



because
I said
I would.

Unemployment Transition for COVID-19 Job Loss Overview

because I said I would Unemployment Program Overview Agenda

45 MILLION+
UNEMPLOYED*
*Initial Unemployment Claims

Unemployment has been shown to increase mental health issues in individuals, leaving them feeling hopeless and overwhelmed. Our certificate program aims to combat these negative feelings and prepare participants for their next career move.



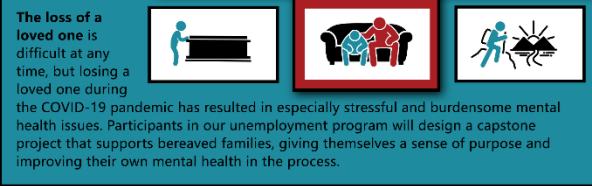
**Unemployment
Transition Program**
for COVID-19 Job Loss

The goal of our Unemployment Transition Program for COVID-19 Job Loss is to improve mental health outcomes in individuals who are unemployed due to the economic effects of COVID-19. This certificate program is set to begin Fall 2020 and will include:

- » Leadership workshop series on social and emotional learning
- » Accountability support groups that provide support and networking
- » A capstone promise project focused on helping bereaved families who lost a loved one due to COVID-19.

173 THOUSAND
LIVES LOST
*Updated August 20, 2020

The loss of a loved one is difficult at any time, but losing a loved one during the COVID-19 pandemic has resulted in especially stressful and burdensome mental health issues. Participants in our unemployment program will design a capstone project that supports bereaved families, giving themselves a sense of purpose and improving their own mental health in the process.



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Program starts Fall 2020. Info at becauseisaidiwould.org/unemployment



1. Understanding Your Needs

2. Our Program: What's Included?

3. Options to move forward

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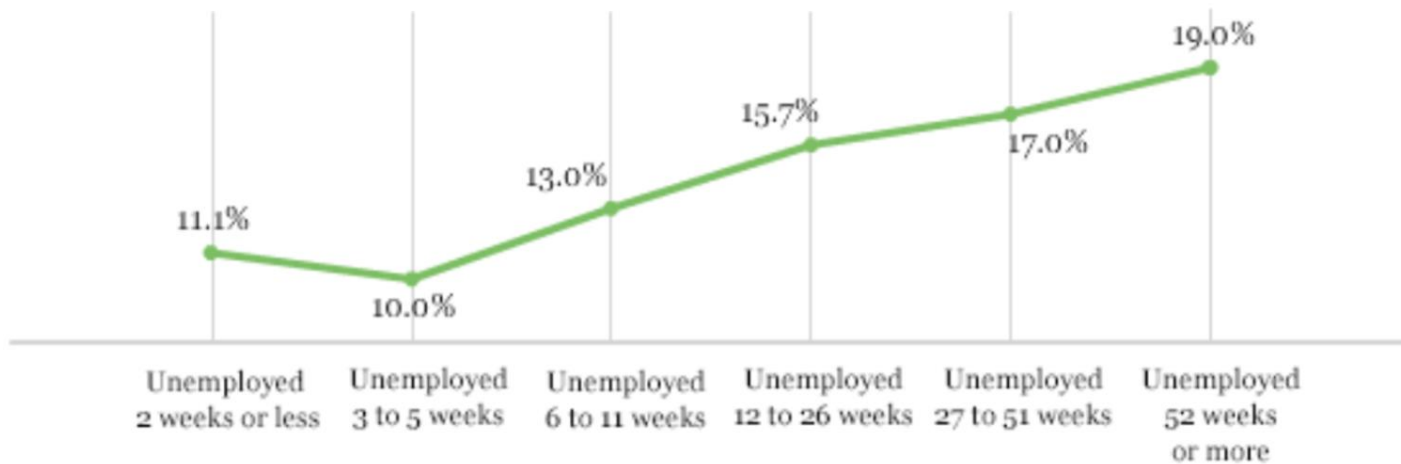
How has the pandemic
affected your staff?

Dangers of Unemployment

Do you currently have, or are you currently being treated for, depression?

Among unemployed, likelihood of being depressed rises steadily over time

■ Currently have/being treated for depression



Gallup-Healthways Well-Being Index, 2013

GALLUP®

Known Increase in:

- Depression rates
 - 1 in 3 are unemployed at the time
- Suicide rates
- Home foreclosures
- Food insecurity
- Loss of social contacts
- Declining standard of living

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Challenges of Mass Layoffs

I will not let the
world make me
a bitter person

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Risk Mitigation:

- **Average cost of settlement is \$125,000**
- Attacks on brand reputation (e.g. Glassdoor)
- Health insurance premium claims
- Employee morale after losing their teammates

Citation: <https://www.workforce.com/news/inside-outplacement>

Citation: "Guide to Employee Lawsuits" Hiscox Insurance, 2015

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Benefits of Outplacement Services

Maintain current employee morale

- Improve employee loyalty and satisfaction
- Boost in worker productivity
- Uphold positive reputation
- Increase positive reviews from former employees (on social media, Glassdoor, etc.)



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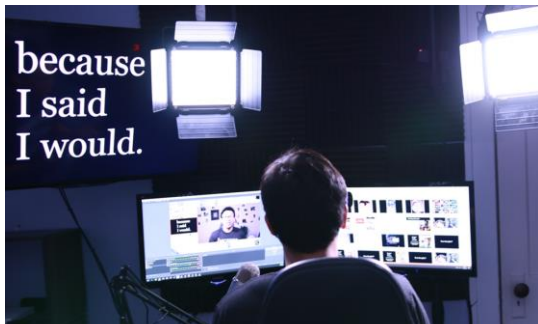
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Goal:

To improve **mental health outcomes** by providing individuals with skills training that builds resiliency and leads to **life-sustaining employment.**

What's in this program?

Leadership Skills & Job Search Support



Leadership Workshops



Accountability Support Team Meetings



Individual Action with Points

8x

Service



Capstone project for a grieving family

1x



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8 Leadership Development Workshops



Leadership Workshop Sessions

Example Topics:

- Limiting Beliefs and How They Interfere with Your Success
- Improving Self-Control
- Time Management to Manage Stress
- Accountability Best Practices
- Effective Communication: The Importance of Word Choice
- Code of Honor: A Decision Making Framework





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Support for Grieving Families

Individual Action with Points

Category	Action	Point Amount	Proof Required
Mental Health	Attend an Anonymous Support Group hosted by Hers or Hims. Topics include Managing Anxiety, Trouble Sleeping, and Finding Purpose.	10	Short reflection: what did you learn from attending an anonymous support group? Did you connect with anyone else's shared experiences?
Mental Health	Download the Calm app and commit to using it once a day for the next week	5	Screenshot of App & short reflection: list and explain 2 benefits/self-improvements you've

Mental Health and Career Advisory Councils

Mental Health	<i>or choose one on your own.</i> Meditate or do yoga first thing in the morning before diving into the day. Commit to doing this at least three times in the next week.	10	Take a picture and right a short reflection on how completing this made you feel
Mental Health	Commit to exercising this week at least three times this week, even for a quick 20 minute walk.	10	Take a picture and right a short reflection on how completing this made you feel
Mental Health	Try therapeutic journaling twice this week.	10	Short reflection: did journaling help to release any built-up emotions? Describe your journaling



5-time **TEDx**

Hosted by **Alex Sheen**



Purpose-built livestream studio

- World-class motivational speaker
- Support from expert mental health & career placement advisors
- High-production-value animation

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Program Flow

12 total
(weekly)

30-minute interactive Live
Stream hosted by Alex

10-15 total
(ongoing)

Choice of
personal
development
resources

12 total
(weekly)

45-minute peer-led
accountability groups; discuss
weekly topic, promises, and job
search/mental health overall

1 total
(ongoing)

Capstone Project helping a bereaved
family while giving sense of purpose
to participant

What Is Included?

Core-programming

- **8 weekly** interactive livestreams led by Alex Sheen and the *because I said I would* Team
- **8 Weekly peer-led** accountability groups fueled by points-based system
- **8Weekly topic-based challenges**, discussions and motivating enrichment activities
- **Capstone project** helping a family who has lost loved one to COVID-19

Bonus support:

- Extra-curricular opportunities from our Mental Health and Career Council Advisors (e.g. Resume Workshop)
- Access to our library of personal development videos, planners and other content
- Website dedicated to the program's learning experience exclusively for participants
- Two full-time *Program Impact Managers* employed to ensure program's success

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Cost Comparison for Outplacement Services



The average cost for outplacement service:
\$3,589 per employee

According to a survey for The Wall Street Journal by the American Management Association and Institute for Corporate Productivity.

Helping Hand

The average per-employee cost paid to an outplacement firm

Executive



Manager



Salaried employee



Hourly employee



Source: June 2009 survey of 355 employers by American Management Association and Institute for Corporate Productivity

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Our cost:

1-10 employees: **\$500 per individual**
11-50 employees: **\$425 per individual**
51+ employees: **\$350 per individual**

Nonprofit requires no need for heavy profit margins.

100% of the program fees go to help fuel our charitable programming including our COVID-19 Prevention & Response.

because I said I would is a 501(C)3 nonprofit.



Easy Payment Options. 100% to Charity.

- Credit card payment online
- Option to invoice
- Option to split into 3 quarterly invoices



store.becauseisaidiwould.com/store/unemployment