

I am First Step

social toolkit

About *First Step*

Coalition for the Homeless' First Step Job Training Program helps homeless and low-income women develop the skills and confidence they need to obtain living-wage jobs and achieve financial independence. Over the past 30 years, First Step has grown and adapted its curriculum to meet the demands of the modern workplace, empowering more than 1,700 women to build new lives for themselves and their families. [Learn more.](#)

About *the campaign*

"I Am First Step" celebrates the hundreds of women who have rediscovered the best in themselves with the help of the Coalition's First Step Job Training Program. Follow us to hear from these amazing women and **share their stories of strength and resilience.** Let the women of First Step know that they do not stand alone! We are all First Step. [Learn more.](#)

First Step *Stories*

- [Share Cynthia's story](#)
- [Share Gigi's story](#)
- [Share Elina's story](#)
- [Share Faith's story](#)
- [Share Valerie's story](#)
- [Share Diana's Story](#)

[Click here for sample social posts and graphics!](#)

First Step *Facts*

- More than 1,700 women have graduated from First Step since its inception. [Click to Tweet.](#)
- The majority of those living in NYC homeless shelters are families — mostly single mothers and their children. [Click to Tweet.](#)
- First Step serves roughly 200 women per year. [Click to Tweet.](#)
- The innovative curriculum includes over 100 hours of computer instruction, along with literacy workshops, communication and interpersonal skills development, and other hands-on activities. [Click to Tweet.](#)

Sample Post

You can post any of [these graphics](#) to share the campaign. Use the hashtag #IAmFirstStep!

Don't forget to tag us on Instagram (@nyhomeless and on LinkedIn and Facebook at Coalition for the Homeless, Inc.

Sample Post: I am [an adjective (or 2) about yourself] and I am First Step! I'm joining the Coalition for the Homeless in celebrating 30 years of helping women rediscover the best in themselves and gain financial stability through the First Step Job Training Program. Together, we are recognizing the strength and resilience in each and every woman. You can learn more by following the Coalition and visiting its website at coalitionforthehomeless.org/iamfirststep.

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