



hired


2020 ANNUAL REPORT

Rising to the Challenge

Hired's vision

**Empowered people
and families**

**A prepared workforce
An inclusive economy**

 **In a year of
turmoil, Hired
stayed strong.**



Like everyone in 2020, we faced challenges we never expected – and did things we never dreamed of. We changed how we worked and, as so often happens, changing made us better.

In 2020, Hired adapted. We re-engineered our programs and created new ways to deliver them. We were reminded that the digital divide remains deep, and we provided dozens of new laptop computers and stable internet access to our participants. We provided support services like groceries, assistance with transportation and rent, and winter coats.

And we helped people find jobs, even as jobs became harder to find.

Some things didn't change: our values.

We put people first. We care more about what works for our participants than about making things easy for ourselves.

We go the extra mile. It's as simple as dropping off a bag of groceries, or as profound as grieving together the death of George Floyd.

We advance equity. Minnesota must do more to right the wrongs of centuries. By ensuring all people have access to fulfilling employment with a chance to move up, we are making our economy more equitable.

We work together. We do not lead our participants; they lead us. We collaborate extensively with our nonprofit peers, funding partners and employers to make our economy more inclusive.

In a year like 2020, you discover what you're made of. We're proud of what we accomplished, highlighted in these pages. We're grateful to our many partners and funders, and to the generous individuals, whose support made this work possible.

With appreciation,



Julie Brekke
Executive Director



Chris Krusmark
Board Chair



 **THAVANI**

“I saw on social media that Hired had a Medical Call Center training. I had experience in emergency care and I felt this was perfect for me. I learned new skills to obtain my job.” Thavani is now a call center representative for a Minneapolis hospital.

We are Hired.

Our work centers on one thing: helping individuals participate in the economy.

This is about helping people acquire the skills to pay the bills. More than that, it is about the dignity and purpose that come from providing for one's family, from being part of something larger than oneself.

Hired specializes in supporting individuals whose opportunities have been shaped by inequity. Hired staff walk alongside each participant, regardless of past experiences or present circumstances, helping them make tangible progress toward a career they will love.

WHO WE SERVE

Nearly three-fourths

74%

are female

Nearly two thirds

69%

are Black, Indigenous,
and People of Color

More than half

60%

are receiving
government assistance

Nearly half

48%

are single parents



6,333

received career coaching
to find, prepare for and
secure family-sustaining
employment



Our Impact

*Hired helped thousands of people most
affected by the pandemic in 2020.*

Behind every number here is Hired's talented staff – coaches, trainers, labor market specialists and many others. Our staff are counselors, friends, and navigators who support participants through some of the most challenging circumstances of their lives.

These relationships are the real heart of Hired.



1,934

parents were able to
prioritize job searching
because their basic
needs were met



2,133

people secured employment at an average wage of \$20.73/hour

66%

of participants secured a minimum salary of \$30,000



1,300
developed marketable skills/
credentials through trainings,
internships and work experiences





“I would not have landed here without the consistent guidance and support I received from Hired at a critical time in my life.”

– Ishmam

Evolving through Uncertainty

Since the pandemic began, Hired has helped thousands to persevere...

Stabilizing
1,121
families struggling to
make ends meet

Providing
\$499,056
to help families meet
essential needs

Connecting more than
80,000
times with
participants

Providing
125+
computers to help
individuals engage virtually

...while preparing our participants and our organization for a changing economy.

BUILDING ENGAGING VIRTUAL TRAININGS to equip participants with skills to advance their careers from the safety of home

CREATING DIGITAL LITERACY TOOLKITS to support participants new to using Zoom, Windows, Gmail, and Google Suite

LAUNCHING A YOUTH ADVISORY BOARD to lift up youth voice to inform current and future services

TRAINING OUR STAFF in adult learning styles, new coaching styles, and online engagement strategies

Hired's Focus in 2021

In the year ahead Hired will do more, different and better for individuals who face tough barriers to family-sustaining employment.

Hired has a critical role to play – not only helping workers get back to work, but preparing them with durable skills for a post-pandemic era and making our economy more inclusive.

We will continue to hone our hybrid in-person and virtual service model. But *how* we deliver our programs is only part of the equation. Most observers agree almost nothing in our world will look like it did before the pandemic. With a different world come new kinds of jobs, needing new skillsets.

What we know now is that Hired will continue to:

PREPARE FOR A CHANGED ECONOMY

Partnering with employers to prepare workers with skills that will power the post-pandemic economy.

ADVANCE RACIAL EQUITY

Working to dismantle decades of racial discrimination in employment. Lifting up participant voice and using data to strengthen effective practice and influence public resources.

BRIDGE THE DIGITAL DIVIDE

Equipping job seekers with computers and digital literacy skills to effectively seek jobs and build skills sought after by employers.



KAMINI

Kamini's dream was to become a certified medical assistant. When she heard about Hired's online Medical Call Center training, she jumped at the opportunity to pursue her career goals to better support her family as a single mom. With Hired's help, Kamini received a laptop and built a strong resume showcasing her strengths to prospective employers.

"I'm attending the job search club every week and applying to as many positions as I can. I'm hopeful to land one soon, and I couldn't have done it without Hired's support."



 **AMBER**

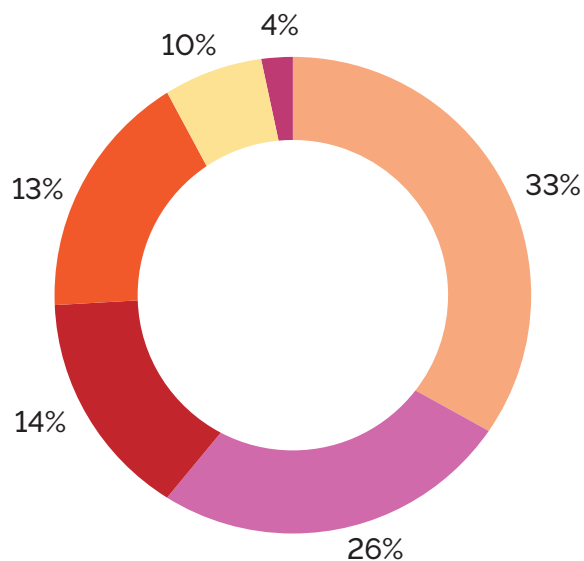
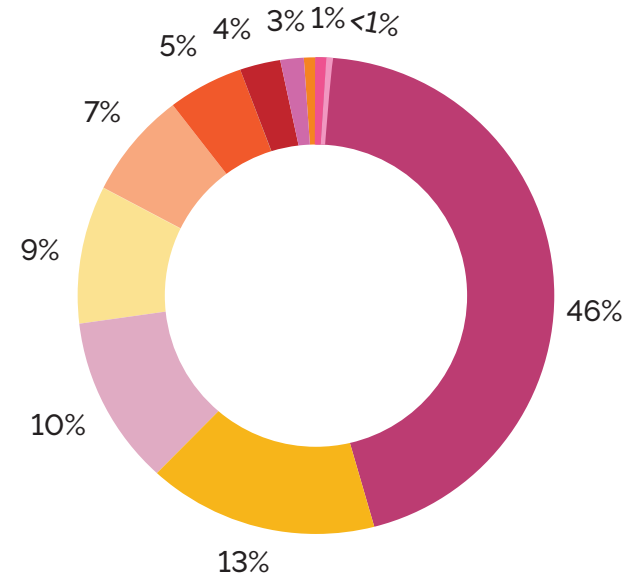
Amber's dream had always been to start her own media production company. When she was laid off shortly before the pandemic began, she seized the opportunity. With guidance from her employment counselor, Amber received financial support and began taking small business courses to create her brand and launch her company.

"Now I'm doing the work I actually want to do and building my business the way I want."

Financials

Revenue

■ Hennepin County	\$4,883,844
■ Ramsey County	\$1,398,967
■ Minnesota Department of Employment & Economic Development	\$1,011,030
■ Foundations and Corporations	\$968,650
■ City of Minneapolis	\$789,048
■ Minnesota Department of Human Services	\$507,916
■ Small Business Administration	\$461,239
■ Dakota County	\$369,108
■ Minnesota Department of Public Safety	\$78,238
■ Individual Donations	\$77,501
■ In-Kind/Volunteer Contributions	\$24,303
Grand Total	\$10,569,844



Expenses

Program	Amount
■ Minnesota Family Investment Program (MFIP)	\$3,479,454
■ Dislocated Worker	\$2,706,760
■ Administration	\$1,470,484
■ Youth	\$1,354,284
■ Career Pathway	\$1,076,587
■ Fundraising	\$399,138
Total	\$10,486,707



 **PARTNER**
NORTHSIDE ACHIEVEMENT ZONE
(NAZ)

Together, NAZ and Hired support Northside families in their transition from public assistance to self-reliance.

“What we know for sure is that we’re stronger together. I can’t think of a partner that is more necessary to be on the ground during this health and economic crisis than Hired.”
-Sondra Samuels, President & CEO of NAZ.

Funders and Partners

FOUNDATION & CORPORATE FUNDERS

Allianz
Ameriprise Financial
Associated Bank
Carlson Family Foundation
Ecolab Foundation
F.R. Bigelow Foundation
Fred C. and Katherine B. Andersen Foundation
Graves Foundation
Greater Twin Cities United Way
HGA
Open Your Heart Foundation
Otto Bremer Trust
RBC Foundation
Robert Half
Schulze Family Foundation
Securian Foundation
Target Foundation
Tennant Foundation
The Jaye F. and Betty F. Dyer Foundation
The Minneapolis Foundation
The Saint Paul and Minnesota Foundation
Thrivent Financial Foundation
U.S. Bank Foundation
Walser Foundation
Xcel Energy Foundation
Youthprise

KEY COMMUNITY PARTNERS

AARP Foundation
Allina Health
Brooklyn Center Academy

CAPI
CareerForce
Century College
City of Minneapolis
City of Red Wing
Conway Community Center
Dakota County
Dakota County Technical College
Hennepin County
Hennepin Healthcare
Medix
Metro Transit
MicroGrants
Minneapolis College
Minnesota Department of Employment and Economic Development
Minnesota Department of Human Services
Minnesota Department of Public Safety
Minnesota Employment Services Consortium
Normandale Community College
NorthPoint Health & Wellness Center
Northside Achievement Zone
Ramsey County Juvenile Detention Center
Ramsey County Workforce Solutions
Saint Paul Community College
Serve Minnesota – AmeriCorps Program
Small Business Administration
SPNN
The Price Dynamic
The Sanneh Foundation
University of Minnesota
YMCA
Youthlink

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