's Advisory Council, San Francisco Police Department - San Francisco  
Department of Rehabilitation - Richmond  
Volunteers for Oakland - Oakland  
Women's Programs, College of Marin - Kentfield  
Career Resource Center, San Francisco State University - San Francisco  
Retirement Jobs, Inc - San Francisco  
Women's Re-entry Program, City College - San Francisco  
Center for Continuing Education for Women - Berkeley  
Cooperative Education Program, Merritt College - Oakland  
New York Life Insurance Co. - Hayward  
Highland General Hospital - Oakland  
Comision Feminil Mexicano - Oakland  
Berkeley Job Rap - Berkeley  
Far West Educational Laboratories - San Francisco  
California Homemakers Association - Oakland  
Crossroads - Berkeley  
American Association for University Women - San Francisco  
League of Women Voters - Oakland  
Employment Development Department - Oakland  
Department of Social Services - Oakland  
Community Life Projects - San Francisco

#### OTHER COMMUNITIES IN CALIFORNIA

Monterey Peninsula College - Monterey  
Job Resource Center - Sacramento  
American Association of University Women - Visalia  
Auburn Women's Center - Auburn  
Center for New Corporate Priorities - Los Angeles  
Senate Office of Research - Sacramento  
Allan Sloan, Inc. - Los Angeles  
Riverside City College - Riverside  
Women's Club - Santa Barbara  
Escondido Adult School - Escondido  
William Mercer & Co. - Los Angeles  
Senator Omer L. Rains - Sacramento  
Department of Senior Citizens Affairs, County of Los Angeles - Los Angeles  
Eastern Adult School, San Juan Unified School District - Sacramento  
Legal Center for the Elderly - Sacramento  
New Career Opportunities, Inc. - Glendale  
Coastline Community College - Fountain Valley

IN-KIND SUPPORT

- \$4,320 - Caroline Voorsanger contribution as an unpaid staff member  
@ \$10/hr x 18 hrs per week x 24 weeks
  - 2,600 - Pat de Vito, supervising attorney for paralegal trainees,  
@ \$35/hr x 3 1/2 hrs per week x 26 weeks
  - 1,800 - Alameda County Health Care Agency for multiphasic examinations  
and laboratory tests  
@ \$150 each x 12 trainees
  - 1,500 - National Paralegal Institute training scholarships  
@ \$500 each for 3 trainees
  - 4,050 - Canada College to assume monthly stipends of paralegal trainees  
@ \$225/mo x 6 mo....or \$1,350 each x 3
  - 3,000 - Furniture and equipment of Center on loan from Upward Bound
  - 1,000 - Cost of county-wide conference assumed by Advocates for Women,  
Commission on Status of Women, PG&E, Hayward Unified School  
District
  - 900 - Mills College for rental of conference/meeting space on campus  
@ \$150 per meeting room x 6
  - 120 - Beth Rodda, commercial artist for rebate on work performed
  - 1,960 - Workshop leaders who donate services  
@ \$10/hr x 60 hrs/per week x 32 weeks
  - 800 - University of California Extension Department scholarships  
@ \$40(average cost) x 20 trainees
  - 600 - Barbara Majak, RN, for professional services  
@ \$12/hr x 12 trainees
  - 350 - Andrus Gerontology Center for conference scholarships  
@ \$350 to cover cost of conference, room, board and travel
  - 35 - Haight-Ashbury Clinic for conference scholarship
  - 65 - Association of Bay Area Governments for conference scholarship
- \$22,600

## ADDITIONAL MONEY RECEIVED

### Unrestricted Funds

Membership fees and individual donations	\$2,836	
Clorox Corporation	500	
Hewlett Foundation	5,000	
Columbia Foundation	2,500	
East Bay Community Foundation	2,000	
	<u>\$12,836</u>	\$12,836

### Special Projects

United Methodist Church (paralegals)	\$3,000	
ACTION (volunteer contract project)	5,000	
	<u>\$8,000</u>	\$ 8,000

### Loans

Zellerbach Foundation (start-up funds)	\$6,000	
United Way Emergency Fund (cash/flow)	5,000	
	<u>\$11,000</u>	<u>\$11,000</u>
	TOTAL	= \$31,836

## MEDIA COVERAGE

### Television

Local: KQED "Newsroom".....August 2  
KRON "A Gift of Time".....July 25  
Channel for cablevision.....October 21

National: PHIL DONAHUE SHOW - ABC....October 6  
CLOSE-UP - ABC.....December 16  
WOMAN ALIVE - NET.....April 18

### Radio

KPFA.....July 7, July 20 and September 14  
KCBS.....July 27 and July 30  
KSFY.....September 26  
KQED.....January 12  
KNBR.....January 12

### Newspapers and Magazines

April 16, 1976	Oakland Tribune	Feature story
April 23	Alameda Times-Star	Press release
April 27	Berkeley Gazette	"
April 28	Richmond Independent	"
May 1	East Bay Voice	Feature story
June issue	Parish bulletin	Announcement
June issue	COAST MAGAZINE	"
June 21	NEW WEST MAGAZINE	"
July 14	Hayward Daily Review	Press release
July 15	Alameda Times-Star	"
July 16	Hayward Daily Review	Coverage of Open House
July 18	Oakland Tribune	Feature story
July 18	Fremont/Newark Argus	"
July 25	San Francisco Chronicle	Program notes about TV show
July 27	Wall Street Journal	Reference to Calif. bill SB825 and Center program
July 30	Svenska Dagbladet (SWEDEN)	Feature story
August issue	California Women	Announcement
August 12	Richmond Independent	Press Release
August 12	Alameda Times-Star	"
August 15	Oakland Tribune	"
August 18	Grassroots	Announcement
August 18	East Oakland News	Press release
August 22	Danville Tri-Valley News	Feature story

## MEDIA COVERAGE (cont'd)

### Newspapers and Magazines

August 23, 1976	NEWSWEEK MAGAZINE	Feature story
August 30	San Francisco Examiner	"
September issue	Womenews	"
October 31	San Francisco Examiner & Chronicle (Sunday edition)	"
November issue	SF Women's Switchboard	Announcement
November 8	San Francisco Examiner	Feature story
November 24	The Mills Stream	"
December 1	The Montclarion	"
December 3	Pinole West County Times	"
December 15	Vaca Valley Scene	"
December 22	Winchester Sun (Kentucky)	"
January 5, 1977	Modesto Bee	"
January 9	Oakland Tribune	Press release
January 10	Modesto Bee	Feature story
January issue	MS MAGAZINE	News item
January issue	DYNAMIC MATURITY MAGAZINE	Feature story
February issue	College of San Francisco News	Workshop schedule
February 9	Christian Science Monitor (including international and regional editions)	Feature story
March 22	Modesto Bee	News item
March 22	Riverside Press Enterprise	Feature story
March 30	Oakland Post	Press release
April 1	Oakland Tribune	News item
April 22	Berkeley Gazette	Press release
April 22	Richmond Independent	"
April 22	Alameda Times-Star	"
April 24	Oakland Tribune	"
April 25	Hayward Daily Review	"
April 28	Hayward Daily Review	Coverage of Survival Conference

# New York Times

## MOON

### 'Displaced Homemakers'

Three months ago, the job picture looked bleak for 52-year-old Shirley Lawson. Widowed for the second time, the Berkeley, Calif., housewife was barely able to get by on a pittance from baby-sitting and delivering advertising circulars. "I was too young for social security," she says. "I had no recent work experience and no one would hire me." But with the help of an experimental program for women like her, Lawson now plans to go into business for herself—advising other recently widowed women on their finances.

Lawson is lucky. There are between 3 million and 7 million "displaced homemakers" in this country—women who have been housewives and find themselves out of a job at middle age through divorce or widowhood, or in need of work because their husbands are unemployed. Across the country, women's groups have campaigned to get legislators to help the displaced homemaker, and now California, Maryland and Florida have passed bills to do so (similar legislation is drafted or pending in seventeen other states).

**Skills:** Most state bills call for a pilot center like the one in Alameda County, Calif., where women are given career advice, assertiveness training and guidance in evaluating their past experiences. "Women develop managerial skills while they're married," says Laurie Shields, national coordinator for the Alliance for Displaced Homemakers. "But somehow we think of this as only housework when we should see it as a job." The women themselves also underestimate their experience. "I had slipped into an attitude that there wouldn't be too much more for me," says Carolyn Briggs, 49, who is divorced. "Now I feel good about myself and have become very clear about what I want."

Fourteen women have participated in the Alameda program since May, and three have already found jobs. After re-searching her own divorce case, 59-year-old Margaret Heraldson decided to enter a law firm as a paralegal aide. Rita Larson, 49, came to the center for advice after her 30-year marriage to a building contractor ended. "I couldn't even begin to write out a résumé," she remembers. Now, with the help of a self-awareness and assertiveness course, she is beginning a career helping senior citizens reclaim houses for communal living.

August 23, 1976

ROBERT  
GROSSMAN

# SPEAKING ENGAGEMENTS

<u>Date</u>	<u>Organization/Agency</u>	<u>Speaker</u>
May 8, 1976	Foothill College - Los Altos	Staff member
June 9	Chabot College - Hayward	Staff member
June 17	Manpower Commission - Oakland	Staff member
June 19	UC Women's Center - Berkeley	2 staff members
July 8	Holy Names College - Oakland	Staff member
August 7	Centro de Salud Mental - Oakland	Staff member
August 15	Berkeley Women's Center - Berkeley	3 Trainees
August 24	East Bay Clinic for Psychotherapy Oakland	Trainee
September 7	Bishop's Senior Nutrition Program, Oakland	2 Trainees
September 15	Partners of the Americas, Seminar on Drug Abuse - San Diego	Staff member
September 17	Alameda County Volunteer Bureau, Oakland	Board member
September 23	Alameda County Volunteer Bureau Annual Meeting - Oakland	Board member
October 5	Chicago Loop YWCA Board meeting, Chicago	Board member
October 5	Illinois Commission on the Status of Women - Chicago	Board member
October 8	Berkeley Women's Center - Berkeley	Trainee
October 11	College of Alameda - Alameda	Staff member
October 20	Social Security Administration Conference - Denver	Board member
October 30	Commission on the Status of Women state-wide conference - Sacramento	2 Board members
November 1	National Council of Jewish Women, San Francisco	2 Trainees



# SPEAKING ENGAGEMENTS (cont'd)

<u>Date</u>	<u>Organization/Agency</u>	<u>Speaker</u>
November 8	Merritt College - Oakland	2 Trainees
November 18	Fairmount Hospital - San Leandro	2 Trainees
November 18	Testimony at Congressional Hearing on displaced homemaker legislation Los Angeles	Staff member, 2 Board members and 2 Trainees
November 20	State WEAL Annual Meeting - San Francisco	Board member
November 23	California State College/Dominguez Hills Conference - Dominguez Hills	Board member
November 29	American Newspaper Women's Club - Washington, D.C.	Board member
December 4	Santa Clara Commission on the Status of Women - San Jose	Trainee
December 6	Diablo Valley College - Mount Diablo	Trainee
January 7	Stanislaus Mental Health Asso. - Modesto	Staff member and 2 Trainees
January 18	California Department of Aging - Conference - Menlo Park	Trainee
January 19	Women's Way - San Anselmo	Staff member
January 29	Marin YWCA - San Rafael	Staff member
February 19	American Association of University Women Conference - San Francisco	Staff member and Trainee
March 2	Montclair PTA - Montclair	Staff member
March 3	League of Women Voters - Hayward	Staff member
March 5	Smith Resources - Berkeley	2 staff members
March 9	South County Community Program - Hayward	Board member
March 16	American Association of University Women - San Leandro	2 Trainees

SPEAKING ENGAGEMENTS (continued).

<u>Date</u>	<u>Organization/Agency</u>	<u>Speaker</u>
March 18	Mills College, Sociology Class - Oakland	Staff member
March 19	Monterey YWCA - Monterey	2 staff members
March 24	Junior League of East Bay - Oakland	Staff member
March 24	Department of State Conference - San Francisco	Staff member and Board member
April 14	Community Action Program statewide Conference - Sacramento	Staff member
April 18	American Association of University Women - Hayward	Staff member
April 21	League of Women Voters statewide Conference - Oakland	Staff member
April 27	Spanish Speaking Unity Council - Hayward	Staff member
April 28	Telegraph Avenue Community Center Oakland	Staff member

## WORKSHOPS

### July and August

### Number held for Series

- |                                        |    |
|----------------------------------------|----|
| - Job Focus                            | 10 |
| - Menopause and You                    | 5  |
| - Marital Dissolution                  | 6  |
| - Widowhood                            | 4  |
| - Ways to Resolve Your Housing Problem | 4  |

### October and November

- |                                          |                          |
|------------------------------------------|--------------------------|
| - Marital Dissolution                    | 5                        |
| - Job Focus                              | 7                        |
| - New Images of Health                   | 4                        |
| - Own Your Own Business                  | 4                        |
| - Introduction to Assertiveness Training | 1                        |
| - Volunteerism-as-a-Career-Ladder        | Continuous - once a week |

### January and February

- |                                                             |                          |
|-------------------------------------------------------------|--------------------------|
| - Money Management                                          | 4                        |
| - Widowhood                                                 | 4                        |
| - Skills Assessment                                         | 4                        |
| - The Next Step: Resume Writing and Interviewing Techniques | 1                        |
| - Peer Counseling                                           | 4                        |
| - Orientation/information about Center                      | Continuous - once a week |
| - Self-employment Round Table                               | Continuous - once a week |
| - Volunteerism-as-a-Career-Ladder                           | Continuous - once a week |
| - Job Hunting                                               | Continuous - once a week |
| - Job Rap                                                   | Continuous - once a week |

### March and April

- |                                        |                          |
|----------------------------------------|--------------------------|
| - Assertiveness Training               | 6                        |
| - Relaxation Through Yoga              | 1                        |
| - Stress in Mid-Life Passage           | 2                        |
| - Career Focus                         | 3                        |
| - Resume Writing                       | 2                        |
| - Job Hunt                             | 4                        |
| - Orientation/information about Center | Continuous - once a week |
| - Volunteerism-as-a-Career-Ladder      | Continuous - once a week |
| - Job Rap                              | Continuous - once a week |

\*Note....Beginning in January, marital dissolution problems of displaced homemakers have been handled individually, on an appointment basis, with counseling provided by a Center trainee whose on-the-job training and independent study program was tailored for this type of service.

SURVIVAL CONFERENCE - HAYWARD, CALIFORNIA

APRIL 28, 1977

Purpose: To inform displaced homemakers in Alameda County of the many public benefit programs available in their community that might be able to provide them with assistance.

Attendance: 155

Panelists and Workshop Leaders: Directors and/or representatives of

- Food Stamps
- General Assistance
- AFDC - Aid to Families with Dependent Children
- EDD - Employment Development Department
- CETA - Comprehensive Employment Training Act
- Rehabilitation and Disability
- Medi-Cal
- Veterans' survivor benefits

Co-sponsors: Alameda County Commission on the Status of Women  
Advocates for Women

Reaction from participants: With only 4 expressing disappointment with either content or format, the remaining participants indicated verbally, or in writing, their deep appreciation of this kind of information. The vast majority of participants were displaced homemakers. The handful who represented community organizations stated they were now better equipped to assist their clients. The overall need expressed was to receive continued information about CETA openings, job training opportunities, and employment assistance for the older worker.

Flyers, press coverage and agenda: See attached.

The Displaced Homemakers Center  
Advocates for Women  
and  
Alameda County Commission on the Status of Women

announce a ..... **WORKSHOP** April 28th from 9 to 3:30

# Survival Techniques for The Older Woman



Are you .....divorced?  
widowed?  
separated?  
on your own and can't make ends meet?

FIND OUT WHERE TO GET HELP. YOU MAY BE ELIGIBLE FOR:

- financial assistance
- survivors' benefits
- low-cost health care
- food stamps
- job training
- temporary employment

**PLACE:** Centennial Hall, 22300 Foothill Blvd., Hayward  
(Take bus #90, 91 or 92 from Hayward BART station)

**LUNCH:** A hot meal will be served by culinary arts students from Alameda County Manpower Consortium training program. Price = \$1.00

**ADMISSION IS FREE BUT ADVANCED REGISTRATION REQUIRED FOR THOSE WISHING A HOT LUNCH. Phone the Displace Homemakers Center at 632-3205**

## Older women invited to attend free conference on 'survival'

"Survival Techniques for the Older Woman," is the subject for a free conference April 28 at Hayward's Centennial Hall, 22300 Foothill Blvd., Hayward. The hall may be reached from bus 90 or 91 from the Hayward BART station.

The conference will begin at 9:15 a.m. and conclude at 3:15 p.m. A hot meal will be served for \$1 by Alameda County Manpower Consortium Culinary Arts Training program. Advanced registration is required and may be accomplished by calling the Displaced Homemakers Center, 632-3205.

Sponsored by the Displaced Homemakers Center, Alameda County Commission on the Status of Women, and Advocates for Women, the conference is designed particularly for the widowed, divorced, separated, or woman on her own who can't make ends meet.

Subtitled, "How to use the system to get back on your feet," the conference will deal with where to get help and eligibility for financial assistance, survivors' benefits, food stamps, low-cost health care, job training, and temporary employment.

Conference panelists and

workshop leaders will be representatives of the following agencies: Food Stamp Program and General Assistance; Aid to Families with Dependent Children; Medi Cal; Department of Veterans' Affairs; Department of Rehabilitation; Employment Development Department; Comprehensive Employment Training Act.

In addition representatives of several Hayward-based community programs who will provide informational material about their services to those attending the conference.