



# Second Chance Initiative 2023 Impact

Report

Celebrating  
**5 YEARS**  
of  
**CHANCES**

# Everyone deserves

# a second chance

## Our Mission

Second Chance Initiative is a non-profit social enterprise that serves women in recovery by offering paid employment in a safe and supportive environment. We aim to be the launching pad where they can begin to work towards self-sufficiency and a brighter future, thus breaking the cycle of shame and hopelessness that perpetuates relapse.

## Our Vision

We desire to crack the code on work that contributes to well-being and offer each woman in recovery who wants to change her life the gift of a second chance through employment at the Second Chance Initiative.

We believe all women, regardless of their challenges, should feel confident, supported, and empowered to pursue employment and rebuild their lives.



# Our Programs



## Social Enterprise

**Her 2nd Chance** shop on Etsy is our social enterprise that crafts personalized gift items, including mugs, tumblers, greeting cards, and more. We also offer custom products for direct business-to-business orders and fulfillment services. Revenue from our enterprise partially funds the wages we pay the women we serve. The stronger our sales, the more work hours and jobs we can create.

Program participants learn all aspects of running an e-commerce business. Product design and production, customer relations, marketing, and fulfillment are transferable, marketable skills our women acquire. This year, we also collaborated with Saltability, the leading supplier of Himalayan salt stone massage warmers. With our fulfillment services, we helped pack their products, generating valuable paid hours for our women during a slow sales period.



## Wellness Works

We are committed to ensuring participants prioritize recovery and well-being above all. The **Wellness Works** program serves our women by providing workshops led by local experts in various fields, including emotional and physical health, self-care, and financial literacy. We are grateful to have dedicated professionals within our community who generously contribute their time and expertise to support our mission and empower our women.

In 2023, we introduced the Good Grub Social Club, based on the premise that the opposite of addiction is community. Our team enjoys lunch, conversation, and bonding each week on Thursdays. As colleagues break bread and exchange stories, the gathering becomes a platform for building trust, enhancing collaboration, and strengthening the overall bond within the team.



## Bridge to Employment

Second Chance Initiative recognizes the unique challenges faced by women seeking to rebuild their lives after overcoming addiction and aims to bridge the gap between recovery and meaningful employment.

Our **Bridge to Employment** program offers resume and cover letter writing instruction, along with tailored interview preparation sessions to boost confidence and readiness for the job market. This year's highlight was an eight-week workshop titled *Making Difficult Conversations Easier*, moderated by Board Member Joel Moses, Ph.D., a longtime organizational psychologist. The sessions offered guidance and exercises to help participants effectively deal with complex yet common workplace issues.

# 2023 Highlights



17

NEW WOMEN  
HIRED



12,855

Hours of paid employment for our  
women

9%

Increase in revenue generated from  
our social enterprise

\$330,147



Wages paid  
to our women

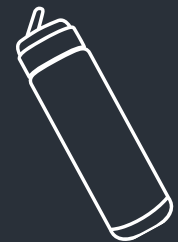


12,745

PRODUCTS SOLD

4

New product  
lines  
developed



16

PROGRAM  
GRADUATES



1,504

Hours of self development  
programs administered



# Participant Spotlight



## Jill

### How has SCI impacted you?

"I have experienced so much personal and professional growth, gained confidence, and, most importantly, see myself as an independent, productive member of society. More than just a wife to my husband or mother to my daughter, I am Jill."

## Anna

### How has SCI impacted you?

"Working at Second Chance has been the perfect transition for me because it combines a recovery atmosphere with an actual real job. You don't have to hide anything. It feels like a family and that is not always the case at other jobs. This program brought me back to life."



## Laura

### How has SCI impacted you?

"You walk into Second Chance feeling lost, defeated and like no one cares about you. Working here has shown me I can have a future and I have valuable skills. Because of the positive support here, I recently had the courage to apply for a job at UPS."

# Celebrating 5 Years of Chances

Since our inception in 2018, with a small team and a single item to sell, we have grown to a group of twelve and introduced four new product lines. Eighty-seven women have received the gift of a second chance and an opportunity toward a brighter future.

In 2023, we surpassed the \$1.5 million mark in cumulative revenue generated from our social enterprise. It is a vital resource in ensuring we can continue to employ women and administer our programs.

87

Women hired, trained and given the gift of a second chance

\$1,525,384

Revenue generated from our social enterprise

76

Program graduates

50,737


Hours of paid employment

\$935,464

Wages paid to our women

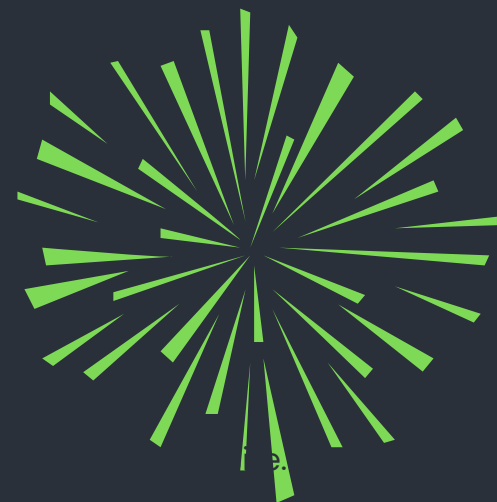
73,904

Products sold



"I truly feel I was given a second chance to feel empowered as a woman of integrity, with a renewed sense of confidence and trust in myself through being a program participant for the past three years."

- Elizabeth, Graduate 2023



# Our Story

**2018**

- Founder Keely Copeland and Board President Chris Malfitano meet through Lynn University's Social Enterprise Initiative and a concept is born.
- Second Chance Initiative is certified as a 501(c)(3) and initial funding is secured.
- Social Enterprise launches, a paid work program is defined, and the first participants are enrolled.
- Second Chance Initiative shop is launched on Etsy and the first products are sold.

**2019**

- Sublimation mug collection and production processes are developed and launched.
- Second Chance Initiative shop reaches \$120,000 in sales.
- Paid work hours for women grows tenfold reaching 3,670.

**2020**

- Second Chance Initiative expands to a Boca Raton headquarters.
- Global pandemic surges online sales. Our Etsy shop generates \$540,000 in revenue.
- Number of program participants reaches 49, and paid employment hours nearly triples to 11,724.

**2021**

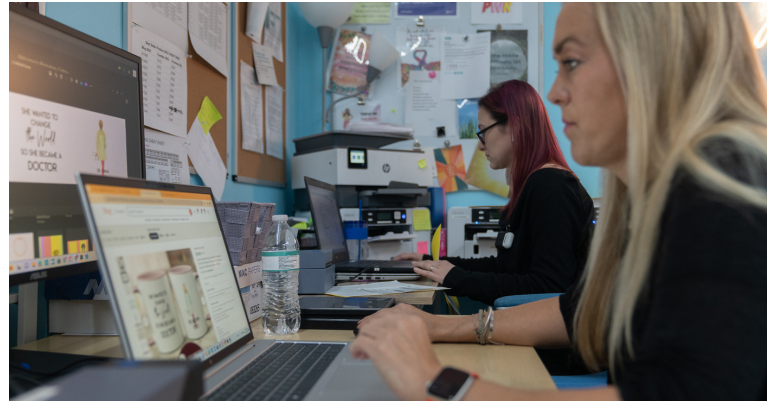
- Paid leadership roles focused on driving business objectives forward are created.
- SCI partners with community resources to develop a participant pipeline.
- Wellness Works 90-day training and development program is defined and launches.
- Number of program participants surpasses 60 and hours of paid employment reaches 27,600.

**2022**

- Second Chance Initiative moves to larger Boca Raton location for product and channel expansion.
- Social enterprise generates \$1,232,946 in revenue.
- Number of program participants grows to 70. Hours of paid employment reaches 38,241.

**2023**

- Social enterprise adds 4 new product lines and expands to include the Etsy shop, B2B sales, and fulfillment services.
- The *Bridge to Employment* program is developed and launched.
- Number of program participants grows to 87, and revenue generated from our social enterprise reaches \$1,525,384.





# Thank You for Helping Women Flourish into Who They Were Created to Be

In 2023, I was honored to accept the Second Chance Initiative's Executive Director role. Leading an organization that has significantly impacted my life as a past program participant is an incredible opportunity. In five years, we have accomplished a lot and continue to make a profound difference in the lives of the women we serve. We are appreciative of you, a committed community of individuals who believe women can flourish in sobriety.

This past year, we implemented Chances Create Change, our three-pillar approach to employment at the Second Chance Initiative (SCI). Our Social Enterprise is at the core of a woman's employment and teaches her manual and electronic production, customer service, and fulfillment. Our Wellness Works program brings balance to the workday with meditative breaks, wellness workshops, and weekly lunches provided by SCI. The Bridge to Employment (B2E) program provides career mentorship through resume feedback, mock interviews, and career guidance.

We introduced new "Champion" roles, an opportunity for promotion within the organization, and launched an eight-week program called *Making Difficult Conversations Easier*. The goal of every program is to equip our women with the skills and confidence they need to pursue community employment.

Sales remain a key component of our success, providing critical work for our team. This year, we introduced new products to diversify our assortment further. We also offered labor to a local company in need of packaging support. In the year ahead, we will continue to explore unique opportunities that enable us to hire more women in recovery.

Your support and investment fuel our programs. You are helping women flourish into who they were created to be. Thank you for being committed to our mission. We are grateful for the opportunity to accompany each woman on her path toward long-lasting, positive change. The transformations are nothing short of a miracle.

**Erin Sabin** – Executive Director, SCI



## Board of Directors

**Christopher Malfitano**  
*President*  
Business Owner, Professor (Retired)

**Keely Copeland**  
*Founder*  
Entrepreneur

**Casey Gunnell**  
*Treasurer*  
CFO, Southeast Toyota (Retired)

**Sarah Lucas**  
*Secretary*  
Venture Capitalist

**Dr. Marsha Glines**  
Professor & Educator

**Mark Guzzetta**  
Consultant,  
Political & Government Relations

**Jim MacCutcheon**  
CPA (Retired)

**Dr. Joseph Moses**  
President, Applied Research Corp.  
(Retired)

**Ariadne Reiman**  
Advancement/International Fundraiser

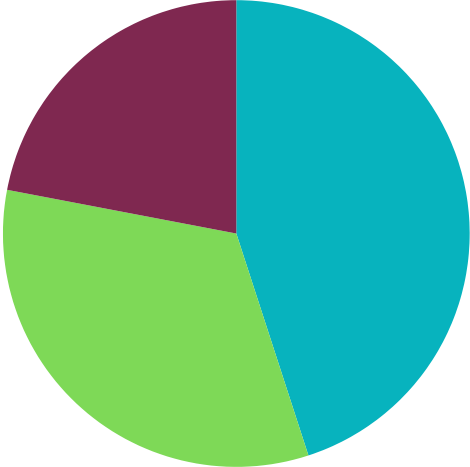
**Bruce Rosetto**  
Attorney  
Specialty

**Michelle Sena**  
Recruiting Professional

**Cathy Silk**  
Marketing & Public Relations  
(Retired)

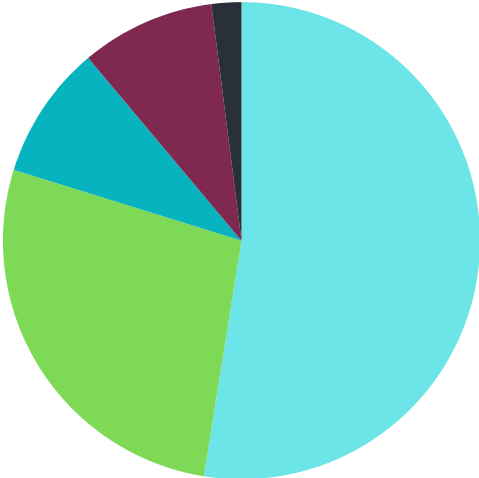
# Financials 2023

## Revenue



- Foundations 45%
- Social Enterprise 33%
- Contributions 22%

## Expenses



- Job Training & Employment 53%
- Social Enterprise (COGS) 27%
- General & Administrative 9%
- Rent, Utilities & Insurance 9%
- Fundraising 2%



## Funding at a Glance

Foundations  
\$339,465

Contributions  
\$163,450

Social Enterprise  
\$245,056

# Thanks to all our donors for their *gift of a second chance.*

## *Acknowledgements*

We offer our heartfelt thanks to our team, our Board Members and advisors, volunteers and community supporters, individual donors, and grant partners who have supported us in 2023 including:

### **CHANGE AGENTS**

#### **\$100,000 +**

Harcourt M. and Virginia W. Sylvester Foundation

#### **\$50,000 - \$99,000**

Carl A. DeSantis Foundation  
Debbie Linstrom and Bob Sheetz

#### **\$25,000 - \$49,999**

Community Foundation for Palm Beach and Martin Counties  
The Jim Moran Foundation  
The Pulte Family Charitable Foundation  
Kathy and John Slavik

#### **\$10,000 - \$24,999**

Stoops Family Foundation  
Nancy and Gary Veloric

#### **\$5,000 - \$9,999**

Gretchen and Keith Gertsen  
Gols Foundation  
Michael Goodman  
Linda and Joel Moses  
Tara and Morgan Rutman

### **COMMUNITY PARTNERS**

Kelly Elbin  
Flagler Credit Union  
Golden Media  
KQ Coaching  
Lewis Rental Companies  
The Lord's Place  
Ruhmann Associates  
Saltability  
Jim Small  
Wietsma and Lippolis Construction

#### **\$1,000 - \$4,999**

Linda and Dave Adams  
Patti and Jeff Anderson  
Jeanette and Pete Austin  
Boca Raton Regional Hospital Foundation  
Michelle and Greg Bernardo  
Ted Campbell  
Sue and Jeg Coughlin  
Patti and Richard Damron  
Lynn and Gino DeMarco  
Sue and Ed Diener  
Susan Esson  
Gillman Family Foundation  
Marsha Glines  
Sylvie and Bernard Godin  
Groelle Family Charitable Fund of the Community Foundation for Palm Beach and Martin Counties  
Azize and Jay Grunin  
Gunnell Family Corporation  
Mark Guzzetta  
Mary Cheryl and John Hargrove  
Patty and Peter Larkin  
Lynn and Paul Lawless  
Connor Lynch  
Fern Schmidt and Jim MacCutcheon  
Kristen Migliano  
Genevieve L. Murphy  
LuAnn and Bruce Ohanian  
Marc Rash  
The Reiling Family Foundation  
Ariadne Reiman  
Roxanne and Bruce Rosetto  
Kimberly and Joe Scaggs  
Cathy and Joe Silk  
Keystone Development + Investment  
We sincerely appreciate and are grateful for nearly 1,700 additional donors.





At Second Chance Initiative we believe that work has the power to transform lives.

We offer a safe, judgment-free, supportive workplace that promotes self-care, development, belonging, and purpose.

## **Give the Gift of a Second Chance**

Contribute to our mission of providing jobs for women in recovery. **Learn more, donate and shop our products today at**

**[her2ndchance.org](https://her2ndchance.org)**

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