



Northern New Jersey

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U.S. Senator Cory Booker Secures \$500,000 in Federal Funds for YWCA Northern New Jersey to Support Employment Services for Women Workers Impacted by COVID-19

YWCA Northern New Jersey (YWCANNJ) has been awarded \$500,000 in federal funding to help serve unemployed and underemployed women who were financially impacted by the COVID-19 crisis. The funding package, announced during Women's History Month, was made possible through Community Project funding secured by New Jersey Senators Cory Booker and Bob Menendez. In keeping with YWCANNJ's vision of eliminating racism and empowering women, the bulk of the funds will go to providing direct financial assistance and career support services to women who are seeking to re-enter the workforce or start or grow businesses. The funding will also enhance YWCANNJ's current workforce development and entrepreneurship resources.

YWCANNJ will use these funds to expand its current programs and advance economic empowerment for women through 3 objectives:

- Provide professional skill development, coaching, and peer support to help women better compete in the job market.
- Facilitate small business start-up growth and development for women, especially women of color.
- Create access for childcare and family support services.

"The COVID-19 pandemic has created a new set of challenges for women, particularly working women of color,. If we are to reemerge from this pandemic even stronger than we were before, we need to champion effective community-led programs. This is why my Senate colleague Bob Menendez and I fought to secure federal funding to support YWCA Northern New Jersey and other organizations doing this crucial work," stated New Jersey Senator Cory Booker. "YWCA Northern New Jersey has an exceptional track record of delivering critical professional support services to women. Senator Menendez and I are proud to play a small part in helping them to expand their work of supporting the economic recovery of women."

Women have been disproportionately impacted by layoffs, and the pandemic has exacerbated the ongoing affordability crisis for childcare. Additionally, these services will have a multiplier effect on strengthening families, neighborhoods, and local businesses.

“The COVID-19 pandemic left an unprecedented impact on the careers and livelihoods of women,” remarked YWCANNJ CEO Helen Archontou. “The funding will not only allow us to respond to their needs, but also help us to advocate for a workplace landscape that sets women up for equity and a better quality of life. We are grateful to the Senators for recognizing and addressing the needs of women in their communities at this time and for pushing to get this funded during such a challenging budget cycle.”

YWCANNJ serves Essex, Hudson, Bergen, Morris, and Passaic counties. To learn more about YWCANNJ's programs, visit ywcannj.org.

About YWCA Northern New Jersey

For over a century, YWCA Northern New Jersey has improved the lives of thousands of women, girls, and families and is on the forefront of the fight against gender and racial discrimination. We work to build more just and inclusive communities through programs for women and girls, anti-racism training, and policy advocacy. We operate healingSPACE, Bergen County's only Sexual Violence Resource Center (hotline number: 201-487-2227) and provide year-round child care, and senior wellness programs. YWCA Northern New Jersey serves Bergen, Essex, Hudson, Morris, and Passaic counties. To learn more, visit ywcannj.org and follow @ywcannj on social media.