YWCA Bergen County Receives $25,000 Grant to Support Women’s Entrepreneurship

November 2, 2018—YWCA Bergen County has received a $25,000 grant from The Coca-Cola Foundation, the philanthropic arm of The Coca-Cola Company, to help women overcome barriers in starting, growing, and sustaining businesses while investing in educational tools that will increase the knowledge and confidence of women entrepreneurs. As part of YWCA USA’s Women’s Empowerment 360° (WE 360°) program, these much-needed funds aim to expand women’s entrepreneurship and economic empowerment services for 315 women in Bergen County.

“Receiving this grant from The Coca-Cola Foundation allows us to expand our reach and provide additional programs that support women entrepreneurs and women-owned businesses. Programming opportunities will be focused on strategic training designed to help women be successful in achieving their goals and creating financial self-sufficiency for themselves and their families,” says YWCA Bergen County CEO Helen Archontou.

YWCA Bergen County was selected for the grant because of its ongoing commitment to supporting women’s entrepreneurship and business development. Nationally, YWCA has a proven track record in this type of programming and believes that by exposing women to formal programs that blend education, employment, and entrepreneurship, women will be better positioned to foster independent sources of revenue, generate wealth, and create jobs all while creating economic development in their communities.

Nationally, YWCA’s WE 360° is designed to:

1. Increase the capacity of 16 existing YWCA entrepreneurship programs to identify and support more women entrepreneurs;
2. Create a scalable entrepreneurship curriculum and module based on best practices that incorporate wrap-around economic development services designed to create jobs, as well as increase the number of women and minority-owned businesses; and
3. Position YWCA as a key national entrepreneurial advocate and resource that assists with the incubation of new businesses while meeting the needs of existing entrepreneurial women.

YWCA Bergen County is excited to partner with The Coca-Cola Foundation to increase women’s empowerment and entrepreneurship.

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About YWCA Bergen County

YWCA Bergen County (ywcabergencounty.org) is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all. We are the area’s largest provider of childcare services, a recognized leader in health and fitness programs, and operator of healingSPACE, Bergen County’s only Sexual Violence Resource Center. Celebrating nearly a century of commitment to our community, today we improve the lives of thousands of women, girls, and their families. Follow us on Facebook (@YWCA Bergen County), Twitter (@YW Bergen), Instagram (ywca_bc), and LinkedIn.

About YWCA

YWCA is on a mission to eliminate racism, empower women, stand up for social justice, help families, and strengthen communities. We are one of the oldest and largest women’s organizations in the nation, serving over 2 million women, girls, and their families. YWCA has been at the forefront of the most pressing social movements for 160 years — from voting rights to civil rights, from affordable housing to pay equity, from violence prevention to health care reform. Today, we combine programming and advocacy in order to generate institutional change in three key areas: racial justice and civil rights, empowerment and economic advancement of women and girls, and health and safety of women and girls. Learn more at ywca.org.

About The Coca-Cola Foundation

The Coca-Cola Foundation is the global philanthropic arm of The Coca-Cola Company. Through more than 30 years of giving back, The Coca-Cola Foundation has granted more than $900 million to help protect the environment, promote recycling, empower women and enhance the overall well-being of communities. For more information about The Coca-Cola Foundation, please visit: coca-colacompany.com/giving-back.