

**Supportive Housing Network of New York  
Annual Conference**

**Greyston Foundation**  
*Workforce Development Programs*  
**June 2012**

Matt Shelley  
SVP Health and Human Services  
Greyston Foundation  
matthews@greyston.org



# Greyston Foundation

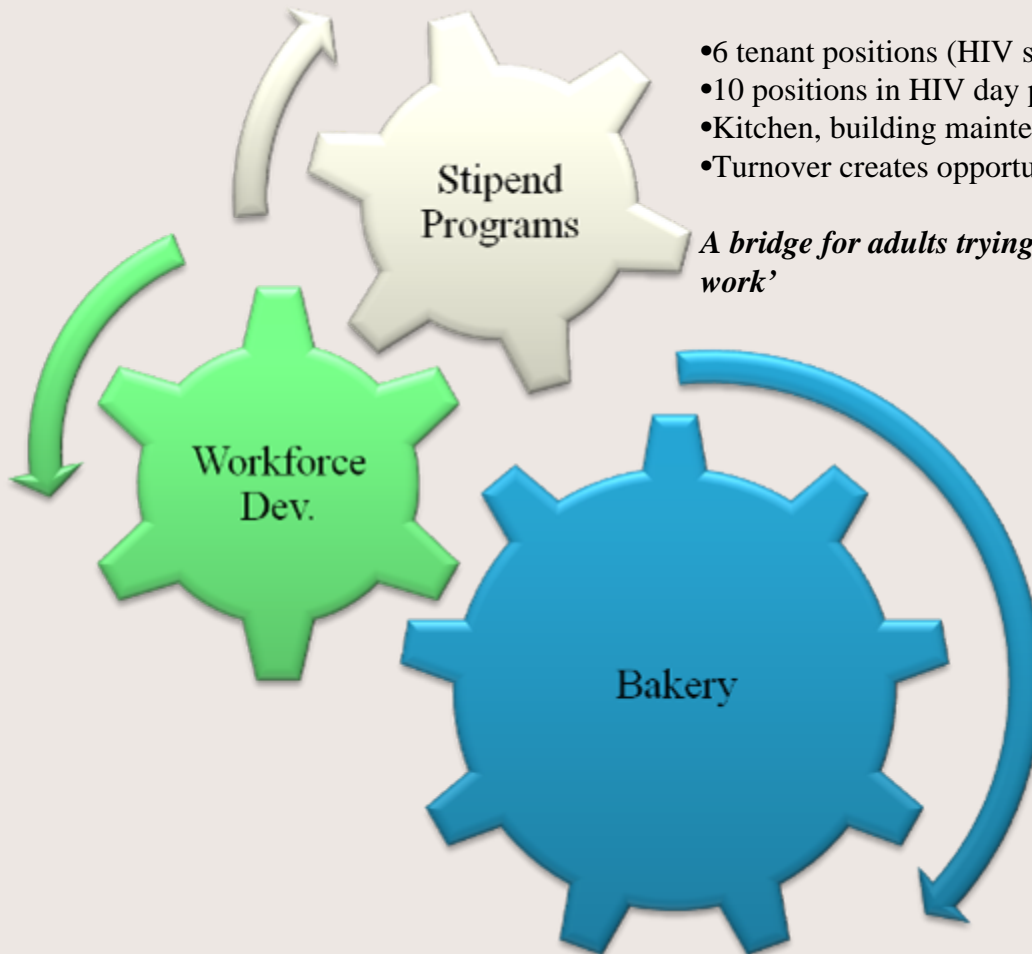
- \$15 million (revenue) not-for-profit community development organization located in Yonkers, NY
- Engaged in workforce development, housing, healthcare (HIV), childcare, community gardens
- Runs Greyston Bakery, a \$9 million *for-profit* social enterprise that bakes brownies for Ben & Jerry's and other food manufacturers (30,000 pounds per day)
- My role: In charge of health services, housing, workforce development and childcare segments. Also in charge of developing next social enterprise.



# Workforce Development at Greyston

- 25 tenant families
- 14 out-of-school youth (young adults)
- Culinary arts, security guard, office assistant training

*Traditional grant-funded workforce development: 'Source, train, place, retain'*



- 6 tenant positions (HIV single occupancy residence)
- 10 positions in HIV day program
- Kitchen, building maintenance, other support svcs.
- Turnover creates opportunity

*A bridge for adults trying / returning to 'world of work'*

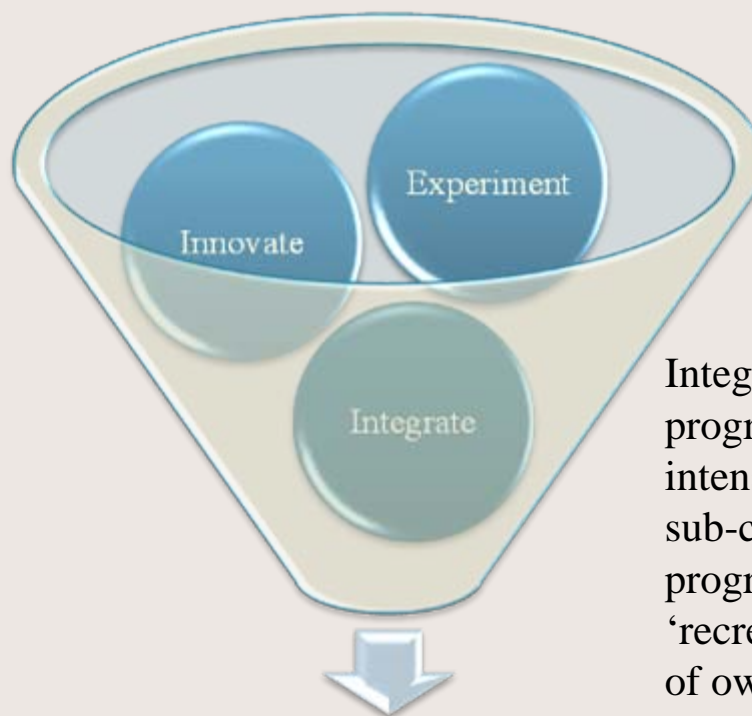
- 74 employees (60 'hard-to-employ')
- 'Open hiring' process
- 12-month apprentice program

*For profit-business that puts people before profit*



# Workforce Development: Learnings

Find a niche, get good at it, communicate it, 'scale' opportunity from there



Pursue multiple offerings and funding streams, over time, to find workforce development “sweet spots”

Integrate internal processes and programs, collaborate intensively with all vendors, sub-contractors, external program partners. No need to ‘recreate the wheel’, no ‘pride of ownership’ needed.

Success!





# A Day in the Life of Greyston...





# Housing is critical...



Stipend programs-  
Easy way to  
get started!

Housing providers  
often know clients  
better than any other  
community providers

Provides foundation for client to  
focus on personal stability and  
growth (*Housing First* model)

**Supportive Housing Network of New York  
Annual Conference**

**Greyston Foundation**  
*Workforce Development Programs*  
**June 2012**

Matt Shelley  
SVP Health and Human Services  
Greyston Foundation  
matthews@greyston.org