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FOR IMMEDIATE RELEASE

**URBAN STRATEGIES ENTERS UNIQUE MULTI-STAKEHOLDER PARTNERSHIP
TO SUPPORT MAJOR JOBS INITIATIVE IN NEW ORLEANS**
*Strategic partnership with local and national funders and agencies will support
training and employment for low-income New Orleans residents*

New Orleans, LA. February 16, 2011 – Urban Strategies, Inc., has entered into a new partnership led by the Greater New Orleans Foundation (GNOF) to address workforce needs and improve career advancement opportunities for low-income, lower-skilled individuals in New Orleans. The Greater New Orleans Workforce Funders Collaborative (GNOWFC) will bring together public and private agencies to support the development of employment skills in the health care and biomedical sectors. NORWFC funding partners include Ford Foundation, W.K. Kellogg Foundation, the City of New Orleans Offices of the Mayor and Workforce Development, BioDistrict New Orleans, United Way of Greater New Orleans, GNOF and Urban Strategies.

The GNOWFC has just been awarded a \$300,000 grant from the National Fund for Workforce Solutions and its implementation partner, Jobs for the Future. The Social Innovation Fund is the source for this grant, which will support the development of the Collaborative as it establishes partnerships and programs to effectively train workers to meet the needs of employers.

“This strategic partnership will improve employment and career building opportunities for low-income, lower-skilled people in New Orleans,” said Sandra Moore, President of Urban Strategies. “By linking people to the growing health care and life sciences fields, we can support the development of a highly-skilled workforce through strategies to advance employees from low-paying entry-level positions to family-supportive wage jobs. We hope to employ this model and bring it to scale in the health care and biosciences industries, and later to expand to other key employment sectors in the region.”

GNOWFC’s work will seek to enhance economic competitiveness and reduce poverty by addressing the educational skills gaps that create barriers for job-seekers and workers, and leave employers unable to meet the needs of a skilled workforce. The partnership intends to enhance sectoral training and career laddering strategies through a dual approach by supporting not only the worker, but the employer as well.

“The goal of the Collaborative is to prepare workers for more stable and sustainable careers that enable them to provide for their families,” said Ellen Lee, Senior Vice President for Programs at GNOF. “At the same time, the Collaborative will support local employers to help strengthen workforce development systems so that low-income workers can be better served.” Lee will serve as the Chair of the Collaborative.

GNOWFC will serve the Greater New Orleans region, which consists of eight parishes: Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John the Baptist, and St. Tammany.

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About Urban Strategies, Inc.

Urban Strategies is a not-for-profit corporation that works to help communities build safe neighborhoods, good schools, and a range of comprehensive human service supports. Urban Strategies builds the physical and human infrastructure of redeveloping urban communities by partnering with neighborhood organizations, residents, developers, policy makers, institutional stakeholders and funders to transform public and private systems and support strong, self-sustaining people, families and communities. Headquartered in St. Louis, MO, Urban Strategies has a diverse team of professionals with extensive experience in Citizen Directed Planning, Public Policy Development, Social Work, Hope VI Community and Supportive Services, Support Systems Implementation, Community Health, Public School Performance Improvement, Community-Based Economic Vitality, Geriatrics and Senior Services. For more information about Urban Strategies visit www.urbanstrategiesinc.org.

About the Greater New Orleans Foundation

The [Greater New Orleans Foundation](#) is one of the oldest and largest philanthropic organizations in the region. Every day, the Foundation joins other foundations, nonprofit organizations, community leaders, and government officials to address the needs of the community and build consensus for solutions. Together with our family of donors, the Foundation has invested over \$100 million in our region since it opened its doors over 25 years ago to respond to community needs.

About National Fund for Workforce Solutions

The [National Fund for Workforce Solutions](#) is an award-winning national initiative focused on helping low-wage workers obtain good careers while at the same time ensuring that employers have the high-quality skills that will enable them to succeed in this highly competitive economy. Since 2008, the National Fund has raised nearly \$24 million to support 24 communities that have contributed an additional \$104 million in locally raised resources from 216 different funding sources, including community foundations, United Ways, corporate foundations, workforce investment boards, chambers of commerce and state agencies. Each of these communities has created local funding collaboratives that are collectively investing in more than 80 sectoral workforce partnerships. The addition of these six new sites brings the total number of communities where the National Fund is working to 30. Ten national funders lead the effort: [The Annie E. Casey Foundation](#); the [California Endowment](#); the [Ford Foundation](#); the [John S. and James L. Knight Foundation](#); [JPMorgan Chase & Co.](#); [Microsoft](#); [The Harry and Jeanette Weinberg Foundation](#); [The Hitachi Foundation](#); the [Prudential Foundation](#); and the [Walmart Foundation](#).

About Jobs for the Future

[Jobs for the Future](#) develops, implements, and promotes new education and workforce strategies that help communities, states, and the nation compete in a global economy. In 200 communities in 41 states, JFF improves the pathways leading from high school to college to family-sustaining careers.

About the Corporation for National and Community Service (CNCS) and the Social Innovation Fund

The Corporation for National and Community Service is a federal agency that engages more than five million Americans in service through Senior Corps, AmeriCorps, and Learn and Serve America, and leads President Obama's national call to service initiative, United We Serve. The Social Innovation Fund is an initiative of the Corporation for that improves the lives of people in low-income

U.S. communities. Through an innovative public-private partnership, the Social Innovation Fund and selected local and national grantmakers co-invest in programs that increase the scale of community-based solutions that have evidence of real impact in the areas of youth development, economic opportunity or healthy futures. Every Federal dollar invested is matched with private funds, and all programs are rigorously evaluated. As a result, the most effective approaches can be expanded to reach more people in need and key lessons can be captured and broadly shared. For more information, visit www.nationalservice.gov.

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If you would like to schedule an interview with Sandra M. Moore, please contact Shaughnessy Daniels at 314-335-2918 or e-mail shaughnessy.daniels@urbanstrategiesinc.org.