

REENTRY PACKET

Your Customized Guide to Support your Successful Transition



National Web-based Reentry Resource Center

www.fairshake.net

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Write Your Business Plan!

This text is from the Small Business Administration website:

<https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

Traditional business plan format: When you write your business plan, you don't have to stick to the exact business plan outline, but it would be wise to use the sections that make the most sense for your business and your needs. Traditional business plans use some combination of these nine sections.

Executive summary: Briefly tell the reader what your company does and why it will be successful. Include your mission statement, your product or service, and basic information about your leadership team, employees, market and location. Include a brief financial summary and plans for growth, especially if you plan to ask for financing.

Company description: This is where you will share detailed information about your company. Be specific. Describe the problems your business solves. Describe the consumers, organizations, and businesses your company plans to serve. Explain your competitive advantages. Are there experts on your team? Have you found the perfect location for your store? Why are you so passionate about the product or service to see the project through to become a solvent business? This is the place to extol your strengths.

Market analysis You'll need a good understanding of your industry, what is in store for the future, and your target market. Competitive research will show you what other businesses are doing and what their strengths are. In your market research, look for trends and themes. What do your competitors do? Why does, or doesn't it work? Can you do it better?

Organization and management: Describe how your company will be structured, who will run it and how it will be managed. What is the legal structure of your business? A C corporation, S corporation, B corporation, a non-profit corporation? Will you have a partnership? If not, will you simply be a sole proprietor or possibly a limited liability company (LLC)? Consider all options before you file with the IRS or state regulators.

Use an organizational chart to lay out who's in charge of what. Describe the qualities each team member will bring to contribute to the success of your venture. Consider including resumes of key team members.

Service or product line: Describe what you sell or what service you offer. Explain how the product or

service benefits your customers and what the product lifecycle looks like. Share your plans for owning your intellectual property, like trademark, copyright or patent filings. If you're doing research and development for your service or product, explain it in detail.

Marketing and sales: There's no single way to approach a marketing strategy. Your strategy should include the reception for your audience and your advertising outlets. It should also include flexibility should your product, service or messaging need to change slightly. How will you attract and retain customers? Where and how will you sell your products or services? Be clear! You'll need to refer to this section later when you share your financial projections.

You'll refer to this section later when you make financial projections, so make sure to thoroughly describe your complete marketing and sales strategies.

Funding request: Your goal here is to clearly explain your funding needs for the next 5 years. How much will you need? What will you use it for? Demonstrate how your profits will keep your business fluid while you're able to pay off a loan. Or would you prefer to take on investors? Give a detailed description of how you'll use your funds. Specify if you need funds to buy equipment, materials, cover payroll or other specific bills. Include your strategy for paying off debt or selling the business.

Financial projections: Here you want to convince the reader that your business plan is stable, will remain solvent and will be a financial success. List the collateral you will put up against a loan. Provide a prospective financial outlook for the next five years. Include forecasted income statements, balance sheets, cash flow statements, and capital expenditure budgets. For the first year, be very specific. Use monthly projections if possible. Make sure to clearly explain your projections, and match them to your funding requests. This is a great place to use graphs and charts to tell the financial story of your business.

Appendix: Use your appendix to provide supporting documents or other materials were specially requested. Common items to include are credit histories, resumes, product pictures, letters of reference, licenses, permits, patents, legal documents, advertisements from competitors, trade news about your product, materials, or services, any contracts you may have now or which are on the table.

Tips for Writing a Business Plan



What is a business plan and why do I need one?

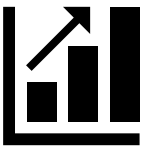
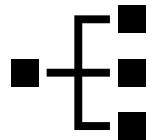
A business plan describes the strategy that the creators of an organization plan to follow as they build a new business...for instance, what steps will you take to start the business, and then what steps will you take to grow the business? The plan includes a description of the products or services that will be offered by the business, the customers, location, competitors, anticipated expenses, profit margin, plan to bring in employees, licensing or other special requirements and details specific to each industry, such as product shelf life and or cost of training staff. It should be written as a 3-to-5-year plan that includes short term and long-term goals. A business plan includes the mission statement and the vision for the organization. Use them to guide your structure and strategy. Business owners who need funding from another source to start the business – whether loans, grants or investors – will need a business plan to convince the grantors, lenders or investors that the business is a good investment.

A BUSINESS PLAN IS USUALLY REQUIRED TO OBTAIN FUNDING OR ATTRACT BUSINESS PARTNERS.

Is a business plan good for anything besides applying for funding?

Certainly. A business plan will guide you through the beginnings of your business. It will serve as a guide to get started, a measuring tool to keep you on track and a tool box notice problems and address them when they arise.

A business plan helps you monitor your cash flow, time and production rate to help you capture all of the aspect of creating your goods or services. It can be helpful in securing employees so you can attract a team that clearly sees and embraces your vision. It also provides a vision for potential partners or complementary business relationships, which can grow your business, or improve the environment for your business category.



If you can, incorporate graphs, charts, and visual displays of research, statistics and projections. They help readers stay engaged and visual descriptions appeal to different learning styles. They can also provide quick references.

Be prepared to make changes as the business develops!

Business Plan Basics:

- 1. Executive summary**
- 2. Company description**
- 3. Market analysis**
- 4. Organization and management**
- 5. Describe your services or products**
- 6. Marketing and sales goals**
- 7. Request funding**
- 8. Financial projections**
- 9. Appendix**



Maurice Sprewer

414.874.1657 (list the BEST contact number you have)

Maurice.sprewer@dwd.wisconsin.gov

(be sure that your email address is professional)

EXAMPLE of a FUNCTIONAL Resume'

Production Worker and General Laborer Committed to Safety and Quality

(personal branding statement - describes position and a quality that makes you great at it)

Summary of Skills: *(make sure the skills are relevant to the job you are applying for - usually found in the job description)*

- Sorting, grading, weighing, and inspecting products, verifying and adjusting product weight or measurement to meet specifications.
- Observing machine operations to ensure quality and conformity of filled or packaged products to standards.
- Monitoring the production line, watching for problems such as pile-ups, jams, or glue that isn't sticking properly.
- Attaching identification labels to finished packaged items, or cut stencils and stencil information on containers, such as lot numbers or shipping destinations.
- Stocking and sorting product for packaging or filling machine operation, and replenishing packaging supplies, such as wrapping paper, plastic sheet, boxes, cartons, glue, ink, or labels.
- Packaging the product in the form in which it will be sent out, for example, filling bags with flour from a chute or spout.
- Inspecting and removing defective products and packaging material.
- Starting machine by engaging controls.
- Removing finished packaged items from machine and separate rejected items.
- Counting and recording finished and rejected packaged items.
- Stopping or resetting machines when malfunctions occur, clearing machine jams, and reporting malfunctions to a supervisor.
- Removing products, machine attachments, or waste material from machines.
- Transferring finished products, raw materials, tools, or equipment between storage and work areas of plants and warehouses, by hand or using hand trucks.
- Packing and storing materials and products.
- Helping production workers by performing duties of lesser skill, such as supplying or holding materials or tools, or cleaning work areas and equipment.
- Counting finished products to determine if product orders are complete.
- Measuring amounts of products, lengths of extruded articles, or weights of filled containers to ensure conformance to specifications.
- Following procedures for the use of chemical cleaners and power equipment to prevent damage to floors and fixtures.
- Mixing water and detergents or acids in containers to prepare cleaning solutions, according to specifications.
- Loading and unloading items from machines, conveyors, and conveyances.
- Operate machinery used in the production process, or assist machine operators.
- Placing products in equipment or on work surfaces for further processing, inspecting, or wrapping.

Relevant Production and General Labor Experience

General Laborer (Position while incarcerated)

State of Wisconsin / Badger State Industries / FBOP *(whichever applies)*

year - year

City, State

Previous Relevant Employment

Previous Employer

year - year

City, State

Other Experience

Previous Relevant Employment

Previous Employer

year - year

City, State

Education

Relevant Education

(Relevant Degree / Diploma)

*Created by Maurice Sprewer Employment & Training Specialist / Reentry Coordinator
DWD / Job Service 4201 N. 27th Street Suite 602 Milwaukee, WI 53216*

Your Name
Milwaukee, WI
Your email
111-222-3333

**EXAMPLE of a
Letter of Explanation**

Re: Letter of Explanation

Insert Date Here.

Dear Sir or Madam,

The things I value most are honesty, integrity and directness. Therefore, in anticipation of the criminal background check, you will find that in October of 2006 I was convicted of the offense of Armed Robbery - Use of Force. I served 24 months in prison for my crime. Upon release in 2008, I unfortunately, returned to the same negative influences and the same circle of negative associations and as a result, I re-offended in 2009. The charge was again, Armed Robbery this time as a Party to a Crime. I know that what I did was wrong. It was a result of poor decision making on my part and it hurt a lot of people. I've learned a great lesson and won't repeat those past mistakes.

While incarcerated, I completed my HSED through the Warren Young School. In addition, after a period of careful self-examination, I began working on ME. I successfully completed coursework in **Walking the Line - the Vow to Succeed Program, Cognitive Intervention Phases I and II, and Re-Entry bridge to Success programs**. I then continued my education, gaining **certifications in Telecommunications Technologies as a Network Cabling Specialist in Copper Based Systems**. Since my release I have done some full time work as laborer in a tannery and volunteered my time at my 11 year old son's school. However, I am looking forward to getting back to work full-time in the field of Telecommunications as an installer so I may further demonstrate the changes in my life and be a responsible member of society.

I can understand why you may be hesitant to hire someone with my background. However, I am eligible for **The Fidelity Bonding Program which can insure you for up to \$25,000** against any act of dishonesty on my part. Additionally, when you hire me, you will be eligible for **Work Opportunity Tax Credits to save you up to \$9,000 this year**. I will be happy to provide you more information about those programs during our interview. Lastly, I recently successfully completed the **Pipeline to Employment Training Program for Former Offenders** sponsored by the **State of Wisconsin Department of Workforce Development** and I can provide a letter of recommendation from them at your request.

I am eager to pursue this or other opportunities with your company because I am confident my skills and experiences will dovetail with the needs of your business.

Thank you for your time and consideration.

Sincerely,

Your name here

Created by Maurice Sprewer Employment & Training Specialist / Reentry Coordinator
DWD / Job Service 4201 N. 27th Street Suite 602 Milwaukee, WI 53216

Employment - Employment Services

We are dedicated to helping you find your next career! The National Urban League is a historic civil rights organization dedicated to elevating the standard of living in historically underserved urban communities. Founded in 1910, the National Urban League spearheads the effort of its local affiliates through the development of programs, public policy research and advocacy.
<http://www.nuljobsnetwork.com/>

Employment - Employment Services

11209 John Galt Blvd
Omaha, NE 68137
Branch Hours
8am - 5pm Monday - Friday
Phone: (402) 597-5731
Fax: (402) 597-5732
<http://www.spartanstaffing.com>

Employment - Employment Services

Tel: 402-658-7795
America Works includes work readiness training, vocational training, career placement, career advancement, and employment retention services. Our mission is to equip each individual who comes to our offices with the right tools so that they are able to provide for themselves and their loved ones. People find employment, and employers find talent! Due to the Coronavirus Pandemic, you must contact the office first before you can engage in in-person services. Click on the link above to find the most up-to-date contact information!
<https://americaworks.com/virtual-contact-info/>

Employment - Staffing Agency

PeopleReady has re-imagined and simplified the path that connects people and work. Whether you need workers or you're looking for new job opportunities, we're ready to deliver results for you today.
<https://www.peopleready.com/>

Employment - Workforce Development

Job search, job training and more services can be found on the website.
<https://neworks.nebraska.gov/vosnet/Default.aspx>

Health - Department of Human Services

Find information about behavioral health, children and family services, developmental disabilities, medicaid, long term care, and housing.
http://dhhs.ne.gov/Children_Family_Services/AccessNebraska/Pages/accessnebraska_index.aspx

Health - Free/Sliding Scale Clinic

Clinics listed on our website offer services for free or at a reduced rate. Many clinics operate under a sliding scale schedule. This means that costs to patients are calculated based on income.
<https://www.freeclinics.com/>

Health - Health Department

301 Centennial Mall South,
Lincoln, Nebraska 68509
(402) 471-3121
TDD (800) 833-7352
All services can be found on the website.
<https://dhhs.ne.gov/Pages/default.aspx>

Employment - Employment Services

11209 John Galt Blvd
Omaha, NE 68137
Contact This Branch
Branch Hours
8am - 5pm Monday - Friday
Phone: (402) 597-5731
Fax: (402) 597-5732
<http://www.spartanstaffing.com>

Employment - Employment Services

America Works includes work readiness training, vocational training, career placement, career advancement, and employment retention services. Our mission is to equip each individual who comes to our offices with the right tools so that they are able to provide for themselves and their loved ones. People find employment, and employers find talent! Due to the Coronavirus Pandemic, you must contact the office first before you can engage in in-person services. Click on the link above to find the location nearest to you.
<https://americaworks.com/virtual-contact-info/>

Employment - Licensing Information

Find information about your professional or business license.
http://www.constructionweblinks.com/Industry_Topics/Licensing_Industry_Topics/Nebraska_Licensing/nebraska_Licensing.html

Employment - Staffing Agency

Manpower is dedicated to enriching people's lives with meaningful employment and development opportunities, as we have done for more than 60 years.
<https://www.manpower.com/ManpowerUSA/home>

Health - Crisis Hotline

Domestic Violence Hotline 1-800-799-7233(SAFE)
StrongHearts Native Helpline 1-844-7NATIVE (1-844-762-8483)
Runaway Safeline 1-800-RUNAWAY / 1-800-786-2929
Human Trafficking Hotline 1-888-373-7888
Child Abuse Hotline - 1-800-4-A-CHILD (1-800-422-4453)
Substance Abuse Treatment - 1-800-662-HELP (4357)
Center for Missing and Exploited Children (NCMEC) Hotline - 800-8435678
Sexual Assault Telephone Hotline - 800-656-HOPE (4673)
Suicide Prevention Lifeline Hotline - 800-273-8255
<https://www.acf.hhs.gov/acf-hotlines-helplines>

Health - Free/Sliding Scale Clinic

1,400 Free and Charitable Clinics and Pharmacies provide access to healthcare for uninsured and underinsured people in communities across the U.S. Find one near you!
<https://nafcclinics.org/>

Health - Free/Sliding Scale Clinic with Dental

Listings that can help low-income and uninsured people connect with a clinic or community health center in their area. These clinics offer free and discounted rates for medical and dental care. Our county listings include contact information, a

Reentry Resource - Multiple Resources Available

Our findhelp technology powers Americas leading social care network. Our network features more than 300,000 free and reduced-cost programs in all 50 U.S. states, territories, and Puerto Rico, powering social care systems for hundreds of customers nationwide.
https://www.findhelp.org/find-social-services/nebraska?ref=ab_redirect

Reentry Resource - Multiple Resources Available

Scroll down the page to find your state. Titles in the left column will lead you to resources available nationwide.
If you scroll down the page to find your state name, you can click on that for statewide resources.

<https://www.needhelppayingbills.com/index.html>

Shelter - Homeless Shelter

The Homeless Shelter Directory provides listings for Homeless Shelters and Homeless Service Organizations around the country. This includes supportive resources.
<http://www.homelessshelterdirectory.org>

Shelter - Low Income Housing

U.S. Department of Housing and Urban Development
451 7th Street S.W.
Washington, DC 20410
Telephone: (202) 708-1112 TTY: (202) 708-1455
Find the HUD office near you!
<http://portal.hud.gov/hudportal/HUD>

Shelter - Low Income Housing

Housing Works fights for funding and legislation to ensure that all people living with HIV/AIDS have access to quality housing, healthcare, HIV prevention, and treatment, among other lifesaving services.
<http://www.housingworks.org/>

Shelter - Transitional Housing

1-855-860-3119
Transitional, sober housing provides supportive housing along with drug and alcohol treatment for selective locations
<https://www.transitionalhousing.org/state/nebraska>

listing of services and any further remarks that may be pertinent to our users, such as free services provided, discounted services provided and clinic operating hours.
https://freeclinicdirectory.org/nebraska_care.html

Reentry Resource - Multiple Resources Available

Search for benefits in Education, Grants, Loans, Social Security, Housing and Utilities, Employment and Career Development, Financial Assistance and more.
<https://www.benefits.gov/categories>

Reentry Resource - Multiple Resources Available

211 connects you with thousands of nonprofit and government services in your area. If you want personal assistance call the three-digit number 211 or 877-947-2211. A friendly voice to talk with you 24/7/365.
<https://ne211.org/>

Shelter - Financial Counseling

HUD sponsors housing counseling agencies throughout the country that can provide advice on buying a home, renting, defaults, foreclosures, and credit issues. This link sends you to a page that allows you to select a list of agencies for each state. You may search more specifically for a reverse mortgage counselor or if you are facing foreclosure, search for a foreclosure avoidance counselor.
<http://hud.gov/offices/hsg/sfh/hcc/hcs.cfm?weblistaction=summary>

Shelter - Housing Authority

Find a HUD location near you.
<https://www.hud.gov/states>

Shelter - Low Income Housing

Mercy Housing Gives a Home to Low-Income Families, Seniors, Individuals, and People with Special Needs Nationwide. Our mission is to create stable, vibrant and healthy communities by providing affordable, service-enriched housing.
<https://www.mercyhousing.org/regional-offices/>

Shelter - Low Income Housing

Find low income apartments in Nebraska along with non profit organizations that help with low income housing along with HUD apartments, public housing apartments, public housing authorities, and housing assistance agencies.
<https://www.lowincomehousing.us/NE.html>

Interview Tips

Before you head to your interview, ask yourself these questions:

- Do you really want this job?
- Are you qualified for the job?
- Do you believe you can get the job?
- What attitude and information must you deliver to the employer to get the job?
- Are you ready for your interview?

If you decide you really want to get this job, consider these tips:

1. Keep your answers short yet full of information, unless you are asked to clarify. Try to put yourself in the interviewer's shoes; asking the same questions of many applicants! Fine tune your answers to the Sample Interview Questions and bring your authenticity and vitality to the interview.
2. Determine what your key strengths and assets are. Be sure to state them confidently a couple of times throughout the interview.
3. Prepare for a variety of interview questions. Consider the challenges you have overcome, the difficult interpersonal situations that you resolved with others, and several success stories.
4. Describe specific situations and accomplishments. Generalities fail to show the interviewer your strengths and assets and how they can benefit the company and the position that is available.
5. Put yourself on their team. Show how you fit in with the existing work environment and company culture. During the interview, align your language with the language of the team.
6. Observe your non-verbal communication. Are you saying what you mean to say? Practice answering some of the Sample Interview Questions in front of a mirror to see if your eyes and your gestures agree with your words.
7. Ask questions. Is this where you want to work? Find out what you need to know to accept the job. Also, the interviewer will see that you are taking interest in the company and work environment. That is an important quality in a team player.
8. Be sure to talk WITH the interviewer and not AT the interviewer. Interviews are stressful enough for both parties. Keep it human.
9. Research the company. Is it a right fit for you? Can you get behind the mission of the company? How much can you know about the work and the work environment before the interview?
10. Apply for jobs that you are skilled for and that you can appreciate...even if only as a stepping stone to your next job. If you truly want the job, you must be able to compete successfully with your competition. Authenticity shines through your words and your non-verbal communication.



www.fairshake.net

PO Box 63 Westby, WI 54667 608-634-6363

Fair Shake Employer Support

All of this information and much more can be found at <https://www.fairshake.net/employers>

Although tremendous responsibility is on the shoulders of those transitioning from prison to society, their success is made possible only when the entire community is involved.

Employers have the opportunity to help create one of the first and most stable bridges to reentry success. Fair Shake supports an employer's desire to understand formerly incarcerated applicants by offering tools and information to help you make informed, careful hiring decisions.

Fair Shake has also created tools for our members to more fully demonstrate their character than may be available on a standard job application through our free "office in the clouds", which includes a Personal Web Page.

The FAIR SHAKE PERSONAL WEB PAGE (PWP): What you learn about these applicants

Building a Fair Shake personal web page is not an easy feat! Formerly incarcerated people who create this page demonstrate many things to you:

- **HONESTY:** They are open, honest and direct by letting you know s/he has been incarcerated. As you may well imagine, this takes an enormous amount of courage. We know that honesty is imperative to building trust. Is honesty something you are looking for in your employees?
- **SELF-MOTIVATION:** Creating this page demonstrates the applicant's perseverance, tenacity, and desire to succeed. S/he had no coercion in building this page; there was no class for it nor did anyone recommend they do this. They built the page of their own volition.
- **TECH-SKILLS:** A variety of computer skills were required to create the Personal Web Page including: scanning, storage, typing, and understanding 'cloud' technology; to name a few.
- **HUMANNESS:** In addition to the above, the applicant offers information here that describes more than skills and experiences; you learn who they are and what they bring to your organization. This information is very important in building company culture, but is not requested on standard job applications.

Why hire a formerly incarcerated person?

- To keep your options open for hiring the best possible candidate!
- Many formerly incarcerated people have received extensive training
- Many formerly incarcerated people are motivated to work
- Many formerly incarcerated people have a job coach or advisor
- Support is available for training and reducing risk

Fidelity Bonding Program

The **Fidelity Bonding Program** offers six months of free bonding support to businesses across the country to lower their risk when hiring applicants who have been incarcerated.

Federal Fidelity Bonding Program: <http://bonds4jobs.com>

Bonding can:

- Reduce your risk when you hire formerly incarcerated people
- Provide six months of FREE insurance against employee theft
- Be obtained quickly and easily by just a phone call to confirm your hire

To bond a formerly incarcerated new hire today **call toll-free: 877-US2-JOBS (877-872-5627)**

Work Opportunity Tax Credit (WOTC)

The WOTC is a special tax credit available for hiring former felons (and others) and must occur within one year of their release date. The WOTC is available to any size business from small organizations to national corporations. The credit is also available for any type of job. The work can be full-time, part-time, temporary, or seasonal.

Facts about the WOTC tax credit:

- Employers can save as much as \$2,400 in taxes
- Applies to the first year of employment
- The new employee must work 120 hours for the employer to begin to receive credit

Exceptions:

- Not for independent contractor work
- Not for a business owned by a close relative

To find out more: <http://www.doleta.gov/business/incentives/opptax/wotcEmployers.cfm>

Or call: 1-800-829-4933

Employee Training Support

Your business may be eligible for a state or federal training grant (or other funding). To find out what you may qualify for, check with your Workforce Investment Board, Small Business Development Center, or economic development agency.

- Workforce Investment Board: <http://www.servicelocator.org/contactspartners.asp>
- Small Business Development Center: <https://www.sba.gov/tools/local-assistance>
- Economic Development Agency: <https://www.sba.gov/content/economic-development-agencies>

Ban the Box:

Are you ready to remove the box that says 'Have you ever been convicted of a felony?' from your job application forms? If so, we can help! <https://www.fairshake.net/ban-the-box/>

On our page you will find:

- Best Practices and Model Policies
- Fair Chance Fact Sheet
- Community Hiring Model
- Which states, cities and counties *Ban the Box*
- Learn from dedicated states like Minnesota who have Banned the Box for both public- and private-sector jobs. They freely share information for you to do this, too.