



Towards Employment

2019 ANNUAL REPORT







OUR MISSION

**TO EMPOWER INDIVIDUALS
TO ACHIEVE AND MAINTAIN
SELF-SUFFICIENCY
THROUGH EMPLOYMENT.**

Towards Employment is a proven leader in workforce development that connects people to careers, which changes people's lives, advances businesses, and strengthens community in Northeast Ohio.

WE HELPED 612 PEOPLE FIND GOOD JOBS



612 PEOPLE

Placed into
employment
(420 with a
criminal record)



77% RETENTION

77% average job
retention at 90 days

** New employees within their
first 90 days on the job are most
susceptible to job loss*



252 PEOPLE

Accessed credentialed
training or paid
on-the-job training



\$11.39/HR

Average starting
wage for TE participants
was \$11.39 - over \$2.50
above OH minimum wage



101 PEOPLE

Advanced on the
job with an average
wage increase of
over \$2/hour.



300 EMPLOYERS

Hired TE Graduates
over the course of
the last year with a
criminal record



**1,100 SUPPORTIVE
SERVICES**

Helped overcome
employment barriers like
transportation, tools,
uniforms, background
checks and pre-employment
screening.



1,577 LEGAL CASES

Opened for 643 people
to remove barriers to
employment/job retention:
credit/debt issues,
bankruptcy, foreclosure,
or criminal issues.
criminal record)

LETTER

FROM BOARD PRESIDENT & EXECUTIVE DIRECTOR

CONNECTING MORE PEOPLE TO CAREERS IS GOOD NEWS FOR EVERYONE.

Our Northeast Ohio regional economic vitality depends on connecting people to good jobs. We know we have hurdles to overcome – we see it in the news every day. Consider just these data points: Cleveland is the most economically distressed large city in the U.S. and 75% of its residents live in zip codes with high rates of poverty, joblessness, vacant housing; Cleveland has the highest number of persons in Ohio returning from state prison, at more than 3,000 each year. Involvement with the criminal justice system triggers a 19% decrease in number of weeks worked annually, and 40% reduction in yearly earnings.

But at Towards Employment we see good news too. Results from our rigorously evaluated WorkAdvance model - differentiated by deep employer engagement, comprehensive wraparound supports, and long-term advancement focused coaching – tell us we have a model that works. We know what it takes to connect people coming from a place of limited resources - who may (or may not) have criminal justice involvement or other barriers to employment - to jobs with livable wages and better job quality. In 2018 KeyBank awarded Towards Employment \$1 million dollars over three years to strengthen our work in connecting people to careers. KeyBank's investment is to help TE connect more people to the full career model, deepen existing partnerships in the community, and build up our career coaching team.


Many programs seeking to help un- and under-employed individuals take a case management approach disconnected from business need. We work backwards from skills needed to fill high-demand occupations in targeted industries to help participants find the support they need to remove barriers, build skills, and gain credentials. This includes sector specific screening, job readiness training, career planning, intensive job coaching, technical training, job matching/placement, and supportive and legal services. We offer a menu of services: so participants get the right support at the right time to help them advance into and along a career pathway. Career coaches mentioned by graduates in this report - like Dan, Chelsie, Joan and Jim - are critical.

Is this good news for you? YES! **Connecting more people to career pathways** enhances the economic mobility of low-income individuals and their families. Increased earnings helps strengthen families and communities. Businesses also benefit from having the right people for the right job, saving on hiring and training costs. Preparing and placing on average 600 people annually into above minimum wage jobs contributes \$12 million+ in wages to our local economy. Our graduates are less likely to recidivate, more likely to have stable housing, better able to support their families, and be engaged in their children's lives. They can buy a car, pay taxes, and maybe even take a family vacation. And when they thrive, they give back: graduates who have advanced into supervisory roles return to speak to classes and hire from Towards Employment. Good news indeed!

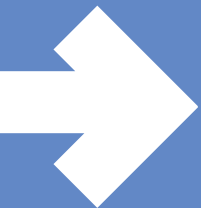
We can't do this without you. Join Key and other committed funders and individuals so we can make more GOOD news for our city.

Jack Goldwood
Board President

Jill Rizika
Executive Director



I HAVE A JOB, I HAVE MY FAMILY
BACK, PEOPLE COUNT ON ME,
AND I COUNT ON MYSELF. JIM
MADDEN TOLD ME THIS COULD
HAPPEN THAT FIRST DAY WHEN
I WALKED THROUGH THE TE
DOORS. AND IT DID.



SANDRA

SANDRA'S STORY

IN 2018 SANDRA WANTED TO MAKE A CHANGE IN HER LIFE. BUT SHE “COULDN'T GET A DECENT JOB — OR ANY JOB — BECAUSE OF MY FELONY. I DIDN'T KNOW HOW TO GO ABOUT LOOKING FOR A JOB.”

A friend, a recent graduate of Towards Employment, suggested she go talk to the folks at Towards Employment and the first person she met was Career Coach Jim Madden. She told him she was ready to be self-sufficient and to be the person her family wanted her to be. In reentry career readiness classes she learned how to interview and how to address her background, but more than that, Sandra said she learned to feel good about herself. In her personal Career Plan, she identified legal barriers which needed to be removed and her goal was to be substance abuse counselor. She worked with the Towards Employment legal team to clear her outstanding legal issues and is currently employed as a resident monitor helping individuals in a facility access the social services they need. Sandra is going back to school to get the certifications she needs to move forward in her career. “I have a job, I have my family back, people count on me, and I count on myself. Jim Madden told me this could happen that first day when I walked through the TE doors. And it did.”





2019

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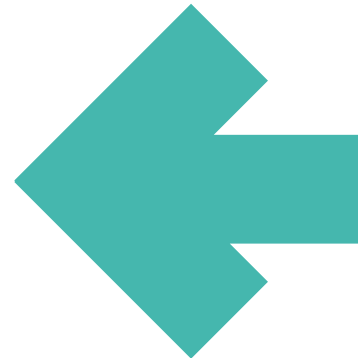
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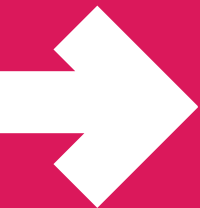
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Chief Marketing Officer
Cleveland Metroparks





WHEN I GOT OUT AND REALIZED
I HAD A TEAM OF PEOPLE
WORKING WITH ME... FOR THE
FIRST TIME IN MY LIFE I KNEW
I HAD A CHANCE."



ALLAN

ALLAN'S STORY

TWO YEARS AGO ALLAN THOUGHT HE HAD NO FUTURE. THEN HE FOUND TOWARDS EMPLOYMENT WHILE INCARCERATED AT THE EUCLID JAIL IN THE SUMMER OF 2017.

He participated in pre-release job readiness programs run by Towards Employment in the jail. After his release, he came to Towards Employment and joined a 2 week accelerated job readiness program. He continued to work with his career coach Chelsie Froning for another year and likes to check in, "she's my personal cheerleader and has connections to so many resources and career connections." Allan likes to share his story and has volunteered to be a peer presenter at TE: "The biggest thing for me was changing my outlook on what I am capable of doing. When I got out and realized I had a team of people working with me - to work through the court visits, to get my license back, fix my credit and help me explore realistic job training and certifications, for the first time in my life I knew I had a chance." Allan is now running his own business, he coached little league this summer and just bought a pickup truck for his business.





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VOLUNTEERS

2019

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Gail Sell

Eric Shrader

Melissa Simpson

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Avinash Surapaneni

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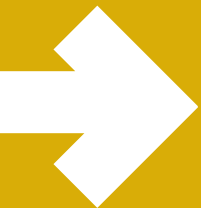
Nan Zieleniec

A SPECIAL THANKS TO CORPORATE DAY OF SERVICE VOLUNTEERS
FROM KEYBANK AND SWAGELOK.





MY TRAINING AND SUPPORT AT
TOWARDS EMPLOYMENT AND THEN
UNIVERSITY HOSPITALS EXPANDED
MY COMMUNICATION SKILLS,
WHICH THEN GAVE ME COURAGE.
I'M GOING TO KEEP LEARNING AND
CHALLENGING MYSELF EVERY DAY.
I AM NOT AFRAID.



MARQUAWN

MARQUAWN'S STORY

MARQUAWN HAS DEALT WITH A LOT IN HIS 20 YEARS. HE WAS HOMELESS, BOUNCED BACK AND FORTH AND WENT TO 6 HIGH SCHOOLS BEFORE HE GRADUATED.

After graduating, he tried to go to college but without help or resources he stopped attending. "I was too afraid to ask anyone for help." He did eventually ask for help through the Young Adult Resource Center, a safe space for young adults looking for employment co-managed for Ohio Means Job | Cleveland-Cuyahoga County by Towards Employment and Youth Opportunities Unlimited. Marquawn went through the career readiness training for Step Up to University Hospitals and got his first fulltime job as a Patient Care Nursing Assistant. His career coach Joan Crosby saw him grow in confidence every day of the workshop. When he got the job at UH, it was life changing. "I had never had a permanent job. I now had full time employment AND a livable wage. I had my own place to live. I was stable." This fall, Marquawn has decided to go after his dream. He is back in school fulltime, and pursuing a passion for a career in art and design. "My training and support at Towards Employment and then University Hospitals expanded my communication skills, which then gave me courage. I'm going to keep learning and challenging myself every day. I am NOT afraid."



2018

DONORS



2018 DONORS

\$250,000 AND UP

Annie E. Casey Foundation
KeyBank Foundation

\$100,000 TO \$249,000

The Cleveland Foundation
Deaconess Community Foundation
United Way Greater Cleveland

\$50,000 TO \$99,999

The Cleveland Browns
The George Gund Foundation
Saint Lukes Foundation

\$20,000 TO \$49,999

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\$10,000 TO \$19,000

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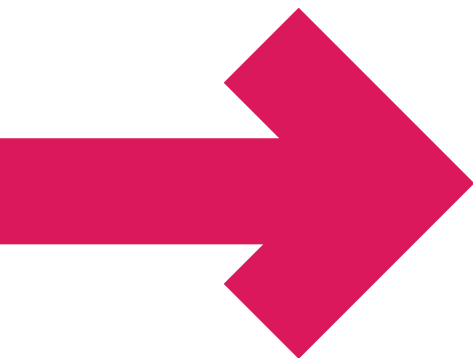
Fine print...

\$5,000 TO \$9,999

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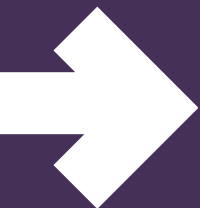
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Blackbird Bakery	Grobowski, John	Silverspot (Pinecrest)
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Campbells Sweets	Grumpy's Café	SOHO Chicken + Whiskey
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Cleveland Cinemas	Lowe's Greenhouse	The Foundry
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Cleveland Orchestra	Maltz Museum of Jewish Heritage	Trader Joes
Cleveland Public Theatre	Market Garden	Vision Yoga
Crowne Plaza Hotel	Mason's Creamery	Webber, Melanie
Dewey's Pizza (Cleveland Heights)	Mitchell's	Western Reserve Historical Society
Dewitt Diamond & Gold Exchange	Music Box Supper Club	White Cloud Studios
Dive Bar	Nearwest Theater	Whole Foods (Pinecrest)
Edwards, Anita	Noble Beast Brewing Company	Wine and Design
Evergreen Cooperative	North Carolina Golf Weekend	
Fire Food and Drink	Pavilion Home & Floral	

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IN JAIL, AND SAID I STILL HAD
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TOGETHER - BECAUSE TOWARDS
EMPLOYMENT TRULY BELIEVES IN
SECOND CHANCES. ”



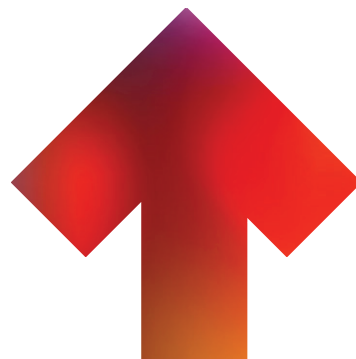
LAUREL



LAUREL'S STORY

LAUREL, A SINGLE MOTHER OF TWO DAUGHTERS, AGES 15 AND 11, STARTED AT TOWARDS EMPLOYMENT'S REENTRY CAREER-READINESS WORKSHOP IN APRIL 2018 WHILE UNDER TRANSITIONAL CONTROL AT SALVATION ARMY'S HARBOR LIGHT (AFTER 3 YEARS IN PRISON).

That May Laurel started at Bloom Bakery - a social enterprise owned and operated by Towards Employment - but relapsed in June. She was rehired at Bloom in October 2018. Laurel credits her experience with her career coach Dan Garven as being one of the key motivators that kept her going: "He visited me in jail, and said I still had a job if I could pull myself together - because Towards Employment truly believes in second chances." Laurel has recently been given more responsibility at Bloom Bakery due to strong performance - she is now responsible for setting the schedule for the retail team. She got her driver's license back recently, is working on getting her GED, and just bought a car. She is building the foundation for a career in retail and devotes all of her free time to being a good mother to her young daughters.



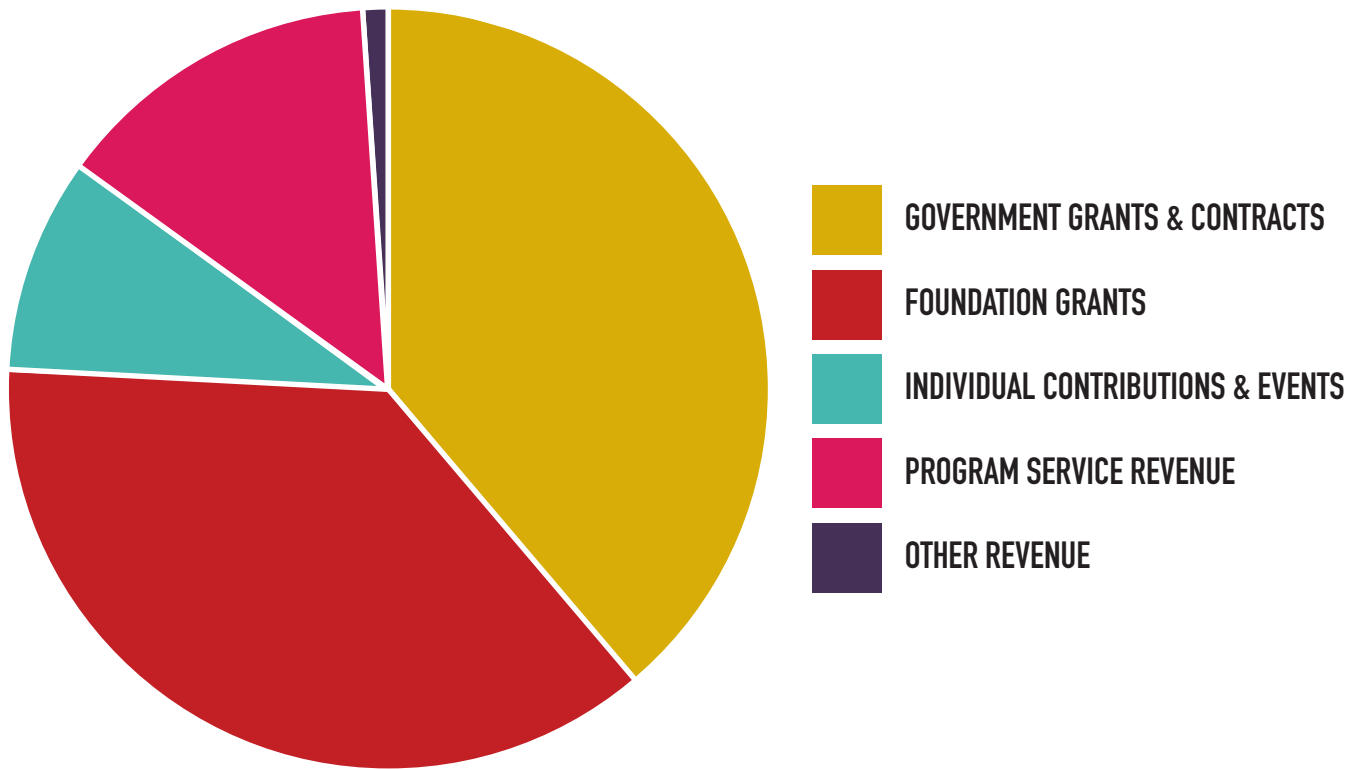
2018

FINANCIALS



2018

FINANCIALS



The consolidated financial information presented above includes the operations of Towards Employment, Inc. and its wholly-owned subsidiary Bloom Artisan Bakery & Café, LLC. Towards Employment launched Bloom as a social enterprise in 2016, with a mission to provide training and employment opportunities for individuals in the culinary and hospitality fields. The organization incurred start-up costs and capital expenses related to the social enterprise launch, resulting in annual net losses for 2016 and 2017 which were funded by the organization's internal financial reserves. Beginning in 2018 Bloom's operations are intended to be self-sustaining, supported by a combination of Bakery sales (70% of the budget) and philanthropy & grant revenue (30% of the budget).

2019

FINANCIALS

SOURCES OF REVENUE

	2019	2018
Government grants & contracts	\$2,632,083	\$2,228,747
Foundation grants	\$1,680,545	\$2,095,151
Individual contributions & events	\$405,985	\$515,985
Program service revenue	\$331,538	\$786,516
Other revenue	\$38,604	\$4,682

TOTAL

\$5,088,755 **\$5,631,081**

EXPENSE

Program Services

Career pathways	\$3,481,738	\$3,700,772
Policy & strategic initiatives	\$510,328	\$435,602
Cost of bakery sales	-	\$505,665

Supporting Services

Administrative & fundraising	\$846,275	\$631,319
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TOTAL

\$4,838,341 **\$5,527,630**

Net annual result

\$103,451 \$(545,195)

Beginning net assets

\$1,371,405 \$1,916,600

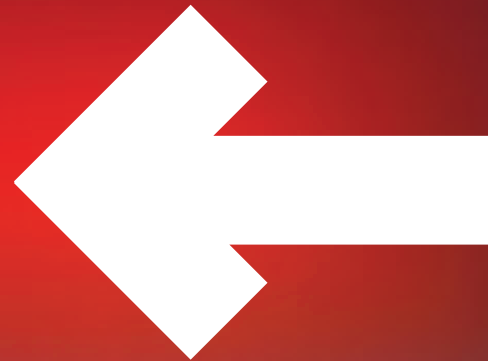
ENDING NET ASSETS

\$1,474,856 **\$1,371,405**



Towards Employment

**TE CAN'T DO IT
WITHOUT YOU.**





Towards Employment

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