

MADE by DWC



Founded in 2011, MADE by DWC is a purpose-driven social enterprise created by the Downtown Women's Center to empower women in Los Angeles to break the cycle of chronic homelessness through employment.

Our job-training program creates opportunities for women to earn an income while gaining skills through hands-on training and workshops as they move toward economic stability. This innovative approach provides a supportive environment for women to transition into sustainable careers. Women employed in the program help run and curate:

- Our **Home & Gift Collection**, which includes handmade, all-natural soaps, soy candles, bath salts, cards, and journals.
- Our **Café & Gift Boutique**, which offers organic coffee and teas, fresh fare, and baked goods as well as our Home & Gift Collection in a community gathering space in Skid Row.
- Our **Resale Boutique**, which focuses on promoting sustainable fashion and offers a wide range of designer and brand apparel and accessories.

All purchases at MADE by DWC help change lives and fund our job-training program!

OUR 2020 IMPACT amidst COVID-19

23

women supported with
job-training

10

program graduates hired

11,000+

products created

7,500

annual training hours

SUCCESS STORY

Crystal came to DWC in search of support and services that would help guide her out of homelessness.

"Well, Janine and Ms. Connie were the very first women I met at DWC and they introduced me to Mia who enrolled me in the MADE by DWC job-training program. I was excited about the restoration of life skills and abilities that the program offered us women and the idea of becoming someone again!

In the job-training program, I learned how to be of service to the community the same way that the community resources were of service to me. I've redeveloped time management skills, responsibility, reliability, and productivity, but

most importantly accountability.

Today I am a Parent Peer Partner at the STAR Program. My story shows that you have to do something different to see something different! I'm excited to tell this story and share my goals, to continue to reach back into the same places I used to be in and help pull others up and out... just like the program has done for me."

— CRYSTAL, A FORMER
JOB-TRAINING PARTICIPANT

PROGRAM SPOTLIGHT

Navigating the health impacts of COVID-19 was of primary importance in 2020. Despite the closure of our Café & Gift Boutique and Resale Boutique under Los Angeles County social distancing ordinances in March, our job-training program was able to continue providing training opportunities and moving women into new positions. Pivoting our marketing strategy to focus on e-commerce sales—along with the launch of our resale e-commerce site and weekly Instagram Stories sales—also allowed us to minimize the pandemic's impact on our business and program goals. With these adjustments, we look forward to the re-opening of our Café & Gift Boutique and Resale Boutique in mid-to-late 2021 !



www.MADEbyDWC.org

#BringPurposeHome

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