

2020

RE:WORK TRAINING ANNUAL REPORT



TABLE OF CONTENTS

4	Letter From CEO
5	Mission/Vision/Values
6	Program Framework
7	Program Overview
9	Impact
10	Team
11	Volunteer Leadership
12	Board
13	Our Growth
14	COVID Response
15	re:Route Relief Fund Recipient Words of Gratitude
17	Candidate Success Stories
18	Dedicated Volunteers
19	Corporate Partners
20	Corporate Partner Spotlight
21	Revenue & Expenses
22	Vision
23	Thank You To Our Donors

A close-up portrait of a Black man with a mustache, smiling and looking slightly to the right. He is wearing a blue and grey plaid suit jacket over a white shirt. A yellow bandage with a blue floral pattern is wrapped around his right hand, which is raised in a gesture. The background is a soft, out-of-focus indoor setting.

***“THERE IS NO GREATER GIFT
THAN AN OPPORTUNITY”***

A Letter From Our CEO

My background is not perfect. Like most people of color, I was led to believe that there's a limited number of seats on the success train, and the unspoken rule is to make sure you and only you have one. Through trial and error, I discovered that there's plenty of opportunity to go around, and that true success comes from paying it forward.

re:work training invests in people like me. When the Board offered me the position of CEO here, I knew they weren't just trying to check a box - they were investing in my potential. That's why in 2018, despite FUBU's Daymond John being the closest thing to a Black CEO I'd ever seen growing up, I accepted their offer and began my journey with this amazing organization. In 3 years, re:work training has become more than a training program, but a community that is tipping the scale for untapped Black and Latinx talent.

By creating educational and career opportunities, we've helped over 100 people land jobs as Business Development Reps and Account Executives at places like Salesforce, DocuSign, Amazon, Relativity... the list is long. On the other end, these top technology companies are benefiting from the ambition, resilience and diverse perspectives that our candidates bring to the table.

In 2021, we're excited to be expanding the scope and reach of our community in several ways. We'll be collaborating with organizations who do similar work placing individuals in Customer Success, Marketing, and Software Development jobs to create more pathways for members of our community who are interested in careers outside of Sales. In our fifth year of business, re:work is also expanding our program to additional cities, starting in the Bay Area.

As long as there are people out there hungry to grow beyond their circumstances, our small but mighty team will continue to carve out spaces for them to gain financial freedom and be their authentic selves. This diverse community is a testament to the fact that success can look a lot of different ways.

We work hard. We play hard. We get this work!

SHELTON BANKS, CEO

VISION

Cities where economic freedom isn't determined by zip code and meaningful employment is accessible to all; workplaces where potential is worth as much as pedigree.

MISSION

To create workplaces that reflect the diversity of our neighborhoods.

VALUES



ADOPT A GROWTH MINDSET



USE YOUR VOICE AUTHENTICALLY



SERVE THE COMMUNITY

OUR PROGRAM FRAMEWORK



RECRUIT

The pool of Black and Latinx talent isn't limited, it's overlooked. We work within our communities to find and recruit tech's future leaders.



EMPOWER

There's much more to empowering someone than just teaching them a skill. Our curriculum includes the latest sales techniques, plus how to develop a growth mindset and be the leader of your own life.



PLACE

Better incomes means better outcomes. We aim to place each of our candidates - previously unemployed and underemployed - in full-time tech sales roles.



SUPPORT

Community doesn't have an end date. We support our program graduates by providing long-term career development, and by working with our corporate partners to create inclusive, equitable environments that benefit all employees.

PROGRAM OVERVIEW



re:work raises the floor for untapped Black and Latinx communities through a comprehensive career training and placement program focused on Tech Sales. Our 8-week program is completely free to candidates, and many of our alumni have been placed in full-time jobs making \$55,000 a year plus benefits. Because community doesn't have an end date, our alumni receive ongoing access to our network of 500+ tech professionals and leaders, as well as employment and professional development resources as they navigate their new careers.

CANDIDATE DEMOGRAPHICS & RECRUITMENT

We attract new candidates to our program through referrals from our alumni and volunteer networks, as well as partnerships with other nonprofits, in addition to targeted advertising and social media. Many of our candidates lack a professional network, and have been overlooked for entry-level tech roles given lack of previous work experience and/or a 4-year college degree. Although re:work does not have age restrictions for candidates, we focus part of our outreach efforts specifically on individuals aged 25 plus. We acknowledge that many free career training programs are focused on young adults (18-24 years of age), so we are trying to fill this gap and provide opportunities to individuals that have "aged out" of other programs.

DATA-DRIVEN ASSESSMENT & INDIVIDUALIZED LEARNING

Our program utilizes a data-driven, ongoing assessment process, with tailored individualized learning opportunities for candidates. HireVue, a hiring experience platform, supports this process, and the use of this tool also reduces human bias in the candidate selection process, and ensures consistency across cohorts. The company created a sales-specific, AI-based skills assessment tailored to our candidate recruitment needs. Candidates take an online assessment, which measures a strength in six different competencies, which helps re:work determine a candidate's natural sales ability and coachability. HireVue's generous donation supports tailored individualized learning, and helps us to better identify where each candidate needs the most support.



VIRTUAL INSTRUCTION & EXPANDED CLASS SIZE

Since the COVID-19 pandemic began, we've adapted our 8-week program to 100% virtual training. Pre-pandemic, our in-person cohort size consisted of approximately 15 candidates; our cohorts sizes now range from 35-40, and include candidates from all over the country. Classes are held via Zoom and students utilize an online learning management system via Sales Enablement Platform SalesHood. Curriculum development and training is led entirely by dedicated re:work volunteers who are leaders and professionals in the Tech Sales industry. Over the course of the past year, and through the use of technology, re:work has been able to double the class size, and double the impact, training twice as many candidates.

CURRICULUM & WORKSHOPS

Candidates receive approximately 60 hours of in-class professional development, as well as about 40 hours of supplemental work throughout the 8-week program. Our curriculum covers both Tech Sales best practices and general professional development topics, and was developed by Tech Sales leaders who know what it takes to succeed in the industry. Because there is much more that makes a job candidate competitive than skills training, our program also focuses on providing candidates with the following:

Updated & Redesigned Resume

Mock Interview Practice

Personal Branding Best Practices

Robust Professional Network

Social & Cultural Capital

JOB PLACEMENT & CORPORATE PARTNERSHIP

re:work collaborates with tech companies, using a model that focuses on recruitment, volunteerism and giving; as partnerships allow companies to engage with and support our community, while also supporting their business objectives. re:work partners are given access to our growing pipeline of diverse, job-ready talent, and companies provide re:work with candidate feedback. re:work's Volunteer Program presents a unique opportunity and various options to for company employees to utilize their talents to support of candidates through a peer-advising, training, and career coaching. These three volunteer tracks are suitable to professionals of all skillsets, seniority levels, and interests. As it stands, over half of re:work training's volunteers come from partnering organizations. Partners also support our community through monetary and in-kind contributions.

OUR IMPACT

AT A GLANCE

SOCIAL RETURN ON INVESTMENT

\$3.92

re:work training measures social return on investment (SROI); for every \$1 invested in our program, \$3.92 is invested back into the communities we serve in the form of candidate income.

Total Candidate
Income Earned

\$7,898,147

Average
Starting Salary:

\$55,000

Placement Rate:

75%

OUR TEAM



Shelton Banks
CEO



Ashley Jordan
Senior Director of
Ops & Strategy



Ben Nussbaum
Corporate Partnerships
Manager



Sherise Pratt
Community Engagement
Coordinator



Yesenia Ponce de Leon
Corporate Recruitment
Coordinator



Christina Wells
Digital Storyteller &
Communications Coordinator



Joshua Buhangin
Visual Design Coordinator &
Videographer

VOLUNTEER LEADERSHIP



Matt Tharp

Head of Volunteer
Engagement

Vice President of Channel
Partnerships @ Fusion Risk



Catherine Rogers

Head of Training

Enterprise Account
Executive @ Groove



Sadie McGraw

Head of
Peer Advisory

Sales Manager @
Gong.io



Victor Scotti

Head of
Career Coaching

Founder & Chief Inspiration Officer
@ Moving Mountains



Allyson Clark

Head of
Volunteer Operations

Revenue Operations @ Halo

OUR BOARD



Shelton Banks

CEO @ re:work
Joined Board: 2018



Ryan Barretto

President @ Sprout
Social
Joined Board: 2017



John Drew

General Partner
@ TCV
Joined Board: 2016



Renee Kaplan

CEO @ The Philanthropy
Workshop
Joined Board: 2019



Harrison Horan

re:work's Founder/Sales Operations
@ Redox
Joined Board: 2016



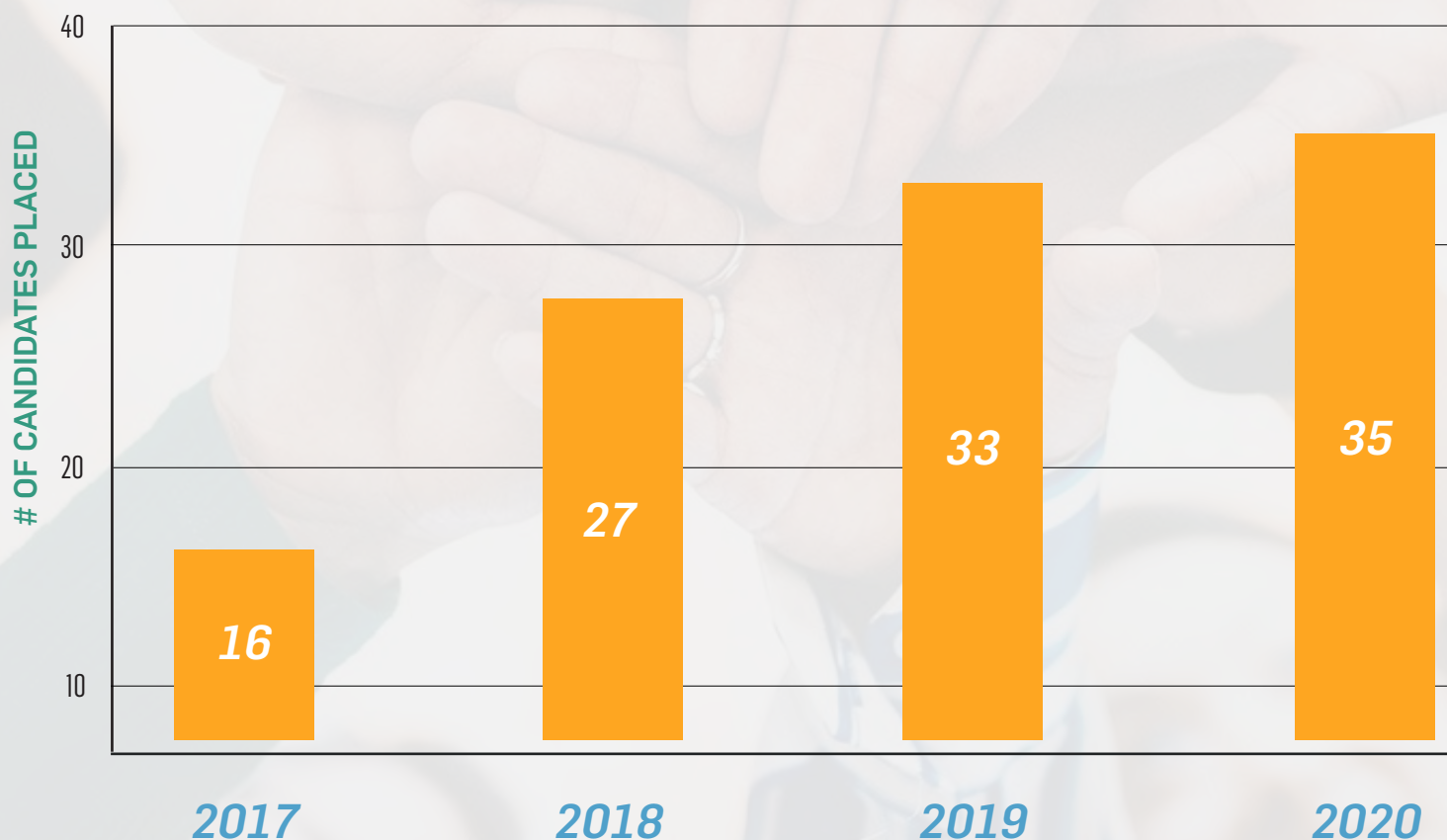
Susan Clark

General Partner
@ TCV
Joined Board: 2020

OUR GROWTH

119%
TOTAL
GROWTH

Since opening our doors, re:work has more than doubled its impact. To date, we have placed 111 candidates in full-time Tech Sales roles making an average of \$55,000 plus benefits. In 2020, we were able to maintain our growth despite a move to 100% virtual instruction and hiring freezes that resulted from the COVID-related economic downturn.



2020 COVID RESPONSE

The COVID crisis and resulting economic downturn hit its peak during our 17th cohort. As was the case for many vulnerable communities, a number of our candidates and alumni were impacted especially hard, as many have lost jobs, income and family. In response to this crisis, we temporarily paused training, and did not begin any new cohorts FOR X MONTHS, instead focusing our efforts on better supporting current candidates and alumni.

FINANCIAL RELIEF

Our first priority was providing monetary relief to those most affected in our community. Through our Re:Route Relief Fund, we received immense support, and raised over \$11K from our program allies. This support helped 22 members of the re:work community (candidates and alumni) and their families stay afloat and continue on the road to financial freedom.

VIRTUAL INSTRUCTION

We were determined to deliver the same high level of training to both our current and future candidates, as well as create opportunities for continued learning for alumni despite no longer holding in-person classes. To achieve this two-tired goal, we adapted our curriculum to a 100% online format and added additional opportunities for hands-on interview practice and our Tech Sales Bootcamp to give our alumni an extra edge.

EXPANDED ALUMNI SUPPORT

To better support both candidates and alumni, we formally established re:work training's Alumni Association & Alumni Leadership Board, as well as our Volunteer Program in Q2 2020. We put the work of our mission in the hands of both of our alumni and volunteers, creating opportunities to lead within our organization as mentors, trainers, coaches, and operators.

[CLICK HERE to watch our COVID Response Video](#)

RE:ROUTE RELIEF FUND RECIPIENT WORDS OF GRATITUDE

"This donation means that my children will still have a roof over their heads. Talk about manifesting. Sitting at my kitchen table, hoping for the best, and to our surprise, a relief fund surfaced from re:work. As an alum of Cohort 2, re:work showed me where their hearts rest, which is with their community of participants. Much love."

The grant offered financial support to pay my bills at a time when I had just been laid off from my job due to COVID-19. Also, I received the grant at a time when my mother first became ill with COVID-19 which she eventually passed away from. I am really thankful to be part of re:work, particularly at this time because the program has not only supported me monetarily, but also empowered me throughout my job application process in a current job market meltdown. Now more than ever, I need a stable job considering that I am now no longer employed or have the financial support of my mother due to the pandemic. Thank you to the re:work family and donors for your support, uplifting words and acts of kindness."

Total Amount Raised \$11,080 - 22 People Helped



OUR **COMMUNITY** THE CANDIDATES & ALLIES WHO MAKE OUR WORK POSSIBLE



CANDIDATE SUCCESS STORIES

Meet some of our previous candidates who prove that potential is worth as much as pedigree!

MEET BRIANNA BRIDGES - Cohort 18



Brianna grew up in one of South Central LA's many untapped neighborhoods. After seeing Built-In Chicago's interview that featured re:work alumna Danielle Ruffin, she was inspired to seek out professional development in the tech space. When asked about the program, she says: "re:work pours back into the community and gives those with no experience like myself the tools to excel in an unfamiliar space. The mentorship aspect benefitted me the most!" Shortly after graduating, Brianna accepted a full time SDR position at EdTech startup HackedEDU. She is re:work's first out-of-state candidate, and an alumna of the first fully virtual cohort.

MEET LEONARD BLAIR JR. - Cohort 17



Leonard grew up on the southside of St. Louis where the median income hovers around \$26k a year. Previously, he worked as an admissions counselor at his alma mater while searching for a role that would better support himself and his wife. When asked about the program, he says: "re:work gave me lifelong mentors, a network that'll last forever, and the training and credibility I needed to land a role!" Leonard received a job offer within a month of starting the program and now is gainfully employed as an ISV Business Coach at Salesforce. He is also the Communications Lead on our Alumni Board.

MEET DUSTIN LEVI - Cohort 5



Dustin hails from the southside of Chicago, like many of re:work's candidates. He held several different jobs after college, making about \$25K yearly, while having the very specific goal of becoming an engineer in the tech field. When asked about the program, he says: "They literally paid ME to learn things I needed and wanted to learn! Their focus on people from financially depreciated areas automatically made me feel like this is too good to be true. Anytime I'm struggling with something work related, re:work is always there for support when needed." After completing the program, Dustin started his tech career as an entry level BDR with Showpad. He is now an Associates Solution Engineer.

[CLICK HERE to watch candidate interview](#)

OUR DEDICATED VOLUNTEERS

re:work's rapidly expanding network of over 300 volunteers are tech leaders and professionals, ranging from early-career professionals, to managers, directors, and C-suite executives in the industry. Our Volunteer Program puts real work in the hands of our supporters who are both reinforcing and helping scale our impact in and outside of Chicago. Our volunteer programming is broken down into the following tracks:

TRAINING | The central and most important component of our Volunteer Program is re:work's Training Program. Volunteers lead in-class sessions, curriculum development and maintenance, and management of our online learning environment administered through SalesHood.

PEER ADVISORY | re:work's Peer Advisory Program, a more thoughtful take on mentorship, creates 1:1 relationships with volunteers and candidates through a matching process that aligns volunteer and candidate interests. The program name speaks to an equal exchange of value for both volunteers and candidates that is inherently gained through diverse relationships, as well as the commitment to continuous learning made by both individuals.

CAREER COACHING | re:work's Career Coaching Program similarly supports personal and professional development by connecting our community with experts on specific issues that our candidates regularly face during and after our 8-week program. Our career coaches include individuals with insight on distinct topics that span Job Search, On the Job, and Sales Skills needs, such as interview prep, effectively giving/receiving feedback, and cold calling.

Our volunteers are made up of both individual contributors and corporate teams passionate about diversity, equity, and inclusion and looking to make an impact on our untapped communities. [Click here](#) if you're interested in being a re:work volunteer.



**JUSTIN
HAVIAR**

Manager of Sales
Development @ LinkedIn

"My favorite part of volunteering for re:work has been getting to know Kevin on a personal level, and it's been so fulfilling to help him land a job as an SDR at Cloudbakers and support his growth in his new tech career."



KEVIN WILLIAMS JR.
(COHORT 16)

Sales Research Rep
@ CLOUDBAKERS

OUR CORPORATE PARTNERS

OUR ALLIES IN RAISING THE FLOOR FOR OUR COMMUNITY

re:work training currently works with over 100 tech companies in and outside of Chicago who engage our Time, Talent & Treasure partnership model to move the needle forward for our untapped communities.



Companies that partner with re:work help to professionally advance our candidates in a number of ways, including providing candidates with opportunities to interview for entry level positions and sharing meaningful feedback when a candidate does not advance

Our partners trust us to develop high-quality, job-ready candidates in just 8 weeks because they have a direct hand in creating re:work's Tech Sales Curriculum and training our candidates.

re:work currently has a network of over 300 volunteers who are Tech Sales leaders and professionals at the companies we engage, serving as mentors, trainers, and career coaches. Our volunteers are core to re:work's mission, providing practical, on-the-job knowledge to our candidates, ensuring that our program curriculum is continuously updated with industry best practices, and sharing open roles and job referrals that help get our community good jobs.

In addition to hiring and advancing the professional development of our candidates with hands-on support, our corporate partners also drive our mission forward with monetary and in-kind donations.

CORPORATE PARTNER SPOTLIGHT

SALESHOOD | A premier Sales Enablement Platform, SalesHood donated licenses to their learning management system, which now serves as the basis for re:work's first ever online training environment.

HIREVUE | HireVue created additional AI-based online assessment models that allow us to effectively recruit candidates for marketing, software development, and customer success careers. This model has drastically helped us improve candidate recruitment for our Tech Sales program.

DOCUSIGN | Practicing what they preach, DocuSign has hired a number of re:work candidates over the last two years who have gone on to be promoted into more senior roles. The e-signature solutions company also volunteers regularly as Peer Advisors, Career Coaches, and Trainers.

KIN. | Kin Insurance hired the most re:work candidates of any other tech company in 2020, providing a major career stepping stone for six members of our community.

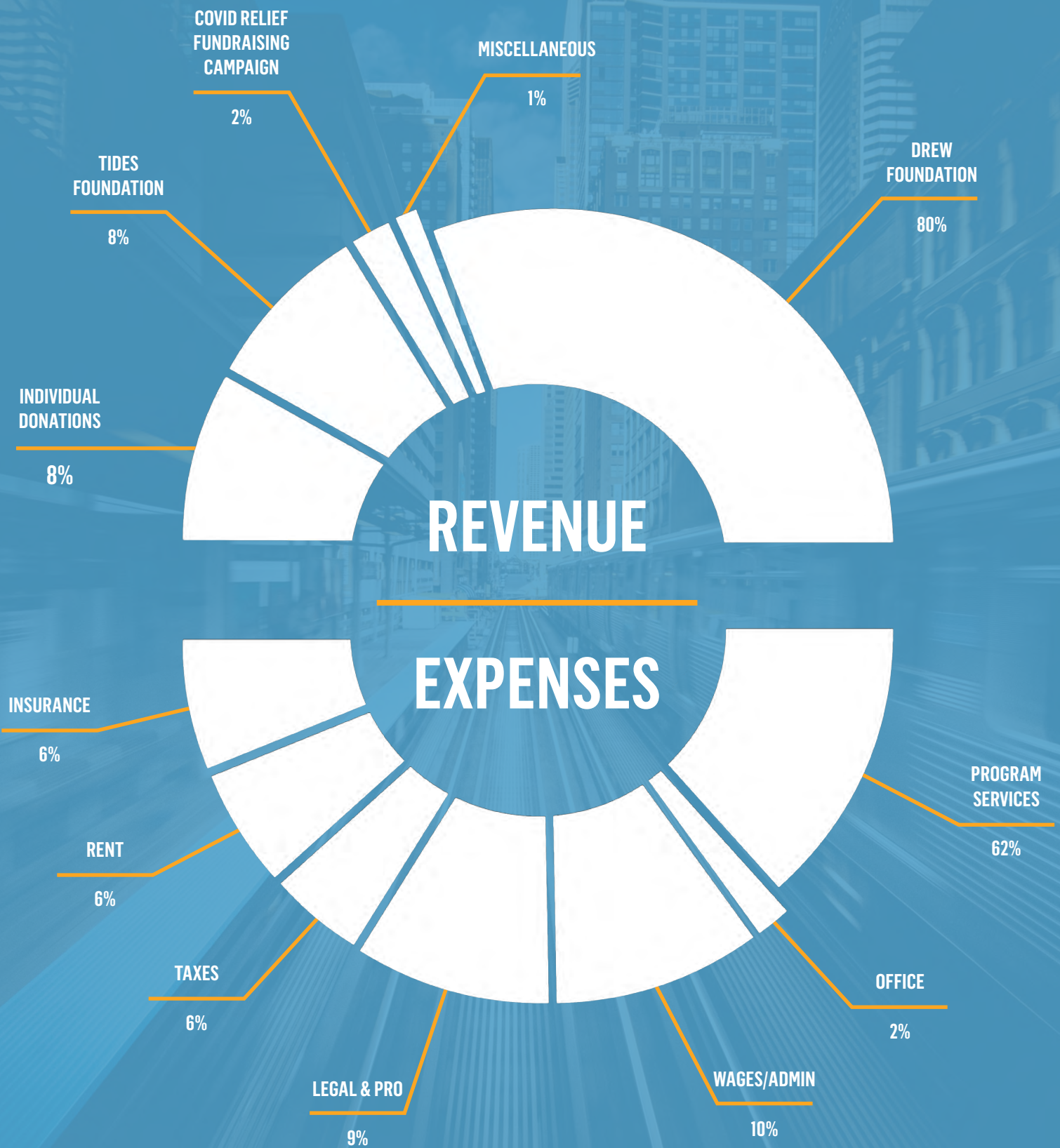
LinkedIn | A critical corporate partner since 2019, the members of LinkedIn's Chicago Sales Team are re:work advocates who've frequently led program courses about how to best use their platform, donated free LinkedIn premium subscriptions to candidates, and co-hosted learning seminars to help bridge re:work's community with the larger tech community.



[**CLICK HERE to watch Hireview video**](#)

REVENUE

EXPENSES



OUR VISION 5 YEARS IN THE MAKING

EXPANDING OUR SUPPORT AT HOME AND BEYOND

Broadened Training Program

Since its inception, re:work has only trained candidates for full-time roles in Tech Sales. Founder Harrison Horan and CEO Shelton Banks both found success in this area of the tech sector, and subsequently focused re:work's program on sales, given competence does not require a 4-year college degree or 3-5 years of previous work experience. However, we've often been asked, "what about potential candidates who aren't interested in Sales?" We strive to empower anyone who is ready to rise above their circumstances, so over the next few years, we will be partnering with organizations who train overlooked individuals for jobs in Customer Success, Marketing, and Software Engineering to create additional career pathways for our mutual candidate communities.

Expanding our Reach

Although we are working to expand our support to candidates in Chicago, we are also scaling our program nationally to other untapped communities. Due to our new virtual model, re:work has grown the size and reach of our cohorts to include candidates from all over the country and internationally. In 2021, we are formally opening a re:work office in the Bay Area to better serve and address the specific needs of the untapped communities in and around Silicon Valley. In the next five years, we aim to expand to five more cities where potential remains untapped and opportunity is predetermined by zip code.



THANK YOU TO OUR DONORS

**Drew Foundation & The
Upwork Foundation initiative
in partnership with the
Tides Foundation**

INDIVIDUAL CONTRIBUTORS

CORPORATE PARTNERS





#getthiswork