

# REDF

An investment that works.

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# Women's Bean Project

[www.womensbeanproject.com](http://www.womensbeanproject.com) | Denver, CO

## At a Glance

### Mission

**Women's Bean Project** (WBP) changes women's lives by creating stepping stones to self-sufficiency through social enterprise. By providing transitional jobs in gourmet food production to chronically unemployed and impoverished women, WBP supplies immediate income and arranges crucial support services to overcome barriers to employment. At the same time, WBP augments the skills their employees develop on the job with special programming and classes in the interpersonal and life skills needed to move into career entry-level employment. WBP believes all women have the power to transform their lives through employment, and that when you change a woman's life, you change her family's life.

### Track Record

Over the last 25 years, WBP has helped approximately **800** women forge a path to self-sufficiency. Among the women who graduate from WBP, **100%** move into jobs and an average of **89%** are still employed one year later.

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**REDF**

## Portfolio Partner Profile



**Founded:** 1989 by Josepha “Jossy” Eyre, a social worker in Denver who grew up in Nazi-occupied Holland

**Location:** Denver, CO

**Social Enterprises:** High-quality gourmet dry food mixes and handmade jewelry

**Target Population:** Women striving to overcome multiple barriers including histories of incarceration, homelessness, addiction, domestic violence, mental illness, teenage pregnancy, and lack of education

**Joined REDF Portfolio:** 2016

**# Employed Since 1989:** 1,200+ women

## REDF Investment & Advisory Services

REDF’s **\$310,000** capital investment and technical assistance have helped WBP strengthen and grow its social enterprise, increase the number of jobs created, and improve the lives of more women and their families.

### Highlights of this partnership include:

- Provided support and resources that allowed WBP to redesign their brand and packaging and expand their product line, resulting in a more competitive, consumer-focused product;
- Connected WBP to retail pricing experts and the private equity firm KKR to help address and resolve pricing challenges;
- Worked with WBP to offer resources and assistance with program and curriculum documentation, helping them to scale up their model;
- Helped WBP increase the profile of the company and its products through targeted public relations services; and
- Partnered with SEO experts to review and optimize the WBP website for increased visibility and online sales. Thanks to these efforts, WBP is well-poised to significantly grow sales in the coming year.

## An Investment That Works



## Personal Success Story

### Like the Family I Never Had



Charlotte was born to a heroin-addicted mother, and as a result, was on methadone until she was eight years old. She began using drugs and alcohol by age 10 and was abused by family members. She struggled with substance abuse for another 19 years. Her life began to turn around when she was sentenced to three years at a halfway house, where she became sober for the first time in her life. Once she had a year of sobriety, she became eligible to join WBP. There she found the training and unwavering support she needed to transform her life. She says, “All I ever wanted is to be cared for. I don’t want to feel alone or unloved or to have no self-worth. I’m judged all the time because of my background. Every day when I’m at work, I’m safe. The other women I work with are like the family I never had.”



**Using corporate and promotional gifts from Women’s Bean Project has a triple bottom line effect. We provide a delicious treat for our clients to enjoy, and support the ongoing success of an important social enterprise that is changing lives.**

— Todd Munson, President, JPMorgan Chase Colorado