SURVIVOR STRATEGIES TO GENERATE INCOME: OPPORTUNITIES IN INDEPENDENT CONTRACTING

January 21, 2020 | 2 pm – 3 pm ET
Promoting Employment Opportunities for Survivors of Human Trafficking Project

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Promoting Employment Opportunities for Survivors of Trafficking (PEOST)

- TTA Project funded through Office for Victims of Crime (OVC), U.S. Department of Justice
- Focused on improving how survivors are connected with meaningful employment to promote economic independence
- Build resources and tools and in-person training opportunities to promote collaboration
Learning Objectives

As a result of this webinar, participants will be better able to:
• Describe independent contracting and the range of work it may encompass.
• Help survivor explore opportunities to pursue independent contracting including finding work, writing proposals, contracts and invoicing, taxes, and navigating safety.
• Connect survivors to resources and communities for independent workers.
Today’s Experts

Iliana Perez, PhD
Director of Research & Entrepreneurship
Immigrants Rising

Aurelie Drouet
Partnerships & Business Development Associate
SamaSchool
Iliana Perez, PhD
Director of Research & Entrepreneurship
Immigrants Rising empowers undocumented young people to achieve educational and career goals through personal, institutional and policy transformation.
Creating Your Own Opportunities
Entrepreneurship Activities

- Resources & Information
- Leadership Development
- Networking
- Financial Support
- Referrals
Basic Facts about Entrepreneurship (Spanish)
A brief overview of the entrepreneurship opportunities that exist for all immigrants, regardless of status.

**THEMES/TOPICS:**
- Entrepreneurship

**GEOGRAPHY:**
- California
- National

**AUDIENCE:**
- Ally, Educator, Undocumented Youth

**RESOURCE TYPE:**
- Flyer

Comenzando Tu Camino de Emprendimiento (Spanish Webinar)
Este seminario web proporcionará información introductoria acerca de cómo trabajar por su cuenta y cómo empezar un negocio. El seminario presentará las experiencias de los empresarios de la comunidad latina en Chicago y Los Ángeles.

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**RESOURCE TYPE:**
- Webinar/Video

#Undocuhustle Film
Watch this short film to learn more about the #Undocuhustle and immigrants Rising’s entrepreneurship initiatives.

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**RESOURCE TYPE:**
- Webinar/Video
Income Generation
Opportunities for anyone, regardless of immigration status
Not employment!
Freelancing
- Independent contracting
- Consulting
- Participating in the gig economy
Entrepreneurship (business)
- Sole proprietorship
- Partnerships
- C Corporations
- LLC, Worker Cooperatives
• The Immigration Reform and Control Act of 1986 (IRCA) states that it is illegal to knowingly employ unauthorized workers in the United States.

• The IRCA requires employers to verify that every new employee is legally authorized to work in the U.S., through the “I-9 System”.

• **EXCEPTION:** An individual or entity is not required to obtain Form I-9 from independent contractors or sporadic domestic workers.

• Independent contractors or entrepreneurs may use an ITIN or EIN to legally earn a living in the U.S., as long as they pay taxes.
• Payer (client) has the right to control or direct only the **result of the work** and **not what will be done and how it will be done**.

• Earning are subject to **Self-Employment Tax**.

• IRS Common Law Rules
  • Behavioral
  • Financial
  • Type of relationship
# Employees vs. Independent Contractors: Main Differences

<table>
<thead>
<tr>
<th>An Employee</th>
<th>An Independent Contractor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has a continuing relationship with an employer</td>
<td>Does the same work for multiple clients</td>
</tr>
<tr>
<td>Normally is furnished significant tools, materials, etc. by the employer</td>
<td>Has own tools and equipment and can hire, supervise and pay assistants.</td>
</tr>
<tr>
<td>Can quit at any time without incurring liability</td>
<td>Receives all profits and is held liable for all losses and debts</td>
</tr>
<tr>
<td>Must comply with instructions about when, where and how to work</td>
<td>Sets his or her own hours and work schedule</td>
</tr>
<tr>
<td>Is trained by the employer</td>
<td>Uses his or her own methods</td>
</tr>
</tbody>
</table>
ITIN (Individual Tax Identification Number)

- IRS issues ITINs regardless of immigration status.
- Does not serve any purpose other than federal tax reporting.

How To Get One

- **BY MAIL** File form W-7 with income tax return and mail.
- **IN PERSON** Using the services of an IRS-authorized Certified Acceptance Agent or visit an IRS Taxpayer Assistance Center.

Renewal Update

- All ITINs not used on a federal tax return at least once in the last three years will no longer be valid for use on a tax return as of Jan. 1, 2017.
- All ITINs issued before 2013 began expiring in 2017.

**ITIN GUIDE: INFORMATION AND UPDATES ABOUT THE IRS’S INDIVIDUAL TAX IDENTIFICATION NUMBER (ITIN)**
Consider using a professional tax preparer if it’s your first time filing taxes as an IC!

Free file software for income **below $66,000**

- Free filing with easy to use software
- IRS Free File Software Lookup Tool

Recommend working with tax preparer/accountant for income **above $66,000**

- Free IRS File Fillable Forms (must know how to file taxes)
- Seek support from local colleges/universities
- Seek support from local non-profit organizations (venturize.org)

Online Resources:

- [www.myfreetaxes.com](http://www.myfreetaxes.com)
- CA: [www.ftb.ca.gov](http://www.ftb.ca.gov)
1. Develop and entrepreneurial mindset
2. Understand Contracting/freelancing considerations
3. Learn marketing and promotion strategies
4. Access financial capital
5. File and pay taxes
• Entrepreneurs@Immigrants Rising (FB Group) – community of immigrant entrepreneurs
• Democracy at Work Institute – worker coop model
• Venturize – local service providers
• SamasSchool – training and support for freelancers
• Freelancers Union – training and support for freelancers
• Small Business Majority – training and support for small business owners
• Massive Open Online Courses (MOOCs) – free courses and training on specific topics
• Mission Asset Fund – access to financial capital
• Nonprofit Library – resources for non-profits
Samaschool & Futures Without Violence

Jan 21, 2020
1. Understanding the gig economy: Trends, platforms, opportunities and challenges
2. Samaschool’s training and outcomes
3. Resources available
Our mission is to equip people to benefit from independent work and advocate for an economy in which all workers thrive.
We work with partners to equip their beneficiaries to access and succeed at gig work as a source of supplemental income and/or as a step towards a new career.
Understanding Independent Work
Independent work also known as...

- gig work
- self-employed
- freelancing
- side hustle
- side job
- on-demand work
- consulting
The freelance workforce grew 3x faster than the U.S. workforce overall since 2014

36% of working Americans earned at least some income from freelancing in 2017

50% of all working adults are likely to freelance in some capacity sometime in the next 5-10 years

40% of employers expect to use more independent workers by 2020
Where do you typically go to find freelance work?

- **Friends and family**: 47%
- **Professional contacts**: 38%
- **Social media**: 37%
- **Online ads/classifieds**: 27%
- **Previous employer (freelance)**: 24%
- **Online job boards**: 23%
- **Online freelance marketplaces**: 22%
- **Previous employer (full-time)**: 19%
- **Local newspaper**: 17%
- **Specialized freelance websites**: 17%
- **Employment agency/staffing firm**: 14%
- **Sharing economy websites or apps**: 13%
- **Other**: 5%
Freelance work is available in nearly every industry:

### Care Services
- Babysitting & Childcare
- Cosmetology & Beauty
- Dog Walking & Sitting
- Massage Therapy
- Care Aid
- Tutoring & Teaching

### IT, Design, & Development
- Web Design
- UI/UX Design
- Quality Assurance Testing
- Graphic Design
- Computer Programming
- IT Technician & Tech Support

### Marketing
- In-Person Marketing & Events
- Social Media Marketing
- Online Advertising & SEO
- Lead Generation
- Digital Marketing & eCommerce

### Trades
- Plumbing
- Landscaping
- Electrical Work
- Handyman

### Writing & Translation
- Writing & Editing
- Typing & Transcription
- Translation

### Service & Hospitality
- Hotel & Hospitality
- Catering & Event Staff
- Food Service / Restaurants

AND MORE!
How can people benefit from freelancing?

**Earn Extra Income**
Cover expenses or support yourself while training, going to college, or starting a business.

**Find Flexible Work**
Work when and where you want in order to accommodate your schedule.

**Build Your Resume**
Developing skills and work experience that can be used to get a full-time job.

**Try New Careers**
Try new career options, or turn your passion into an income generating side-hustle.

**Expand Your Network**
Make new professional contacts that can open doors for you in the future.
Lavell Russell
Earned $30-50/hour while launching his business
Type: Delivery, driving, errands on Taskrabbit & Uber

Kristy O’Brien
Wanted to get away from her desk job and be her own boss
Type: Airbnb management through referrals & networking

Chih Chen
Gained work experience during IT training program that helped him secure a full-time job
Type: IT on Fieldnation

Anna Huang
Transitioned from working in restaurants to cleaning, increasing her hourly rate from $9 to $20+ per hour
Type: Cleaning on Taskrabbit
Samaschool’s training and outcomes
<table>
<thead>
<tr>
<th>Independent Workers</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>No minimum wage protection</td>
<td>Must receive minimum wage</td>
</tr>
<tr>
<td>Paid hourly or on a per-project basis</td>
<td>Paid hourly or salary</td>
</tr>
<tr>
<td>Not protected by anti-discrimination laws</td>
<td>Protected by anti-discrimination laws</td>
</tr>
<tr>
<td>Must purchase their own health, workers’ compensation, and other insurances</td>
<td>May receive insurance coverage through employer</td>
</tr>
<tr>
<td>Must pay self-employment tax, comprised of Medicare and Social Security</td>
<td>Pays half of Medicare Social Security tax, other half paid by employer</td>
</tr>
<tr>
<td>Typically provides equipment and materials</td>
<td>Employer provides equipment and materials</td>
</tr>
<tr>
<td>Greater risk of taking a loss from equipment costs and unreimbursed expenses</td>
<td>Low risk of taking a loss</td>
</tr>
<tr>
<td>Free to seek out additional clients and business through marketing</td>
<td>Employer controls how employee allocates time</td>
</tr>
</tbody>
</table>
Curriculum Overview

1. Intro to Freelancing
   - Independent work pros and cons
   - Independent work v. traditional jobs
   - Choosing a work category

2. Preparing to Freelance
   - Personal branding & pricing
   - Where to find work (online and offline)
   - Assessing & applying for gigs

3. Succeeding on the Job
   - Customer service
   - Time management
   - Safety

4. Managing Life as a Freelancer
   - Contracts
   - Taxes
   - Goal setting
### 2017 Trainee Demographics

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>51% Young Adults (18-24)</td>
</tr>
<tr>
<td>Ethnicity</td>
<td>81% minority</td>
</tr>
<tr>
<td>Household income</td>
<td>50% &lt;$24K</td>
</tr>
<tr>
<td>Unemployed</td>
<td>58%, avg. 9 mos</td>
</tr>
</tbody>
</table>

### Testimonials

- "It opened up a new avenue for employment possibilities and helped me understand the pros and cons of it very well."
- "...The information is really valuable and with it, I will be able to accelerate my professional progression."
- "I think gig work is great to make some extra money and make life a little easier."
Samaschool trainees who engaged in independent work earned, on average, $1,800/month from independent work.

Their average hourly earnings were on par with local living wage rates.

**Average Gross Hourly Earnings Compared to Local Living Wage**

- **NYC**: $16
- **SF Bay Area**: $26

**Share of Income From Independent Work**

- **71%**
More than 85% of alumni reported being moderately to very satisfied with independent work.
Resources available
Samaschool is a learning community that helps people start freelancing or grow their existing freelance business.

**On-demand content**
Modular video-based courses accessible 24/7

**Competency Mapping & Career Planning**
AI-powered competency mapping & coaching supported career planning

**Coaching**
1:1 support from an experienced freelancer who holds students accountable

**Community**
Discussion forum + Facebook group

**Live webinars**
Topic deep dives, guest speakers, Q&A sessions

**Tools**
Templates, Work Finder, curated 3rd party resources
Monthly Webinars
The user joins monthly webinar to get insight from subject matter expert, and ask questions during live Q&A

Participant’s Journey

Registration
The user signs up through the Student Hub and receives a welcome email with a link to self-schedule their 1:1 onboarding call.
They also gain immediate access to the on-demand courses.

Monthly Webinars
The user joins monthly webinar to get insight from subject matter expert, and ask questions during live Q&A

Weekly Check-Ins
The user receives ongoing weekly check-ins from their coach via text message and email.
Reports of successful work attainment are logged by the coach.

Discovery & Assessment
The user finds SamaSchool and is educated about the service offering.

Onboarding
The user has a 1:1 call to get to know their freelance coach.
During this call, the coach explains the next steps of the program (competency mapping/career planning) and assigns relevant on-demand courses.

On-demand content
The user completes work associated with their Career Plan, completes on-demand courses, begins searching for work, applying for jobs, completing their online work profile, and participating in online community.

Check-In Calls
The user has two more check-in calls with their coach at 1 and 2 months.
Based on these calls, the coach assigns additional on-demand courses and provides relevant advice.
Register for Samaschool training

www.samaschool.org/waitlist
Other free tools

www.samaschool.org/tools

What do you need help with?

- Online Work Profile Setup
- Finding Work
- Writing Proposals
- Preparing for an Interview
- Contracts & Invoices
- Insurance
- Taxes & Retirement
- Community & Blogs
Contact Us:
adrouet@samaschool.org
Questions?

Please share in the chat box to the right.
Contact Information

- iliana@immigrantsrising.org
  Join Entrepreneurs@Immigrants Rising (FB Group)!

- adrouet@samaschool.org
Thank You!

Questions? TA Needs?
Contact:
peost@futureswithoutviolence.org