Juanita C. Grant Foundation 50+ WORKFORCE INITIATIVE

Community Engagement
The Juanita C. Grant Foundation (JCGF) is committing to long term efforts in Prince George’s County to support the services and needs of the 50+ age group of residents. The efforts of the foundation are focusing on creating financial stability, healthy communities by advocating for the diverse needs of this group through our 50+ Workforce Initiative. To accomplish these goals, the foundation established the 50+ Workforce Forum Partner Planning Group and conducted extensive research on the needs of Prince George’s 50+ population. Research details located on www.jcgfdn.org. The planning group is an inclusive community based approach connecting with organizations and government entities that promote and assist in workforce development for the 50+ age. The planning Partners are:

- Prince George’s County Economic Development Corporation One Stop Operations Workforce Services Division
- Greater Mount Nebo A.M.E. Church
- First Baptist Church of Glenarden
- State of Maryland Department of Labor, Licensing and Regulation
- Prince George’s County Memorial Library System
- Prince George’s County Department of Family Services Area Agency on Aging-Senior Community Service Employment Program (SCSEP)
- Prince George’s County Department of Family Services Area Agency on Aging-Foster Grandparents and RSVP Volunteer Programs
- Prince George’s County Department of Parks and Recreation
- Prince George’s Visiting Angels
- Senior Network Services

Advocacy
As part of the Foundation’s 50+ Workforce Initiative, the Juanita C. Grant Foundation convened the First Annual 50+ Workforce Forum and Hiring Event in Prince George’s County Maryland on September 27, 2017. We were overjoyed in welcoming over 400 job seekers at Kentland Community Center helping over 60-100 individuals in securing job offers. We are making a significant difference in Prince George’s County by implementing year-round job readiness activities and advocacy work to accomplish even more.

The Foundation is working in the community to bring a voice to the 50+ residents that experience challenges of ageism, chronic illness and forced retirement. JCGF is providing year-round workforce initiative activities based on insights gained from focus groups, interviews and extensive review of County statistics. As a result, our advocacy efforts include:

- Raising awareness of the value of hiring 50+ workers that are committed, highly experienced among employers
- Promoting changes to county policies that adversely impact the 50+
- Creating job readiness activities based on direct research that addresses entrepreneurship, information technology, interview skills, self-confidence, social media and communication skills
- Linking existing and new community resources to that support seeking and maintaining employment
- Outreach to County and State officials

JCGF is moving the needle forward in demonstrating the value of experience the 50+ individual brings to employers, to the community and their families. Please join us in this journey.