



## Media Release

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FOR IMMEDIATE RELEASE

### **ICA LAUNCHES ALTERNATIVE STAFFING ALLIANCE NATIONAL ASSOCIATION PROMOTES SUSTAINABLE WORKFORCE DEVELOPMENT**

Brookline, MA—The ICA Group announced the launch of the Alternative Staffing Alliance, a national association dedicated to supporting and promoting social-purpose staffing as a sustainable workforce development model. With funding from the Charles Stewart Mott Foundation, the Alliance was developed by The ICA Group, a nonprofit organization that promotes job development and retention through the creation of employee-owned cooperatives and community-based projects.

The Alliance will create a dynamic community of practice and provide Alternative Staffing Organizations (ASOs) with tools and resources to more effectively market their services and support disadvantaged individuals' participation and success in the mainstream labor market. Through peer learning opportunities, policy initiatives, best practices research and information sharing, the Alliance seeks to engage practitioners, employers, funders and academics in this growing sector.

Based in major cities throughout the US, ASOs fulfill employers' needs for temporary and temp-to-hire workers, and support individuals who face barriers to employment, to create win-win matches for employers and job seekers. ASOs deliver exceptional value to both job seekers and employers due to their dual market- and mission-driven focus. The fee-for-service model typically covers a significant share of an ASO's operating costs, and employees generally benefit from higher wages, comprehensive supports and performance-based feedback from employers.

The Alliance grew out of a gathering of alternative staffing practitioners who convened several years ago to brainstorm "next steps" following an academic study of the emerging sector. Among those present was Neal Hegarty, program officer with the Charles Stewart Mott Foundation, a long-term supporter of the alternative staffing strategy. Says Hegarty, "the model has proven itself to be resilient through ups and downs in the economy, and effective in helping people living at the margins to get a foothold in the labor market. We're very pleased to create this resource for practitioners and to support the sector as it expands to the next level."

The Alternative Staffing Alliance is a member-based nonprofit organization dedicated to supporting Alternative Staffing Organizations (ASOs). It is our mission to promote and expand the alternative staffing sector and to raise awareness of, and support for, alternative staffing as a sustainable workforce development strategy. For additional information, contact (617) 232-5380.

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