

**Our Vision**

We strive to create and sustain programs and services that meet the needs of low-income individuals with significant barriers to success. Our goal is to create true pathways out of poverty through training, work experience and employment and placement support.

**Location and Hours**

Goodwill  
Redwood Empire  
651 Yolanda Avenue  
Santa Rosa, CA 95404  
(707) 523-0550

**Hours of Operation:**

Monday-Friday  
8:00 AM-5:00 PM

**Contact:**

**Monica Melara**  
Program Coordinator  
(707) 523-0550

**Funding**



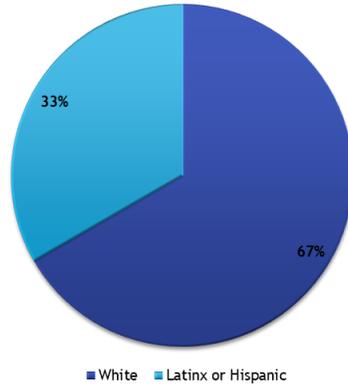
Human Services Department

**Enhanced Subsidized Employment**

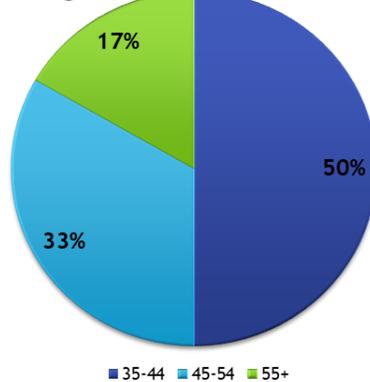
**Number served:** 17  
**Placement rate:** 100%\*  
**30-day retention:** 89%  
**Days to access:** 5 or less

\* Of participants who completed the program.

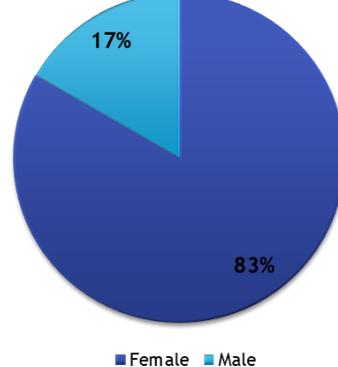
**Race Ethnicity**



**Age**



**Gender**



The primary goal of the Enhanced Subsidized Employment Program (ESE) and the On-the-Job Training Program (OJT) is offering opportunities for eligible individuals to gain valuable employment skills and experiences in demand sector occupations. These skills will enhance their prospects for long-term employment, allowing participants the opportunity to secure employment that will increase their wages and move them toward the goal of becoming self-sufficient.

The ESE program provides outreach to local employers and assists through the initial hiring process by providing a subsidy to the employer as an incentive. Wage subsidies are for reimbursement of gross wages up to \$10,000 during the first six months of employment.

Once a participant is placed in an OJT position with a local employer, Goodwill staff stay in touch with both the employer and participant to ensure that the training is effective, participants are progressing as expected, and to offer encouragement and strategies for handling challenges that may arise at work. This year, 100% of our clients placed in subsidized positions were able to transition to regular employment within 6 months.

Goodwill staff also stayed in touch with participants who were placed in regular employment positions, without the subsidy for the first three months of employment. This fiscal year, 100% of the participants who gained regular employment successfully reached their 90 day employment milestone.

The ESE program was significantly impacted by natural disasters and the COVID-19 pandemic during this fiscal year. These incidents resulted in many businesses closing down for extended periods of time. During the fall of 2019, much of the county was closed due to the wildfires and public safety power shutoffs. In March, our program was challenged by the Coronavirus outbreak. Goodwill deferred services for new clients from March 18th to June 30th due to shelter-in-place orders issued by the Sonoma County Health Department in response to the COVID-19 pandemic.