

2019 Focusing Philanthropy & Per Scholas Tech Powered by Families Campaign Report

The 2019 Tech Powered by Families Campaign

Focusing Philanthropy partnered with Per Scholas in 2019 to expand the number of classrooms delivering their proven program of intensive, tuition-free high-tech job training, placement and career development services across eight cities: Atlanta, Baltimore, Boston, Cincinnati, Columbus, Dallas, New York City and Newark. The campaign directly supported training for 507 new students out of a record total of 1,533 who enrolled at those sites in 2019. 80% graduated with all the skills required to launch long-term technology careers.

Notably, 88% of the enrolled students were people of color, including 45% who were African American and 16% who were Hispanic/Latino, and 30% were women: all populations that are significantly underrepresented in the tech workforce. The average reported pre-training annual earned income of all students enrolled in 2019 across the eight sites was just \$9,064, and 1,002 students (nearly two-thirds) were unemployed before enrolling.

To date, working closely with employer partners in each location, Per Scholas has placed 61% of the graduates whose classes finished at least four months ago, and is on track to placing 80% of all graduates within one year. Currently, the average initial placement wage for Per Scholas graduates is \$42,609, or more than four times the average reported pre-training earnings. In just the first year in their new jobs, the Per Scholas graduates who have already been placed are together earning more than \$24.2 million, with all the other resulting societal benefits such as reduced use of public benefits, more income taxes paid, healthier families, and stronger neighborhoods and communities.

The Goal

Support from Focusing Philanthropy funded immersive technical instruction and career development throughout 2019 in eight Per Scholas cities. In Atlanta, Columbus, Dallas and New York City, 228 students benefited from Per Scholas' evidence-based training, placement and career development approach. In Baltimore, Boston, Cincinnati and Newark, another 279 students received the same intensive, hands-on, technical job training, job placement, and career development services for a total of 507 new students.

The Numbers

Students Served / Funded

Atlanta: 192/ Funded 51
 Baltimore: 31/ Funded 31
 Boston: 92/ Funded 60
 Cincinnati: 97/ Funded 87
 Columbus: 143/ Funded 51
 Dallas: 237/ Funded 42
 New York City: 640/ Funded 84
 Newark: 101/ Funded 101

Fundraising Results

Total Raised - \$896,700
 Total Matched - \$448,350
 Institutional Donors - 19
 Individual Donors - 20
 Largest Gift - \$300,000
 Median Gift - \$5,000

Impact

Summary of Market Driven Courses Nationwide

2019 Impact At-a-Glance			
Enrollment	1,864	Graduation (85% goal)	81%
Placement in progress (goal: 80% w/in 1 yr)	61%	Certification in progress (goal: 80%)	63%*
Average Wage		\$20.49	