

STRIVE HIGHER

LIFTING STRIVE • LIFTING LIVES • OUR NEW CAMPAIGN



STRIVE[®]
PREPARED
TO WORK
DETERMINED
TO SUCCEED

WHEN PEOPLE ARE DETERMINED TO LIFT UP THEIR LIVES STRIVE PROVIDES THE PATH TO A CAREER THAT CHANGES EVERYTHING

“ I came to STRIVE when I was devoid of hope. ”
STRIVE became a source of strength. They
encouraged me to keep going. To reach higher.
The skills I learned are transferable not just to
my job, but to every aspect of my life.

~Vanessa, STRIVE Graduate

STRIVE is the nation's leading solution for people who face the biggest obstacles to employment. Our proven model propels students into careers that lead to upward mobility and define the promise of the American Dream.

Join us to empower people across the country.



THE PROBLEM

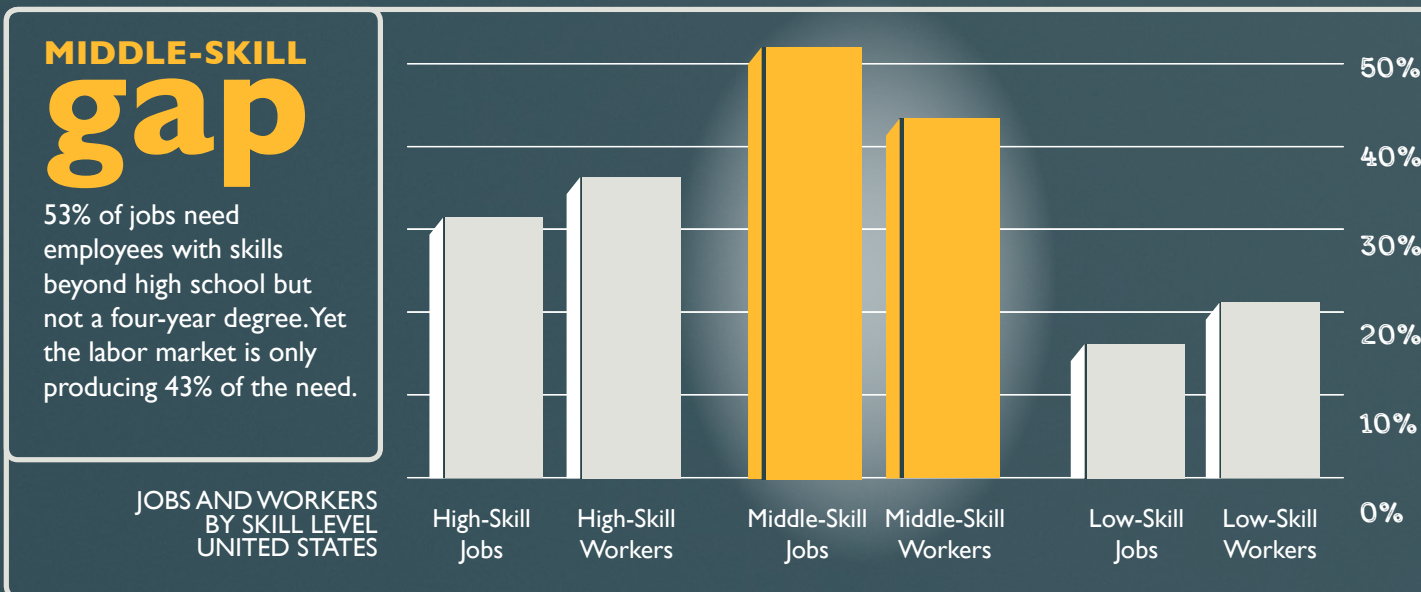
People without skills or jobs

32 million adults are jobless or working at wages that can't support them or their families. The nation's poorest are being left out of economic growth, intensifying the negative impact of poverty and hopelessness in those communities.



There is a growing skills gap in the workforce

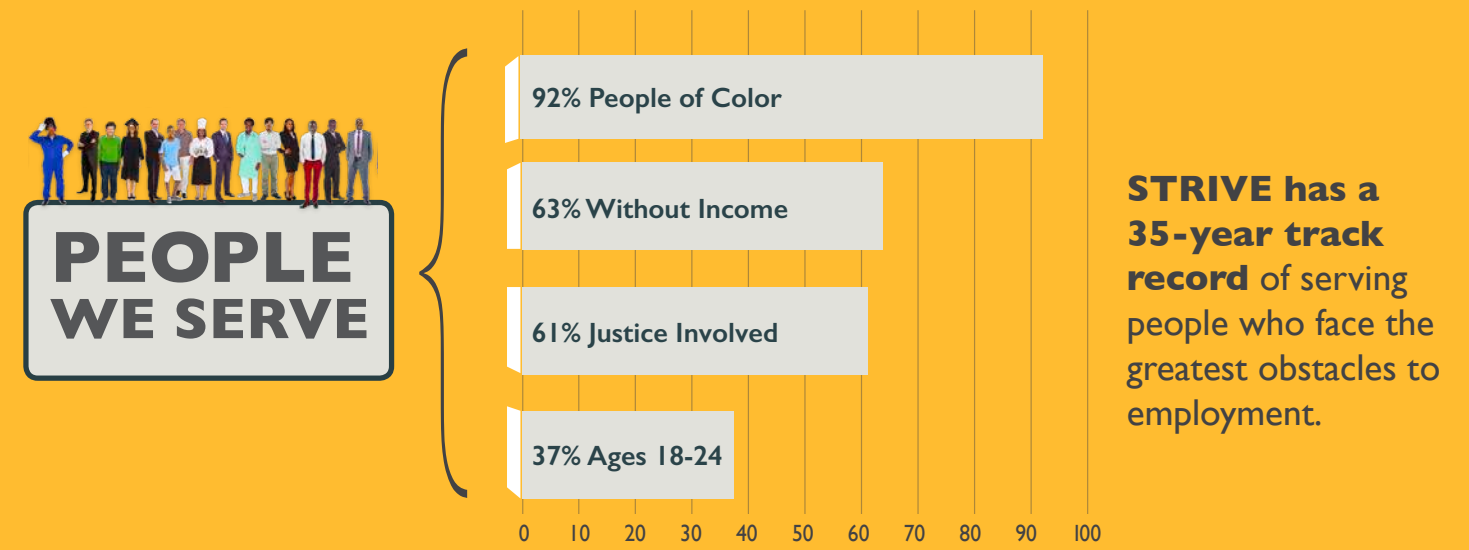
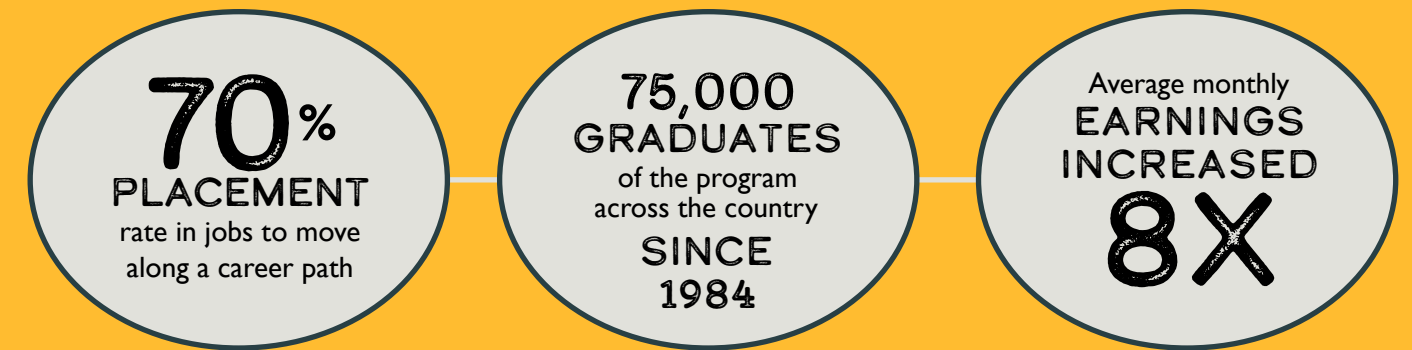
The job market has been changing rapidly. New technologies require that workers have more skills and companies are challenged to hire a skilled workforce. Workers need help to get jobs with growth opportunity, building America's workforce and economy.



THE SOLUTION

STRIVE closes the opportunity gap Our results are proven

STRIVE helps a population seeking a better life acquire the skills and attitudes they need to find sustained employment. The majority of people who walk through our doors have no source of income, yet the majority of graduates go on to gain meaningful employment and achieve economic self-sufficiency.



More than a job

As the economy has shifted, STRIVE has continued to refine our model in order to equip our students with the skills they need to not just get a job, but to obtain employment with career growth opportunities. STRIVE trains men and women in skills that employers need and that meet the demands of today's workforce.

“ STRIVE listened closely to our needs and worked with us to create a program that provides the specific skill sets we were looking for. ”

~ Valerie Orellana, System Vice President, Human Resources, Mount Sinai Health System

THE STRIVE DIFFERENCE:

Our model is a solution that works

STRIVE developed our proprietary, 5-pillar workforce model in New York and has continuously fine-tuned this model, gaining national recognition for our high job placement and retention. We achieve that difficult goal by teaching people the culture of work and the interpersonal skills they need to succeed in any job environment.

STRIVE spent decades scaling programming with partners across the nation and developing expertise in successful program replication.

A unique attitudinal approach

One of the “secrets” of STRIVE’s success is our focus on attitude. Before individuals receive occupational skills training, all participants must enroll in STRIVE START for job readiness training that instills the attitudes and behaviors people need for success in work and in life.

Long-term, wraparound support

For our participants, STRIVE represents support, delivered through comprehensive wraparound services designed to address personal barriers that prevent career growth. Even after graduates find employment, STRIVE continues its long-term commitment to the lifetime success of our graduates.

STRIVE’s approach is transformative, not transactional

It takes a comprehensive, holistic, personalized commitment to help each student succeed. When the student is transformed and excelling at work, their families and communities thrive as a result.



OUR PROVEN FIVE-PILLAR MODEL

STRIVE START

(Success Through Attitude & Readiness Training) This signature 4-week program provides the communication, social and behavioral training people need to not only land a job, but to build a career. Delivered through a work-simulated environment, STRIVE START focuses on attitude, accountability, personal responsibility, workplace ethics, professional etiquette and interpersonal skills.

Occupational Skills Training

Our occupational training follows one of several career paths aligned with local labor market demand and employer needs. Training results in one or more industry-recognized credentials.

Career Coaching

All STRIVE participants receive intensive personal attention to address obstacles that stand in the way of their success in a career.

Job Placement Assistance

STRIVE forges deep partnerships with employers and assists our graduates in securing jobs that are a good match with their skills and interests.

Lifetime Support

STRIVE provides active follow-up support and retention services well after graduation. Many STRIVE alumni return for additional job placements as they pursue higher positions.

NOW WE ARE READY TO LAUNCH **STRIVE HIGHER** OUR NEW \$54 MILLION CAMPAIGN 2019-2023

In order to lift up more lives we must lift STRIVE through a dedicated focus on Programs, Careers and Growth with new sites directly operated by STRIVE



OUR CAMPAIGN GOALS ARE CLEAR

ELEVATE PROGRAMS

- Universally apply the proven best-in-class standards set for STRIVE New York to all STRIVE sites
- Build more evidence-based best practices to elevate our programs

BUILD CAREERS

- Add occupational training in industries where job demand is strong and middle skills offer a career path with growth potential beyond entry level
- Update training and credentials with an eye for how technology changes mainstay industries

GROW IMPACT

- Start the next level of expansion by opening our first-ever STRIVE operated sites outside of New York, beginning with two new cities by 2023
- Graduate 10,000 students over the next five years across our network



Now is the time to STRIVE HIGHER



To Our Partners and Friends,

From the basement of an East Harlem housing project in 1984, STRIVE was founded to tackle the chronic unemployment in New York City. Our groundbreaking approach of intensive attitudinal training and long-term support proved to be an extraordinarily successful model for helping people stuck in poverty gain sustained employment and transform their lives.

Over the following decades, we honed a unique workforce model and matured as an organization, scaling up through our flagship site in East Harlem and through partner organizations in cities across the nation. Since inception, STRIVE has prepared more than 75,000 people for success at work and in life, gaining national recognition for our programs and an exceptional job placement rate of 70%.

Today, the need for STRIVE's services is greater than ever. Despite a robust economy and a strong employer demand for workers with specific skills, gaps in income and economic opportunity are only widening for those in low-income communities who are unable to participate in the nation's prosperity. These gaps can be especially wide for people of color, young adults, the formerly incarcerated, and those trying to move from public assistance to financial independence.

In this problem, STRIVE sees an opportunity... and has a solution. Employers need a pipeline of talent for middle-skill jobs that are going unfilled. STRIVE can access that pipeline of untapped talent—workers who are determined to succeed. We are ready with a comprehensive model that trains them in the skills and behaviors that employers need and that create a path to careers.

That is why we are launching our campaign, STRIVE HIGHER, to elevate our programs, build pipelines to careers, and grow our impact in more communities across the nation. Over the next five years, STRIVE will prepare 10,000 men and women to thrive at work. We will be launching new sites that we operate directly, just as we do at our flagship East Harlem location.

Between 2019-2023, we will make substantial investments in people, systems and technology to ensure continued program excellence. We will prepare our students with the most cutting-edge skills for good careers in thriving industries that have upward mobility. Armed with 35 years of experience in successfully refining and replicating STRIVE programs, we are excited to elevate our leading, nationally-recognized organization to a new level of excellence and impact in communities of need.

Your involvement is critical. **Join our campaign to be a part of the solution.**

Brian Friedman
Board Chair

Phil Weinberg
President & CEO

ELEVATE PROGRAMS

We will serve more people in a better way
by setting and applying one consistent standard
of excellence for programs
across all STRIVE sites

Commitment to program growth

- **EXCELLENCE:** We are committed to providing a high-quality, consistently improving program and work only with partners who adhere to our standards.
- **INNOVATION:** We invest in forward-looking changes to our model to keep pace with new technologies and remain best-in-class.

Upgrade technology platforms

- **VIRTUAL PROFESSIONAL DEVELOPMENT:** We are expanding online training systems to facilitate staff training and maintain quality program delivery.
- **PERFORMANCE MANAGEMENT:** We use state-of-the-art data management systems to drive our results on a national level.

Build and apply evidence-based best practices

- **PARTNERS:** We will work with MDRC and other leading groups to continue building evidence-based results.
- **INTERVENTIONS:** We will increase evidence-based interventions to apply best practices to deepen the impact of our programs as we scale our operations.

“ The youth career readiness field needs to expand the use of positive youth development strategies to engage and motivate participants. As a result of their collaboration with the Foundation, STRIVE is a leader in leveraging innovative data-driven tools to achieve this goal. ”

~ Cynthia Weaver, Evidence-Based Practice Group, The Annie E. Casey Foundation



BUILD CAREERS

STRIVE gets people on the ladder
of upward mobility to the middle class
by providing skills training for jobs
with income growth and career potential

Partner with employers

- **INDUSTRIES:** We will collaborate with employers on growth industries with a demand for middle-skill jobs that are attainable for the people we serve.
- **SKILLS:** Employers know their needs and STRIVE's training will continue to be dynamically adjusted to meet those needs, ensuring our graduates have the right skills to be hired.

Prepare for the future of work

- **TECH-SAVVY:** America's mainstay industries are impacted by technology and we are adding training and credentials to keep our graduates on the forefront of industry needs.
- **DIGITAL:** To be nimble and responsive to a rapidly-changing workplace, we are launching online training for our students to be used in conjunction with classroom instruction and online assessments to measure success.

Our industries

- Health & Office Administration
- Construction & Facilities
- Hospitality
- Customer Service & Retail



GROW IMPACT

We have heard the call for STRIVE
and its positive ripple effect
on families and communities.
We will answer by opening new STRIVE sites

Open two new STRIVE sites, run fully by STRIVE

- **IDENTIFY:** With our growth industries in hand, we will partner with cities hungry for STRIVE's programs.
- **EXPAND:** We will open our doors in two new locations between 2020-2023, with an eye for further expansion in the future.



Graduate 10,000 Students over 5 years

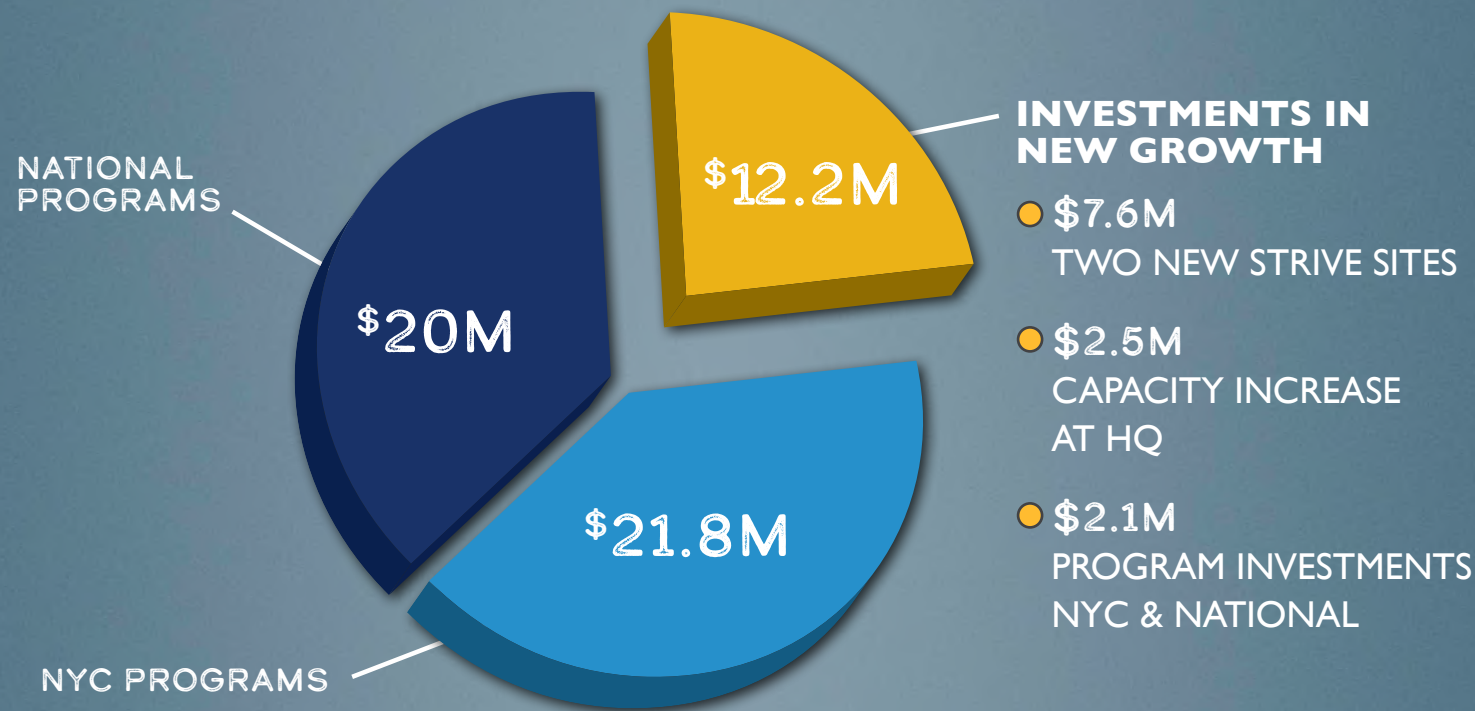
- **CAPACITY:** STRIVE sites will grow annually to reach capacity.
- **GROWTH:** New STRIVE sites will add graduates annually, increasing STRIVE's positive impact across the nation.

“ I see STRIVE as a part of a larger movement. I'm proud that by working together [in New Orleans], we've created a model for an even bigger movement across the nation. ”

~ Mitch Landrieu, Mayor of New Orleans, 2010-2018

STRIVE HIGHER: FUNDING THE VISION

We are raising \$54 million from 2019-2023, including \$12.2 million in new growth support



- INVESTMENTS IN NEW GROWTH**
- \$7.6M TWO NEW STRIVE SITES
 - \$2.5M CAPACITY INCREASE AT HQ
 - \$2.1M PROGRAM INVESTMENTS NYC & NATIONAL

- Funded 51% by government with 49% from private, corporate, and foundation supporters
- Pilot an earned-income model to further diversify support
- Once at capacity, operate each new site on a budget of \$1.4 million annually

RETURN ON INVESTMENT

The impact is more than a job

STRIVE creates permanent changes in people's lives that go beyond the individual graduate. Each donation invests not just in a graduate, but in their families, their employers, their communities, and the greater economy that ultimately makes this a better country for all of us.

EMPOWERING communities

CAREERS with a **FUTURE**
success for children improves mental health

HOPE
reenter society home ownership

TAXPAYER SAVINGS

STRONG FAMILY
reduce incarceration upward mobility

STRIVE PREPARED TO WORK DETERMINED TO SUCCEED

SAFETY
moving off public assistance

accomplishment - Stronger Economy - Stability - Management Opportunities
Life Changing - Communication Skills - Pride - Reduced Crime

JOB RETENTION
positive attitudes - workforce - community involvement - leadership certification - **AMERICAN DREAM** - achieving dreams civic engagement - critical thinking - education - entrepreneurs people paying taxes - accomplishment - optimistic - higher wages future of work - **confidence**

CLOSING THE SKILLS GAP

breaking the cycle of chronic unemployment



OUR VISION FOR STRIVE'S FUTURE



WHERE STRIVE IS WORKING NOW

New York City, Baltimore, Boston, Connecticut, New Orleans, Philadelphia, San Diego, Westchester



POSSIBLE CITIES FOR NEW STRIVE SITES

Atlanta, Austin, Bay Area, Charlotte, Chicago, Dallas, Detroit, Denver, Houston, Kansas City, Los Angeles, Memphis, Miami, Milwaukee, Minneapolis, Nashville, Newark, Providence, Seattle, St. Louis



STRIVE has been vetted and funded by leading supporters including:

- The Annie E. Casey Foundation
- The Brian P. Friedman Family Foundation
- CBS Corporation
- Citi Foundation
- EY
- The Harry and Jeanette Weinberg Foundation
- JP Morgan Chase Foundation
- Robin Hood Foundation
- U.S. Department of Labor
- W.K. Kellogg Foundation

“ The Harry and Jeanette Weinberg Foundation is a longtime supporter of STRIVE and its distinct approach to helping unemployed individuals overcome life obstacles by gaining entry to a career. The Weinberg Foundation is proud to support this organization’s next phase of growth with STRIVE Higher. ”

~ Marci Hunn, Program Director, Jobs, The Harry and Jeanette Weinberg Foundation

“ I wanted a better future. STRIVE opened doors for me, which means I can do more for myself and my family. My dreams have changed—they are bigger and I can reach them. ”

~ Rodney, STRIVE Graduate

LET'S GET TO WORK

For more information or to get involved:

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