



Towards Employment

CHANCE TO → ADVANCE



TOWARDS EMPLOYMENT MISSION



Towards Employment empowers people to achieve and maintain self-sufficiency through employment.

Towards Employment helps people overcome poverty, justice system involvement and other challenges in their lives to gain the skills and experience needed to connect to a family sustaining career. Our evidence based, employer-driven training and holistic support, coaching and mentorship combine to lift people out of poverty and towards self-sufficiency.





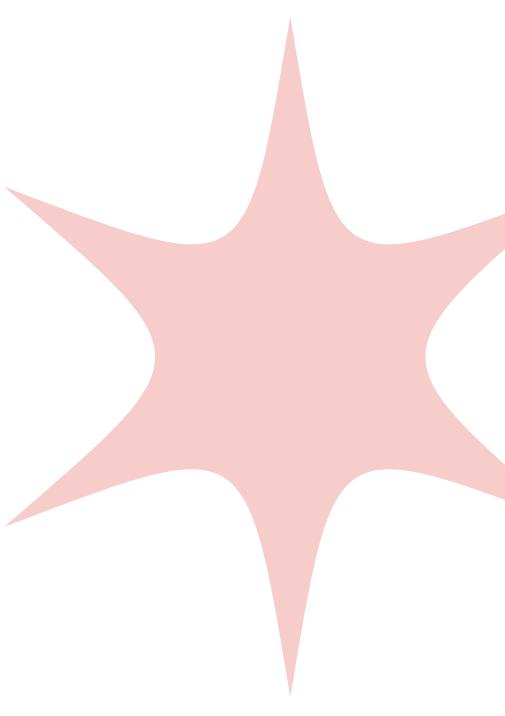
Over its 45-year history, Towards Employment has helped over 205,000 Greater Cleveland residents move towards prosperity.

This help is needed today more than ever.

To challenge racial inequity and break down the opportunity gaps so many of Cleveland's citizens face - we, as a community, must invest in organizations like Towards Employment.



CURRENT CONTEXT



It's 2021 and the MIT Living Wage Calculator figures a living wage for a household comprised of one adult and one child in Cuyahoga County is 237% higher than minimum wage. In 2021 the minimum wage in the state of Ohio is \$8.80 per hour.

Consider:

- With a poverty rate of 30.8%, Cleveland is the poorest city of its size in the nation. 75% of residents live in zip codes with high rates of poverty, joblessness, and vacant housing.
- New jobs are often not “good” jobs: More than 50% of new jobs from the 25 fastest growing regional industries pay wages below \$35,000 a year.
- White workers earn 10-30% more than their non-white peers in the same occupation. 80% of those served by Towards Employment are Black.
- Cleveland ranks 33rd in the nation for digital connectivity, yet the future of work requires increased digital skills.
- Workers need more time to prepare for careers in a rapidly changing job market.



And now, this work is even more urgent. COVID-19 has had a disproportionate impact on Black workers, and Black women in particular. We must ensure that as the economy re-opens, we don't settle for return to normal, but create improved access to opportunity for workers previously marginalized and most recently burdened by the pandemic. We must do better.



HOW DOES TOWARDS EMPLOYMENT ADDRESS THESE ISSUES?

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.

With this model, not only does Towards Employment focus on placing and sustaining people in good-paying jobs, it provides holistic wrap-around services to help address the “social determinants of work” such as housing insecurity, transportation and legal issues. It also builds life skills like financial literacy.

Addressing these issues enhances prospects for job retention and advancement.

Read success stories of the WorkAdvance model on pages 10-12.



SCAN ME



Watch a video on why CLE
needs a chance to advance.



TOWARDS EMPLOYMENT: THE CHANCE TO ADVANCE CAMPAIGN



Towards Employment is seeking \$3.7 million in private support through the Chance to Advance campaign to extend WorkAdvance programming to every person who comes to us for assistance.

\$3.7
Million
Investment

We are reaching out to people who have supported Towards Employment to share the success of the WorkAdvance model, which will help 3,500 low-income Clevelanders over the next three years.

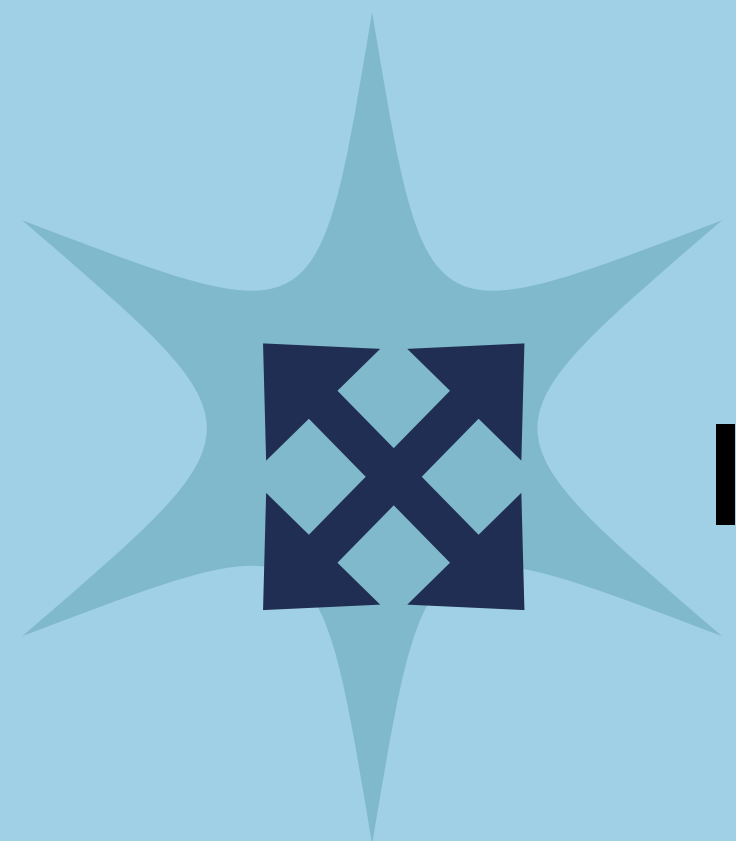
3500
Clevelanders
Advance

We project the return on investment to be that graduates will earn more than \$21 million in above-minimum average wages over the next 3 years.

\$21
Million
ROI

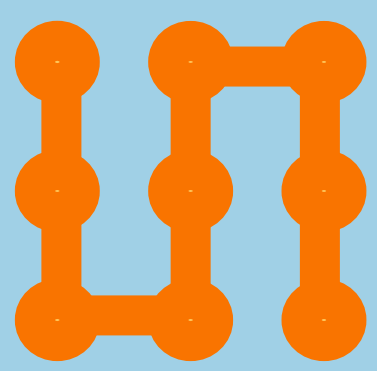
Bottom line? Employers have better prepared workers. Workers have more economic mobility. End result, the whole community is stronger.

CAMPAIGN ELEMENTS



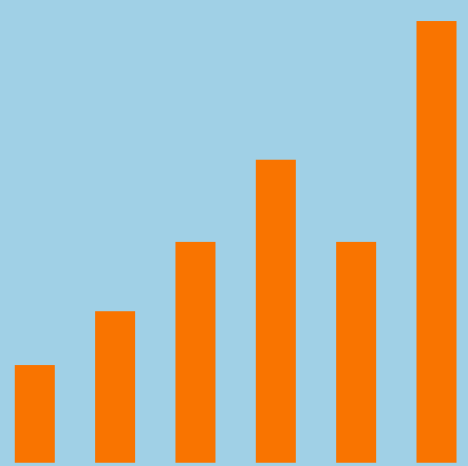
Independence & Mobility

\$ 2.2 Million



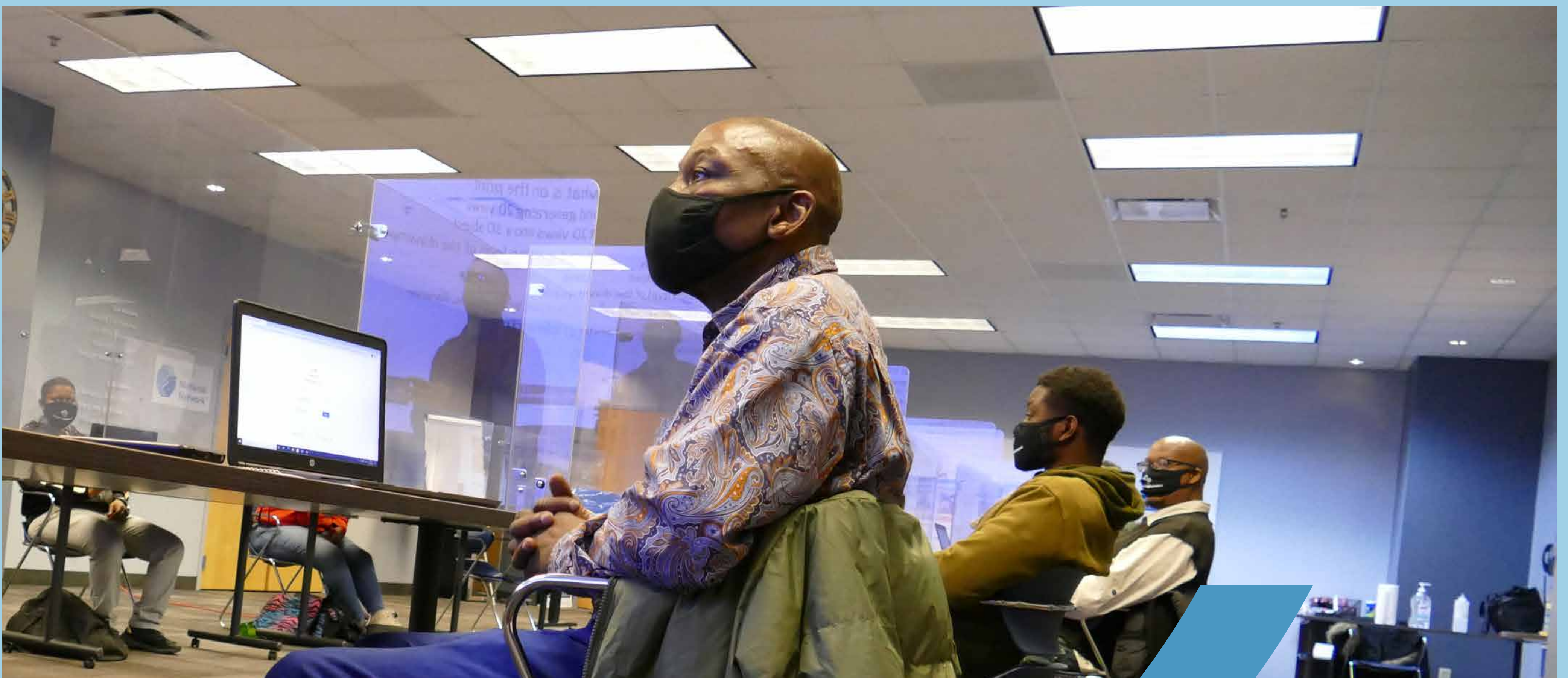
Infrastructure & The Future of Work

\$.5 Million



Innovation & Capacity

\$ 1.0 Million



INDEPENDENCE & MOBILITY



Pre-training preparation and resolution of barriers: funding to provide services and “soft-skills” training before being placed in training programs.

Career pathways skills training: upskilling and certification for high-demand fields (health care, CDL, manufacturing, IT or hospitality).

Continued coaching: unique to the WorkAdvance model is 12 months of coaching post placement to achieve career advancement and family-sustaining wages.

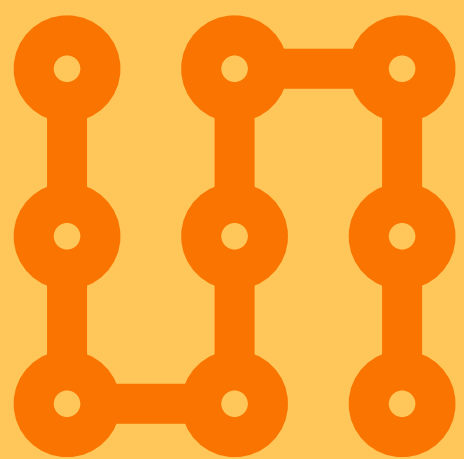
We seek to raise \$2.2 million to bolster training, certification and coaching pathways using the WorkAdvance model.



ALLISHEA ASBERRY, 38
PROFESSIONAL DRIVER

is building her career with Towards Employment. With a CDL credential, ongoing support from her career coach, and a defined career plan, Allishea is achieving a stable life for herself, and her family. “With a criminal record, I had to work at places making \$8/hour. With TE, I have set goals. In order to get where we want to be, we have to set short term, long-term, realistic goals.” Allishea long term goal is to own her own fleet of trucks as a owner-operator.

INFRASTRUCTURE & THE FUTURE OF WORK



Addressing the digital divide: access to Chromebooks, hot spots and technology training.

Curriculum development: creating curriculum for Google classrooms and industry-specific remote trainings.

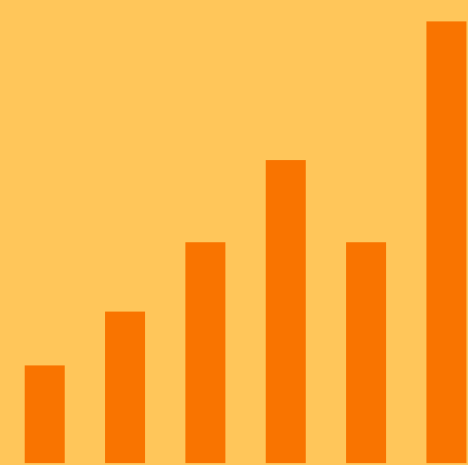
Upgrading TE technology: cyber security, digitally-enhanced classrooms, and an upgraded database to better serve candidates and graduates.

A total of \$500,000 is needed to enhance our organizational mobile and virtual infrastructure.



RICHARD JACKSON, 45
PRESS OPERATOR / DIE SETTER
got his chance to advance as part of a manufacturing career readiness class he took in the middle of the pandemic. "I learned how to use micrometers, calipers, and measurement tools - all really different experiences for me. My current short-term goal is to be in a managerial position, a shift supervisor. The sky's the limit for me." Richard is working on advancing into management roles.

INNOVATION & CAPACITY



Agility in responding to partners or grant opportunities: funding to pilot new programs is critical in an ever-changing market.

Social enterprise and earned revenues: developing additional revenue streams impacts our sustainability.

Director of Workforce

Innovation: dedicated member to monetize innovations and develop responsive strategic plans.

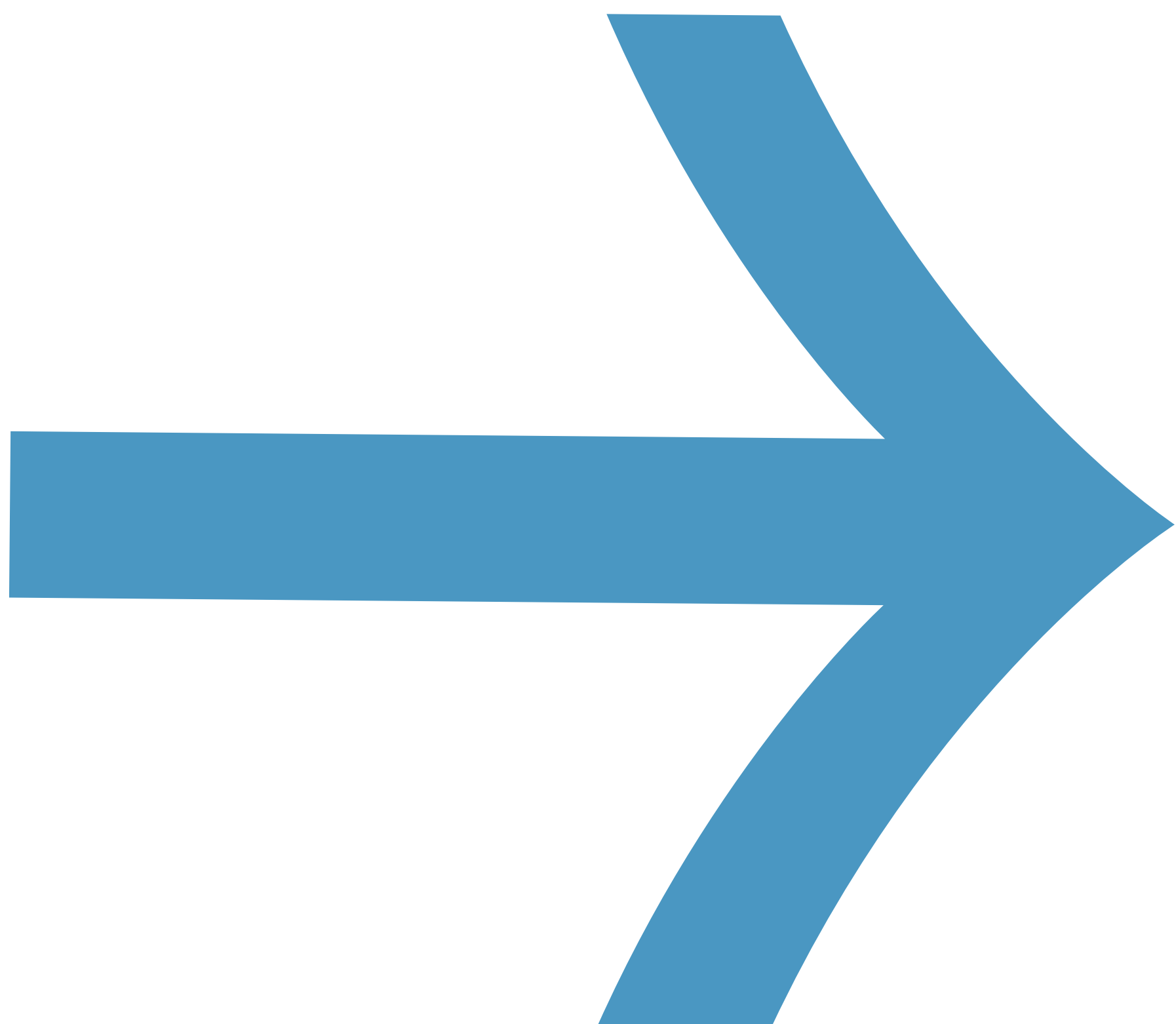
A \$1 million Innovation Fund allows us to take advantage of emerging trends, invest in new approaches and build out of the box partnerships critical in positioning us to advance our mission.



TIARA COLBERT, 33
COMMUNITY HEALTH WORKER

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 to finish. They help remind people they're not alone, that this is a process." Tiara works in the community she grew up in, and serves as a liaison for social determinants of health such as housing and food. Her long-term goal is to become a licensed social worker.



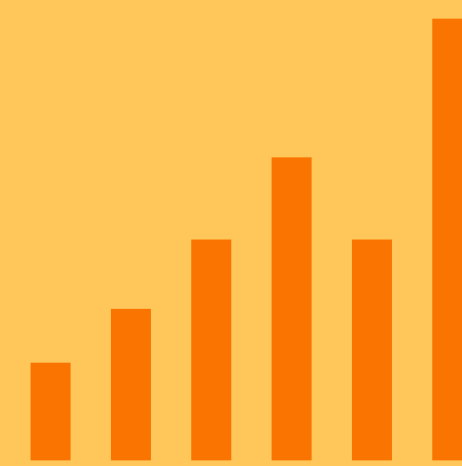
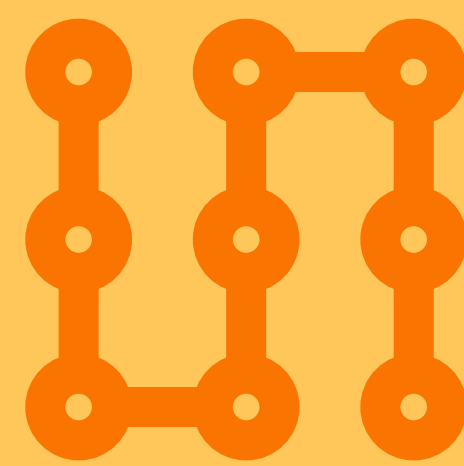
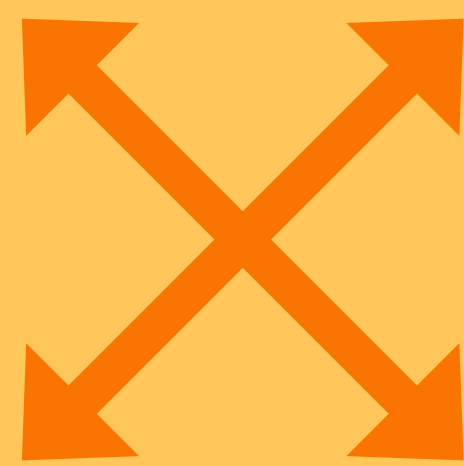


Read an article that highlights innovative partnering - **ACCESS to Manufacturing** combines private and public resources to prepare people to thrive using a customized curriculum and extended coaching - even during a pandemic.

SCAN ME



YES! I WANT TO SUPPORT CHANCE TO ADVANCE.



Donor(s) _____

Preferred Recognition _____

Address _____

City, State, Zip _____

Home Phone _____

Business Phone _____ Cell Phone _____

Email _____

Terms of Pledge

Total Amount of Pledge \$ _____
Minimum pledge \$1,500 over 3 years

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)

Pledge to be paid as follows:

My pledge will be paid as follows:

\$ _____ by _____, 2022

\$ _____ by _____, 2023

\$ _____ by _____, 2024

* Multi-year pledges will be billed annually.

Method of Payments

☐ Check payable to Towards
Employment

☐ Charge
Credit Card Number

Expiration _____

CV _____

☐ Stock | IRA Rollover | Bequest
Contact Adaora Schmiedl at:
aschmiedl@towardsemployment.org

☐ Matching Gift
My/Our gift will be matched
by:

*Please include forms for matching gifts
with this pledge card.*

THANK YOU FOR YOUR CHARITABLE CONTRIBUTION!

Towards Employment | 1255 Euclid Avenue, Suite 300 | Cleveland Ohio 44115
www.towardsemployment.org | 216.696.7310

SCAN ME



IN THE NEWS.

Towards Employment used the WorkAdvance model to help people onto a career pathway. This model was introduced in 2011, and lessons learned - from the initial pilot and then in the program implementation during the intervening years - are more relevant than ever in a COVID world.

**Read the December 2021
Advancing NEO Report.**

A new report, **WorkAdvance: Advancing Northeast Ohio**, provides detailed recommendations for funding, policy and other resources that are equitable and inclusive.



CHANCE TO → ADVANCE



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.

**You can change a life:
one career pathway at a time.**

For more information contact
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