



CEED

CLUBHOUSE FOR ENTREPRENEURSHIP AND
EMPLOYMENT FOR PEOPLE WITH DISABILITIES



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INTRODUCTION: EXECUTIVE SUMMARY

The Clubhouse for Entrepreneurship and Employment for People with Disabilities (CEED) is an innovative nonprofit organization located in Weirton, West Virginia, dedicated to empowering individuals with disabilities through enhanced workforce development initiatives. Founded on the principles of independence, inclusivity, and capacity building, CEED aims to break down barriers that hinder the professional growth of this demographic while fostering a supportive community that promotes entrepreneurial spirit, educational advancement, and holistic personal development.

Vision and Mission

CEED envisions a world where individuals with disabilities can access equal opportunities in the workforce and contribute meaningfully to society. Its mission is to equip people with disabilities with the necessary skills, tools, and resources to thrive professionally and live life to their highest levels of independence. By merging entrepreneurship education with workforce development, CEED empowers participants to transform their ambitions into achievable goals, leading to sustainable employment and self-sufficiency.

Business Overview

CEED operates at the intersection of education and workforce development, offering a unique blend of services aimed at individuals with disabilities. Our clubhouse model fosters an inviting and supportive environment where participants can learn, grow, and connect with potential employers and the community. We prioritize creating pathways to employment through targeted skill development and community integration.



Program Overview

CEED offers a range of programs tailored to meet the unique needs of individuals with disabilities. These programs include:



Entrepreneurship Training: The entrepreneurship training module provides participants with the knowledge and skills to start and manage their own businesses. Participants learn key concepts in business planning, marketing, finance, and operational management while also receiving guidance on navigating the challenges specific to disabled entrepreneurs.

Workforce Readiness Workshops: CEED conducts workshops designed to equip participants with essential workplace skills, including resume building, interview techniques, and professional etiquette. These workshops foster confidence and prepare individuals for a competitive job market.

Personal Development Programs: Understanding that personal growth is integral to professional success, CEED offers programs focused on enhancing soft skills such as communication, teamwork, and problem-solving. These skills not only improve employability but also facilitate social integration.

Mentorship and Networking Opportunities: CEED connects participants with a network of mentors, industry professionals, and successful entrepreneurs. Mentorship relationships provide invaluable insights and guidance while networking events open doors to job opportunities and collaborations.

Community Engagement: The organization emphasizes the importance of community involvement. CEED introduces participants to volunteer opportunities and collaborative projects, encouraging them to give back to their community while building valuable experience and connections.



SWOT Analysis

Strengths

1. Strong community partnerships that enhance program offerings.
2. Personalized career coaching tailored to individual strengths and goals.
3. Comprehensive job placement services that improve employment outcomes.
4. Inclusive training programs designed for skills development.
5. Commitment to promoting inclusivity and accessibility in all initiatives.

Weaknesses

1. Limited funding resources which may restrict program expansion.
2. Potential challenges in outreach to individuals with disabilities in the area.
3. Dependence on community partnerships for program effectiveness.
4. Limited awareness of the services offered among the target population.
5. Staff training needs to stay updated on best practices in disability inclusion.

Opportunities

1. Growing recognition and demand for inclusive workforce development initiatives.
2. Potential partnerships with local businesses for job placement opportunities.
3. Expansion of online training programs to reach a wider audience.
4. Increased funding opportunities from government and private sectors focusing on disability services.
5. Community engagement initiatives to raise awareness and promote services.

Threats

1. Economic fluctuations that may affect funding and job availability.
2. Competition from other organizations offering similar services.
3. Changes in government policies affecting disability rights and services.
4. Stigmas and misconceptions surrounding the employment of individuals with disabilities.
5. Technological advancements that may require continuous adaptation and training.



Business Model Considerations

In developing a comprehensive business plan for CEED, it is essential to explore various business models that can effectively align with our mission of enhancing workforce development for individuals with disabilities. Here are notable business models to consider, each with unique advantages and challenges that can impact our operational strategy.

Our Core Principles of Support

- ▲ **Independence:** People with disabilities should be able to make their own choices and enjoy the same freedoms as others.
- ▲ **Empowerment:** Giving people with disabilities equal opportunities and respect can help them build confidence and a sense of belonging.
- ▲ **Universal design:** The environment should be designed to be usable by people with a variety of disabilities.

Non-Profit

The Non-Profit Model is centered around serving the community and creating positive social impact without the primary focus on profit. This model allows CEED to secure grants, donations, and sponsorships to fund its programs while providing services to individuals with disabilities.

Advantages

- Ability to access grants, donations, and public funding
- Strong community support and partnerships
- Mission-driven focus on social impact

Challenges

- Dependence on external funding sources
- Need for ongoing fundraising efforts
- Limited financial reserves for unforeseen expenses



Social Enterprise

The Social Enterprise Model blends commercial business practices with social causes. CEED can generate revenue through selling products or services, while also fulfilling its mission to support individuals with disabilities through employment opportunities.

Advantages

- Revenue generation can sustain programs and services
- Increased visibility as a socially responsible business
- Opportunity for innovative service offerings

Challenges

- Balancing social mission with profit-making
- Potential market competition
- Need for effective marketing strategies



Membership Model

The Membership Model involves charging individuals or organizations a fee for access to exclusive services, resources, or training programs. CEED can create a membership structure to provide member benefits while covering operational costs.



Viability Analysis

CEED: Clubhouse for Entrepreneurship and Employment for People with Disabilities is positioned to address a significant need in the community of Weirton, WV. By focusing on workforce development for individuals with disabilities, CEED not only serves an underserved population but also fills a gap in the local labor market. The viability of CEED can be evaluated through various aspects, including market need, potential partnerships, funding opportunities, and the skilled workforce landscape.



Market Need

The demand for accessible employment practices is greater than ever. According to the U.S. Bureau of Labor Statistics, individuals with disabilities face higher unemployment rates compared to those without disabilities. A report by the Kessler Foundation highlights that employment for people with disabilities is not only possible but beneficial to businesses, which can gain a diverse workforce that enhances productivity and creativity. This indicates a strong market need for programs that facilitate job placement and training designed specifically for disabled individuals.

Potential Partnerships

CEED aims to create strong partnerships with local businesses, educational institutions, and governmental organizations. By collaborating with businesses in Weirton, we can tailor our training programs to meet the specific needs of employers, ensuring higher job placement rates for our participants. Partnerships with educational institutions can help develop specialized training programs, while connections with government agencies may provide resources and funding opportunities.



Funding Opportunities

Various grants and funding programs exist to support organizations that focus on disability services and workforce development. The U.S. Department of Labor, among other entities, offers funding for programs that promote employment for individuals with disabilities. Additionally, nonprofits and corporate social responsibility (CSR) initiatives provide an avenue for securing donations and sponsorships to bolster our programs.



Key Stakeholders

- ▲ **Non-Profit Organizations:**
Various nonprofits focus on advocacy, education, and job placement for individuals with disabilities, creating a collaborative environment for CEED to utilize.
- ▲ **Corporate Sponsorships:**
Businesses are increasingly forming partnerships with disability-focused organizations to improve their hiring practices and workplace.
- ▲ **Government Programs:**
Federal and state programs are designed to increase employment opportunities, providing funding and resources for organizations supporting individuals with disabilities.



Measurable Target Outcomes

CEED is targeting to make significant strides in workforce development for individuals with disabilities in the Northern Panhandle community and beyond. Some notable outcome targets include:

- **Increased Employment Rates:** By equipping participants with practical skills and experience, CEED will successfully elevate employment rates among its cohorts. Many graduates will have secured jobs in various sectors, proving their capability and potential to employers.
- **Successful Entrepreneurial Ventures:** Participants who opt for the entrepreneurship track will launch diverse businesses, demonstrating that individuals with disabilities can excel in entrepreneurship. These ventures contribute to the local economy and serve as beacons of inspiration for others facing similar challenges.
- **Empowered Community:** CEED fosters a culture of empowerment, accessibility, and support. By creating a safe space for individuals with disabilities to learn, network, and grow, CEED cultivates a sense of belonging and purpose.

- ▲ 41.7% labor force participation rate for people with disabilities.
~ 2024, June, Data Corner, Respect Ability
- ▲ 77.7% labor force participation rate for people without disabilities
~ 2024, June, Data Corner, Respect Ability
- ▲ 9.1% unemployment rate for people with disabilities
~ 2024, August, US Department of Labor
- ▲ People with disabilities may face barriers to employment, such as:
 - Lack of education or training
 - Need for workplace accommodations
 - Lack of transportation

Future Direction



While CEED is in its infancy, the organization recognizes the need for continuous growth and development. Future initiatives include:

Expanding Partnerships: CEED plans to build strategic partnerships with local businesses, educational institutions, and governmental agencies to further enhance job placement opportunities for participants and secure funding for new programs.

Leveraging Technology: The organization aims to integrate technology into its training modules to provide remote learning options and resources. This will ensure accessibility for individuals unable to attend in person due to mobility restrictions or other challenges.

Advocacy and Awareness Campaigns: CEED seeks to raise awareness about the capabilities of individuals with disabilities while advocating for systemic changes in hiring practices and workplace accommodations. Engaging local media and community stakeholders will be pivotal in these efforts.





Conclusion



CEED stands as a pioneering force in creating a more accessible workforce landscape for individuals with disabilities in Hancock County and beyond. By prioritizing entrepreneurship and employment, CEED empowers participants to overcome barriers and realize their full potential. With a commitment to continuous growth and community engagement, CEED is poised to make a lasting impact on the lives of countless individuals with disabilities while fostering a more equitable society for all.

A large part of the population is disabled



26%
of US adults
have a disability

Source: Centers for Disease Control and Prevention

Benefits of Hiring People with Disabilities

- Builds a more inclusive culture
- Boosts creativity and innovation
- Increase profit margin
- A wider talent pool of skilled professionals
- May receive certain tax incentives and credits



CEED is a program of the Miracle League of the Northern Ohio Valley Panhandle, a non-profit organization, under IRS tax code 501C3

EIN: 85-3607941
West Certificate of Authority 9B75Z
SAM Unique Identifier: EZGKD7MSTPS3



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