FOR IMMEDIATE RELEASE

Latinos of North Brooklyn Empowered through Caminos a Workforce Development & Financial Coaching Initiative via UnidosUS and DoorDash Partnership

$1.1M partnership brings bilingual financial coaching and workforce development to 10 US Cities through local affiliates: St. Nicks Alliance and other community partners.

Brooklyn, New York (March 16, 2022) - The $1.1M UnidosUS and DoorDash partnership will expand financial empowerment and workforce development programming through an initiative called Caminos. The initiative will develop and implement a bilingual financial empowerment program that will feature financial coaching and workforce development programming online nationwide and in Brooklyn where St. Nicks Alliance will identify and recruit participants.

St. Nicks Alliance's Workforce Development Center has helped thousands of North Brooklyn residents land and keep high-paying jobs in high-demand industries. They partner with major North Brooklyn employers. Each client is assigned to a job coach who guides them through assessment and training and helps them overcome any barriers to getting and keeping a job. Their goal is to train and place all clients into high-quality, full-time, permanent jobs that pay a living wage.

The Caminos initiative makes it possible for participants to improve their financial well-being and build generational wealth by building skills and habits that enhance financial equity over a lifetime. Caminos includes financial and professional skills education and access to free, individualized financial coaching as part of the courses offered. Dashers will be connected to an online financial coach, who can support them as they pursue their financial goals through individualized, bilingual English and Spanish services from the UnidosUS Financial Empowerment Network.

The partnership will also incorporate DoorDash’s Project DASH, which allows organizations to leverage DoorDash logistics to combat food insecurity, coupled with Unidos’ food insecurity program, Comprando Rico y Sano, to supplement nutrition training with grants for food delivery to participants in Brooklyn, New York.

The UnidosUS and DoorDash partnership also includes support for immigration policy education and civic engagement through the UnidosUS Latino Empowerment and Advocacy Program (LEAP) by identifying opportunities for engagement by integrating voter registration and education activities into existing services.

“UnidosUS is a leader in the Hispanic community on issues ranging from health and education to immigration. Their work has made a positive difference in the lives of many and DoorDash is honored to partner with UnidosUS to support those initiatives and more.” said Katherine Rodriguez, Senior Manager of Federal Public Engagement, DoorDash.
“Through our partnership we are committed to helping underserved communities enhance their financial well-being and build generational wealth through earnings opportunities and programs like Caminos.”

"Everyone deserves an opportunity to succeed at their workplace. That's why we're excited about our new partnership with DoorDash to provide Latinx workers with the skills they need to succeed in the jobs of the 21st Century," said Janet Murguía, UnidosUS President and CEO. "This collaboration will allow us and our network of Affiliates to expand our current workforce development programs and provide innovative training and employment opportunities to hundreds more workers. Thanks to DoorDash's major new support, we can put even more people, families, and communities on the path to greater financial stability and prosperity."

“St. Nicks Alliance is excited for the opportunity to match Latinx workers from our North Brooklyn Community to a financial counselor and empower for financial success and stability. We are also excited to welcome DoorDashers into our Adult Education and Skills Training programming and Financial Empowerment opportunities. This partnership is a great benefit to our Brooklyn community and we look forward to launching this tool for financial empowerment.”

Said Larry Rothchild, Director of Workforce Development at St. Nicks Alliance

In addition to launching in Brooklyn, New York the partnership will launch nationwide online and in the following markets with UnidosUS affiliates and partners:

- Chicago, Illinois
- Denver, Colorado
- Houston, Texas
- Miami, Florida
- Queens, New York
- San Diego, California
- San Francisco, California
- Seattle, Washington
- Washington, D.C.

To find more information and sign up for Caminos programming, please see here here [hold for microsite URL].

About DoorDash
DoorDash is a technology company that connects consumers with their favorite local and national businesses in more than 4,000 cities and all 50 states across the United States, Canada, Australia and Japan. Founded in 2013, DoorDash enables local businesses to address consumers' expectations of ease and immediacy and thrive in today's convenience economy. By building the last-mile logistics infrastructure for local commerce, DoorDash is bringing communities closer, one doorstep at a time.
About UnidosUS
For over 50 years Unidos US has been empowering Latinos to define and achieve their own American Dream. UnidosUS, previously known as NCLR (National Council of La Raza) is the nation’s largest Hispanic civil rights and advocacy organization. Through their unique combination of expert research, advocacy programs, and an Affiliate Network of nearly 300 community-based organizations across the United States and Puerto Rico, UnidosUS simultaneously challenges the social, economic, and political barriers that affect Latinos at the national and local levels.

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