



## OUR MISSION

Towards Employment champions the potential of every person to succeed in a rewarding career while working to create an equitable and inclusive workforce for tomorrow.

## OUR VISION

A dynamic world of work where all people - regardless of race, justice system involvement, or where they live - have an opportunity to thrive.

LEARN MORE ABOUT  
A CHANCE TO ADVANCE  
ON OUR WEBSITE



## A CAMPAIGN TO SUPPORT A NATIONAL LEADER IN WORKFORCE DEVELOPMENT

A Chance to Advance is Towards Employment’s \$5.2 million capacity-building campaign to transform the lives of thousands of Greater Clevelanders. Our pathway of evidence-based, employer-driven training, called WorkAdvance, helps people rise out of poverty and achieve economic mobility.

## WHAT ARE THE CHALLENGES TOWARDS EMPLOYMENT ADDRESSES?

It’s 2024, and among many challenges, the minimum wage in the state of Ohio is still \$10.45 per hour. Yet the MIT Living Wage Calculator figures a living wage for a household comprised of one adult and one child in Cuyahoga County is three times this amount — 236% higher than minimum wage.

## WHAT IS SPECIAL ABOUT TOWARDS EMPLOYMENT IN ADDRESSING THESE ISSUES?

Towards Employment not only focuses on placing and sustaining people in good-paying jobs, but provides holistic wrap-around services to help address the “social determinants of work” such as housing insecurity, transportation and legal issues, and to build life skills like financial management. Addressing these issues enhances prospects for job retention and advancement.

And Towards Employment uses a nationally-recognized model called WorkAdvance, which has proven through research to be effective in increasing earnings of low-income Clevelanders, including individuals with criminal justice involvement, young adults aging out of foster care and veterans with barriers to employment.

## YES! I WANT TO SUPPORT A CHANCE TO ADVANCE.

I understand my gift can be used to support these critical needs:

- Independence (current use funding for career pathways)
- Infrastructure (technology upgrades for TE and participants)
- Innovation (funding to take advantage of new opportunities)
- Unrestricted (area of greatest need)

### Terms of Pledge

Total Amount of Pledge \$ \_\_\_\_\_

Pledge to be paid as follows:

\$ \_\_\_\_\_ by \_\_\_\_\_, 2024

\$ \_\_\_\_\_ by \_\_\_\_\_, 2025

\$ \_\_\_\_\_ by \_\_\_\_\_, 2026

*Multi-year pledges will be billed annually.*

Signature \_\_\_\_\_

Name \_\_\_\_\_

Date \_\_\_\_\_



## WHAT ARE THE GOALS OF THE CHANCE TO ADVANCE CAMPAIGN?

# \$5.2

Million

Raised 2022-2024

# 3500+

Low-Income  
Clevelanders

# \$21

Million

Additional Earnings  
by Graduates (ROI)

Bottom line? Employers have better prepared workers. Workers have more economic mobility. End result, the whole community is stronger.

## REAL PEOPLE, REAL STORIES



**Richard Jackson,**  
*Press Operator/Die Setter*

Richard got his chance to advance as part of a manufacturing career readiness class he took in the middle of the pandemic.



**Tiara Colbert,**  
*Community Health Worker*

Tiara has advanced twice because of an innovative health care partnership that Towards Employment built with University Hospitals.

“Towards Employment helps to build confidence. They gave me the reassurance that I can go a little bit further, that I can challenge myself...They help remind people that they are not alone, that it’s a process.”

## YOU CAN CHANGE A LIFE: ONE CAREER PATHWAY AT A TIME.

Through your support of the Chance to Advance Campaign, you can learn about ways to help someone in our community obtain a good job and begin building a life-changing career.

You can be part of meaningful, long-term change in the lives of Clevelanders facing systemic barriers to employment - so no one working full time is still poor.

## HOW WOULD MY SUPPORT HELP?

There are 3 ways to put your passion and investment to work:

### INDEPENDENCE & MOBILITY

The right training, certification and wrap-around services are urgently needed to overcome the opportunity gap and build economic mobility and independence.

### INNOVATION & CAPACITY

Our training facilities need to mirror the work world which means upgrading our technology and mobile infrastructure to meet increased digital requirements needed to best prepare our candidates for success, leveraging learnings from the pandemic.

### INFRASTRUCTURE & THE FUTURE OF WORK

A \$2 million Innovation Fund that allows us to take advantage of emerging trends, invest in new approaches and build out of the box partnerships is critical in positioning us to advance our mission.

## Method of Payments

- Check payable to Towards Employment
- Charge \_\_\_\_\_  
Credit Card Number \_\_\_\_\_ Expiration \_\_\_\_\_ CVC \_\_\_\_\_
- Stock / IRA Rollover / Bequest  
Contact Adaora Schmiel at:  
[aschmiel@towardsemployment.org](mailto:aschmiel@towardsemployment.org)
- Matching Gift  
My/Our gift will be matched by: \_\_\_\_\_  
Please include forms for matching gifts with this pledge card.

Donor(s) \_\_\_\_\_

Preferred Recognition \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Business Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_

Email \_\_\_\_\_

Birthday (month & day only) \_\_\_\_\_ / \_\_\_\_\_