

2020 PER SCHOLAS RESKILL>UPSKILL>RECOVER CAMPAIGN REPORT

March 2021

Per Scholas 2020 Overview

The COVID-19 pandemic challenged us to find new and creative ways to provide our proven impact on the communities in which we operate. In March 2020, within a single week, we transitioned more than 500 Per Scholas learners enrolled in 32 classes to an all-remote model. After a six-week pause, we resumed the enrollment of hundreds of new learners, all in remote classes.

The changes were not limited to our training. Per Scholas had to develop remote recruiting, admissions, corporate volunteer engagement, supportive services, and employer relations functions. In each case, our staff innovated, rapidly collected feedback, and scaled new operational models. The result was a new training model, with 30 rather than 20 learners per cohort, paired with an instructional assistant and a full time instructor. For the first time, learner navigation (social work) and financial coaching became more uniformly accessible across all our locations (under the previous in-person model, some locations had greater capacity to offer these services than others). We provided technological devices and Internet access to learners who needed them to attend remote training, and found these supports also helped graduates obtain jobs. We innovated strategies to help learners earn professional certifications even though they could not test for them in-person, and even mounted the first national Per Scholas hiring fair. We also launched training in two new cities and grew employer-customized training year over year.

One measure of that achievement was that Per Scholas trained nearly 2,000 new learners in 2020: more than the total we enrolled in 2019, and many more than we thought would be possible when COVID-19 began. Moreover, 80% of these learners graduated, despite considerable pandemic-related caregiving, financial, and health obstacles. While our verified four-month job attainment rate is lower than typical (40% compared to 55%), the number of jobs obtained has increased dramatically since July; job attainment volume for August - October 2020 was 16% higher than the previous year. We project remote graduates will reach our standard 80% job attainment rate by 12 months.

Overview of 2020 Reskill>Upskill>Recover Campaign

Focusing Philanthropy partnered with Per Scholas in 2020 to help 1,040 individuals in 2020 gain skills to enter or reenter the workforce in six cities: **Boston, Columbus, Dallas, the National Capital Region (NCR), Newark and New York City**. The campaign directly supported remote immersive technical instruction and career development for **375 new learners**, out of a total of 1,080 who enrolled at those campuses in 2020. Of these, 78% graduated (in progress, as many 2020 learners are still enrolled) with the skills required to launch long-term technology careers.

Additionally, the campaign provided technology, inclusive of laptops and portable wifis, for **225 new learners**.

Notably, 86% of the enrolled students were people of color, including 46% who were African American and 17% who were Hispanic/Latino, and 31% were women: all populations least equitably represented in the tech workforce. The average reported pre-training annual earned income of all students enrolled in 2020 across the six sites was just \$8,602, and 824 students (nearly three-quarters) were totally unemployed.

To date, working closely with employer partners across these six locations, Per Scholas has placed around half of the graduates whose classes finished at least four months ago, and is on track to placing 80% of all the graduates within one year. Currently, the average initial placement wage for Per Scholas graduates is \$22/hour, 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 \$12.2M, 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. We have included a program matrix with full breakdown of national outcomes for 2020 as an attachment to this report.

The Goal

Support from Focusing Philanthropy funded immersive technical instruction and career development throughout 2020 in six Per Scholas cities. In Boston, Columbus, Dallas, the National Capital Region (NCR), Newark and New York City, 375 learners benefited from Per Scholas' evidence-based training, job attainment and career development approach. Another 225 learners received Tech Toolkits, equipped with a laptop with webcam, headphones, wifi access, and a raspberry pi microcomputer that learners can assemble themselves, for a total of **600 learners**. The following table includes a breakdown of learners supported by this campaign by campus.

Table 1: Number of learners by Campus

Per Scholas Campus	Total Learners Trained in 2020	Number of Learners Supported by Focusing Philanthropy	Market-Driven Trainings Offered
Boston	127	45	IT Support Network Support Software Engineering AWS re/Start
Columbus	137	75	IT Support Network Support
Dallas	133	45	IT Support Network Support Software Engineer

			Cybersecurity
NCR	261	60	IT Support Network Support Cyber Ops AWS re/Start
Newark	118	75	Network Support Cybersecurity Cloud Support Software Engineer
New York City	404	75	Network Support Cybersecurity Cloud Support Software Engineer
TOTAL	1,180	375	
Tech Toolkits		225	

Fundraising

We are thrilled to report that we exceeded all fundraising goals for this campaign. The 2020 Reskill>Upskill>Recover Campaign raised a total of **\$2.24M**, including **\$620k in matched funds** from Focusing Philanthropy, exceeding our goal of \$1.8M by \$440k. Funds were raised from a combination of institutional (15) and individual donors (18). The largest gift received was \$400k and the median gift size was \$5,500. A breakdown of fundraising results by campus is included in the table below.

Table 2: Fundraising Results by Campus

Per Scholas Campus	Amount Raised	FP Match	# of Donors
Boston	\$255,000	\$127,500	5
Columbus	\$155,000	\$77,500	4
Dallas	\$28,250	\$14,125	3
NCR	\$150,000	75,000	1
National	\$727,625	\$173,875	15
Newark	-	-	-
New York City	\$304,000	\$152,000	5
TOTAL	\$1,619,875	\$620,000	\$2,239,875

Overall, 2020 was a successful fundraising year for Per Scholas despite the unexpected challenges caused by the ongoing pandemic. We raised **\$25.1M** in revenue - just shy of our revenue goal of \$26.8 - from a combination of foundation (29%), government (8%), corporations (46%), individuals (6%), and sales/earned income (11%) primarily from our own social ventures. There are a number of reasons for this variance in projected revenue. First, foundation revenues were \$2.35M lower than projected because we were not able to expand or acquire new funders in our newer markets at the rate we expected due to shifts in funding priorities to focus on emergency needs and strategy (i.e. focusing on current grantees) due to the pandemic. The variance in foundation revenue was offset by the \$2.8M higher than projected corporate revenue, attributed to increased investments from current funders and new funders in more established markets. Our individual giving revenue also came in \$250k higher than expected, despite not being able to host our 25th Anniversary gala. This is primarily due to the success of our end of year campaign, of which Focusing Philanthropy was a critical contributor.