

“A major international corporation aligning with a nonprofit to meet the emerging needs of the business community and, at the same time, providing hope to at-risk youth. That’s a true partnership.”

—Faye Washington, *President and CEO*,
YWCA of Greater Los Angeles



Our Challenge

“In the past, each of the 11 YWCA of Greater Los Angeles sites handled their own printing with no centralized control and a lot of waste. As we were looking to improve our printing, I was discussing our workforce development program with local business leaders and realized there was a large gap between the skills of youth being trained in the technology industry and the needs of today’s businesses. At the time, I didn’t recognize that the two challenges were related.”

Our Solution

“We turned to Xerox for some new printers and instead found a workforce development partner. I was aware of Xerox on-site print services, but I didn’t know about the Xerox School-to-Career program. It was like a dream come true. We implemented a Xerox in-house print center that provides centralized printing and serves as a digital learning academy for at-risk youth. We’re training students in digital printing, computer programming technologies and finding them jobs with local businesses. Xerox delivered a willingness to see our vision come to life.”

Our Results

- Centralized control of printing for 11 sites throughout Greater Los Angeles
- Decreased print costs by 80 percent and significantly improved turnaround times
- Established a digital learning academy to train at-risk youth in digital print technologies, including coding and 3-D printing
- Responded to the needs of the local business community through workforce development
- Began offering print services to outside businesses, creating a new revenue stream
- Aided and empowered at-risk youth by providing new skills and opportunities

“I have never seen an organization so resoundingly committed to the success of the partnership and to the community. Xerox has listened to the heartbeat of the YWCA of Greater Los Angeles.”

—Faye Washington, *President and CEO*,
YWCA of Greater Los Angeles

A Digital Print Center with Hope as Its Output

It's not often you can have a far-reaching social impact by addressing an internal operational challenge. But that's exactly what the YWCA of Greater Los Angeles (YWCA GLA) has done. The YWCA GLA's operational quest to change printing systems processes led to a partnership with Xerox that is changing the lives of at-risk youth.

Taking Control over 11 Sites

Founded in 1894, the YWCA of Greater Los Angeles is a multi-community organization built on the mission of eliminating racism and empowering women. Today, the nonprofit institution serves community members at all socioeconomic levels, from youngsters to seniors.

The YWCA GLA's Xerox relationship began when the YWCA GLA's leadership was looking to replace outdated printers. Xerox assessed the institution's print environment and recommended consolidating the widespread print activity into a single on-site print center.

“In the past, all 11 YWCA GLA sites were outsourcing printing,” explains Tasha Carter, Director of the YWCA GLA Digital Learning Academy. “Now our print jobs all go through one entity. We've streamlined internal processes, so our production flow is more efficient.”

The print center, managed by Xerox, includes color and black-and-white presses, wide format printing, booklet makers, trimmers, folders and more. Consequently, the YWCA GLA can produce everything from one-page handouts to posters—all without external vendors.

“The quality is amazing, the turnaround time is astounding and we immediately lowered our printing costs by 80 percent.”

A Link to Digital Learning Opportunities

The Xerox print center is the nucleus of a much larger YWCA GLA program—the Digital Learning Academy (DLA). The DLA concept first came to life when the YWCA GLA's leadership team was discussing its workforce development program with local businesses.

“We were shocked at the large gap in the skills of youth being trained in technology and the needs of today's businesses,” says Faye Washington, YWCA GLA President and CEO. “1.43 million jobs and fewer than 100,000 people trained for them.”

In exploring in-house printing with Xerox, Washington discovered the company's School-to-Career program, which provides hands-on training for future workers in the digital print industry.

“We can give hope to at-risk youth who don't have the capacity or the funds to move into the technology world. When we shared our mission with Xerox, their response was a resounding ‘yes, this can happen.’”

A Doorway to New Pathways

DLA students work in the print center while gaining skills through four curricula: graphic communication, digital print production, coding and MakerBot® 3-D printing. Upon graduation,



the YWCA of Greater Los Angeles helps the students find jobs, meeting the needs of young women *and* the local business community.

“It helps kids who may not have the means to go to college,” says Briana Moreno, a DLA student.

“It's free and I'm getting special skills, like coding and 3-D printing, so I can make a career out of what I learn.”

“The DLA gives each student a key that is going to open a lot of doors and not just to a new career,” adds Cynthia Heard, the YWCA GLA's Vice President of Business Development and Communications. “When your dream of a career has been obtained, there's nothing else in life you cannot obtain.”

Two Partners with One Mission

In addition to producing internal materials, the DLA print center is generating revenue by providing state-of-the-art services to local businesses, banks, healthcare organizations, educational institutions and other community partners. All print profits are reinvested in the DLA and other YWCA GLA programs.

Furthermore, XMPie® variable data software enables the YWCA GLA to create one-to-one marketing materials for donors and potential donors.

“Strategic partnerships are essential to any nonprofit,” concludes Washington. “Our partnership with Xerox began because they brought us something more than a monthly lease for a copier.”