

PATHWAYS OUR OF POVERTY  
THE NEW GREEN ECONOMY

OUR ORGANIZATION, EVERYTHING IS ATTITUDE, INC. IS WORKING TOWARD OPENING UP AREAS OF EMPLOYMENT FOR MINORITIES AND LOW-INCOME RESIDENTS IN THE NEW GREEN ECONOMY. I WILL SHARE OUR HISTORY AND ACCOMPLISHMENTS AND OUR NEVER-ENDING QUEST TO ACCOMPLISH OUR NEW GOAL. I DO NOT PRETEND TO OFFER EXPERTISE; ONLY SHARE WITH YOU THE PROCESSES THAT I HAVE EXPERIENCED **TOWARD** REACHING MY FINAL GOAL: FINDING THE FUNDING NEEDED TO OPEN UP THE GREEN ECONOMY TO MINORITIES AND LOW-INCOME FAMILIES.

I AM SHIRLEY “BECKI” WILSON, PRESIDENT OF EVERYTHING IS ATTITUDE, INC. A NON-PROFIT ORGANIZATION THAT WAS FOUNDED FOUR YEARS AGO TO FUND EDUCATIONAL PROGRAMS FOR SCHOOL-AGED YOUTH. THE ORGANIZATION IS BASED IN THE SOUTHERN MOST TIP OF CAPE MAY COUNTY, NEW JERSEY, AND AROSE OUT OF THE NEED TO MOTIVATE YOUNG PEOPLE TO COMPLETE AND OR FURTHER THEIR EDUCATION. IN My over thirty years of work in the social services field, with over 25 of those as a SCHOOL SOCIAL WORKER, I SAW, firsthand, THAT far too MANY MINORITY CHILDREN DID NOT HAVE THE SUPPORT THAT THEIR WHITE COUNTERPARTS RECEIVED, NEITHER AT HOME NOR IN THE COMMUNITY.

EIA HAS a long history of partnering WITH SEVERAL OTHER LOCAL NON-PROFITS TO PROVIDE SUPPORT SERVICES TO CMC’s YOUTH AND YOUNG ADULTS WITH RESPECT TO CONTINUING EDUCATIONAL OPPORTUNITIES:

Among the numerous activities and supports that EIA provides are:

COLLEGE APPLICATION WORKSHOPS,

FINANCIAL AID WORKSHOPS,

TOURS TO HBC,

TRIPS TO JOB FAIRS

COLLEGE FAIRS.

EIA PROVIDED THE KEYNOTE SPEAKER TO THE FIRST ANNUAL NEW JERSEY MARTIN LUTHER KING, JR. COMMEMORATIVE COMMISSION’S YOUTH SUMMIT AT STOCKTON COLLEGE, IN NJ, WHERE MORE THAN 500 AREA STUDENTS ATTENDED FROM SJ SCHOOLS.

NOT ONLY DOES EVERYTHING IS ATTITUDE, INC. FUND TRADITIONAL EDUCATIONAL PROGRAMS, BUT EIA PARTNERS WITH DIVERSE GROUPS THAT OFFER support and solutions FOR targeted problems concerning minority populations.

For those of you unfamiliar with CAPE MAY COUNTY, the county HAS A TOTAL POPULATION OF APPROXIMATELY 96,000. Of this number, 5.1% are Black. CMC'S BLACK POPULATION DECLINED BY 10.6% BETWEEN 2000 AND 2008. THE AREAS OF EMPLOYMENT INCLUDE: PRIVATE SECTOR EMPLOYMENT, CONSTRUCTION EMPLOYMENT, MANUFACTURING EMPLOYMENT, TRANSPORTATION & UTILITIES EMPLOYMENT, INFORMATION EMPLOYMENT, FINANCIAL aCTIVITIES EMPLOYMENT, PROFESSIONAL & BUSINESS EMPLOYMENT, EDUCATION & HEALTH EMPLOYMENT, AND LEISURE & HOSPITALITY EMPLOYMENT, WHICH is largely seasonal employment given that Cape May County is dependent on its tourism-based economy. THIS is a major contributor to the county's high unemployment rate. Historically, CMC's annual unemployment rates have remained above those of the state due to the seasonal nature of its tourism-based economy.

THE THREE PRIMARY SOURCES OF PERSONAL INCOME ARE Social Security, welfare, and unemployment benefits. THESE THREE ACCOUNTED FOR THE GREATEST PROPORTION OF INCOME IN THE COUNTY. as compared with the state as a whole and with the nation SOCIAL SECURITY income is high due to the significant proportion of residents over 65 years of age.

THERE IS HOWEVER, A HIGH CONCENTRATION OF AFRICAN-AMERICANS WHO LIVE IN WHITESBORO, NJ. THIS TOWN WAS FOUNDED BY GEORGE H. WHITE, IN 1901. ....

EIA HAS ALSO PARTNERED WITH Center for Community Arts (CCA), in Cape May, New Jersey. (FOUNDING MOTHER/RACIAL TENSION IN CM; SAFE PLACE FOR YOUTH TO GO)

One of the programs that CCA provides is a community-based arts program for youth in FOUR communities in Cape May County. (CAPE MAY. LOWER TOWNSHIP, WILDWOOD AND WOODBINE). The programs are intergenerational and targeted to low-income populations and minorities.

AS THE ECONOMY HAS CHANGED, SO HAS THE REQUEST AND NEED FOR OUR SERVICES CHANGED. SCHOOLS HAVE BEEN placed UNDER undue PRESSURE TO MEET THE CHALLENGES OF PASSING STATE TESTS, AND, to the disadvantage of needy youth, LESS EMPHASIS ON SUPPORTIVE SERVICES.

Schools are being judged on student achievement determined by standardized tests. All students are now expected to be proficient regardless of differences and ability levels. Scores are published and there has even been talk of merit pay for teachers based on test scores. The stakes are high. Because Character Education is not tested, that part of a wholesome curriculum is being absolutely ignored. The powers that be within education fail to realize that meeting the goals of NCLB must include student motivation and the development of a positive attitude toward learning in order to be successful in today's global economy and expanding green economy.

TRADITIONALLY, EIA HAS BEEN FUNDED THRU STATE GRANTS, LOCAL FUNDRAISING, AND COMMUNITY SUPPORT. IE. MLK V-FREE GRANT.

AS THE REALIZATION THAT A BIGGER POT OF REVENUE WAS NEEDED TO CHANGE AND IMPLEMENT EIA'S NEW GOALS, I am presently actively researching FEDERAL AND STATE grant opportunities. -

THE AMERICAN RECOVERY & REINVESTMENT ACT IS THE **KINDLING** THAT will surely **SPARK** A GROWTH WITHIN THE GREEN ECONOMY SECTOR. THE ARRA IS **ONE** OF MANY INITIATIVES TO PREPARE youth and young adults of color in low-income communities FOR CAREERS IN THE ENERGY EFFICIENCY AND RENEWABLE ENERGY INDUSTRIES. **IT IS ESTIMATED THAT ARRA WILL CREATE 3.5 MILLION JOBS.** EIA wants to be sure youth of color in **OUR** county will not fall by the wayside.

## **OUTLINE of FUNDING SOURCES**

### **1. FEDERAL FUNDS:**

#### **DEPARTMENT OF LABOR FUNDS:**

##### **American Recovery And Reinvestment Act: (ARRA)**

Purpose

Specific parts that deal with new economy

##### **Workforce Investment Act**

**Energy Efficiency and Renewable Energy Worker Trainer Program: Green Jobs Act**

##### **Youth Build Green Initiative**

##### **Community-based job training grants**

**Senior Community Services Employment Program (SCSEP)**

#### **EMPLOYMENT & TRAINING ADMINISTRATION**

### **WORKING WITH OTHER RECOVERY ACT PROGRAMS:**

THE RECOVERY ACT MADE FUNDS AVAILABLE TO A NUMBER OF OTHER FEDERAL PROGRAMS THAT WILL IMPACT THE CREATION AND EXPANSION OF GREEN JOBS. DOL IS PARTNERING WITH OTHER FEDERAL AGENCIES TO SUPPORT THE CREATION OF JOBS BY DEVELOPING A PIPELINE OF SKILLED WORKERS IN THE ENERGY EFFICIENCY AND RENEWABLE ENERGY INDUSTRIES.

**DEPARTMENT OF ENERGY FUNDS:**

**DEPARTMENT OF HEALTH AND HUMAN SERVICES:**

**DEPARTMENT OF HOUSING & URBAN DEVELOPMENT FUNDS:**

**DEPARTMENT OF JUSTICE**

**CORPORATION FOR NATIONAL AND COMMUNITY SERVICE:**

**DEPARTMENT OF ENVIRONMENTAL PROTECTION FUNDS:**

**NATIONAL SCIENCE FOUNDATION**

**MISCELLANEOUS RELATED PROGRAMS AND GRANTS:**

## **WAXMAN-MARKLEY: AMERICAN CLEAN ENERGY AND SECURITY ACT**

### **2. STATE FUNDS:**

**NEW JERSEY TOTAL ALLOTMENT FROM ARRA \$88,362,224**

**THERE ARE SEVERAL AVENUES ONE CAN TAKE IN INVESTING IN THE GREEN INDUSTRY IN NEW JERSEY UNDER: "THE ENERGY SAVINGS IMPROVEMENT LEGISLATION":**

**Energy Master Plan**

**Regional Greenhouse Gas Initiative**

**Global Warming Response Act**

**County/Regional WIB plans**

OUR ORGANIZATION IS NOW assertively pursuing opportunities presented by THE growth of a GREEN ECONOMY.

THE FEDERAL GOVERNMENT HAS placed A high PRIORITY ON assuring that THE STIMULUS MONEY is CIRCULATING quickly IN THE ECONOMY, perhaps at the risk of overlooking the necessary. BECAUSE IT IS SHORT-TERM SPENDING, THERE IS LITTLE ROOM FOR most accurately identifying and articulating the educational and training needs of minority youth and young adults. IN order to reap the benefits of a green economy WE MUST PROVIDE LONGER TERM EDUCATION AND TRAINING THAT WOULD POSITION THEM FOR A NUMBER OF THE JOBS BEING CREATED BY LAW.

EIA'S 5-YEAR STRATEGIC PLAN, while preserving ITS time-honored MISSION will include GOALS AND OBJECTIVES THAT embrace the opportunities presented by the growing green economy for youth in low-income, communities of color in CMC.

**OBJECTIVES:**

- A. RETOOL EDUCATIONAL TRAINING TO ADDRESS THE SKILLS REQUIRED FOR SPECIFIC "GREEN-JOBS"  
DEFINE THE POPULATION: i.e. Youth and young adults
- b. IDENTIFY THE KEY STAKEHOLDERS AT THE STATE AND LOCAL LEVEL AND THEIR ROLE IN FUNDING.  
Secretary of State: Nina-Mitchell Wells  
Department of Consumer Affairs  
Senator Jeff Van Drew  
National State Legislative Conference; attended workshop on Green Economy; CBC Forum of Green Economy  
Chairperson of the Workforce Investment Board Stephen Bruner  
Labor Union contact  
Chairperson of Atlantic Cape Human Resources: Robert Jackson  
Stockton State College Representative: Ariane NewmaN  
LOCAL  
Local churches  
Communities that will be affected by new economic growth; LEADERS in each community
- c. PRIORITIZE WHICH AREAS OF THE LAW WILL BRING THE MOST SIGNIFICANT IMPACT.

d. APPLY FOR GRANTS TO BUILD LONG-TERM  
INFRASTRUCTURE THAT CAN POSITION COMMUNITIES FOR  
ECONOMIC COMPETITIVENESS.

Looking to apply for Youth Build Grant Opportunity

In closing, IN REALIZING THE ECONOMY OF CAPE MAY COUNTY IS DEPRESSED, AND DEPENDENT UPON TOURISM, IT IS IMPERATIVE THAT WE STRIKE WHILE THE IRON IS HOT AND VENTURE INTO...THE GREEN ECONOMY. EIA NEEDS TO PUT LOCAL NEEDS ON THE FRONT **BURNER** AT THE COMMUNITY LEVEL and stoke the fire sparked by the administration's emphasis on growing a green economy that has the potential to serve as a pathway out of poverty for youth and young adults of low-income communities of color. Afterall, these youth and young adults are as valued a natural resource as the oceans, the wind and the multitude of other forces of nature upon which the green economy is built.

Thank you.