



PARTNERSHIP & SPONSORSHIPS WITH:

RE•WORK

TRAINING

CREATING COMPANIES AS
DIVERSE AS NEIGHBORHOOD

#getthiswork

A TAXONOMY OF TRANSITIONS

racial / ethnic
self-identification
in chicago
in the year 2000

white ■
black ■
asian ■
hispanic ■
other ■

the black lines show
chicago's official
community areas.

each dot represents
twenty-five people.
here, hispanic is
exclusive of other
categories.

block-level data
from the U.S. census.
scale 1:200,000

The same data, aggregated by community
area and shown with solid colors.

■ >80% white
■ majority white
■ >80% hispanic
■ majority hispanic
■ >80% black
■ majority black
■ majority asian
■ majority asian
■ no majority

OUR MISSION

RE:WORK TRAINING's mission is to create workplaces that
reflect **the diversity of our neighborhoods.**

We are changing the map. Pulling communities together,
celebrating diversity, and helping individuals empower
themselves to *get this work.*

Starting with the tech industry, we are building a bridge
between overlooked candidates and meaningful careers.

#supportingchange

OUR VISION

RE:WORK TRAINING envisions cities where economic freedom isn't determined by zip code and meaningful employment is accessible to all.

BETTER INCOMES = BETTER OUTCOMES

Through our candidate training program and corporate partnerships, we aim to empower **25,000** Black, Latinx, People of Color to cumulatively make **\$30 Billion** in income over the next **20 years**.

#betterincomesbetteroutcomes

FLAVORS OF BLUR

annual household income in chicago

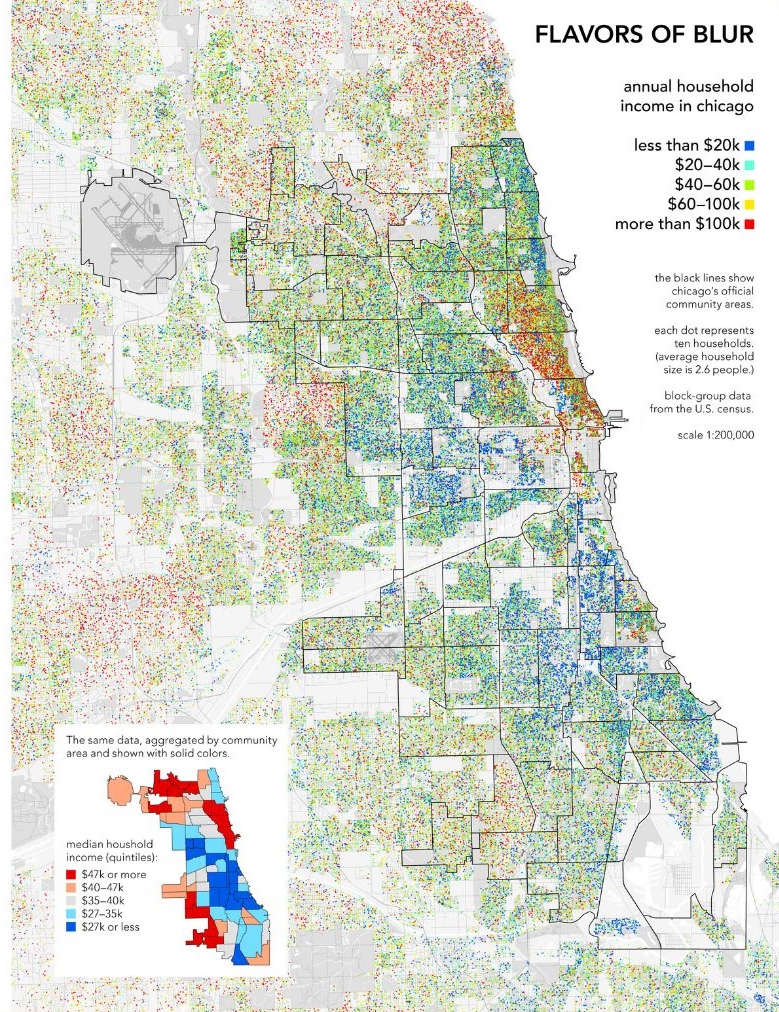
less than \$20k ■
\$20–40k ■
\$40–60k ■
\$60–100k ■
more than \$100k ■

the black lines show
chicago's official
community areas.

each dot represents
ten households.
(average household
size is 2.6 people.)

block-group data
from the U.S. census.

scale 1:200,000



The same data, aggregated by community area and shown with solid colors.

median household income (quintiles):
■ \$47k or more
■ \$40–47k
■ \$35–40k
■ \$27–35k
■ \$27k or less

THE RE:WORK TRAINING PROGRAM

RE:WORK TRAINING was founded in 2016 to combat a **staggering lack of diversity** within the tech industry.

This problem is all too evident. In a city where we are surrounded by so many kinds of people and cultures- why do our workplaces look nothing like it?

We're on a mission to **empower individuals and companies** with the skills they need for success.

Our program focuses specifically on BDR, SDR, or AE positions within the tech industry's revenue generation side of things - one that is often overlooked by others who only focus their time training people how to code or work as developers.

We are one of the few non-profit **focusing specifically on technology sales.**

RE:WORK DELIVERS OUTCOMES THAT MATTER

Since opening our doors, re:work has successfully **over 200 candidates** in full-time roles with an average starting **salary of \$54,494 with full benefits** on the non-technical side of the technology industry.

CANDIDATE OUTCOMES

65

65 live hours of sales training from industry experts

5

Land jobs within **5 weeks** of starting the program on average

525%

On average, annual salaries jump **from \$8k to \$50k per year**

PROGRAM OUTCOMES

\$3.92

\$3.92 returned to the community for every \$1 spent

\$9M

Over **\$9,000,000 in total candidate income** earned to date

85%

All-time 85% retention of candidates in tech industry

WHY THE PROGRAM WORKS

We take a holistic approach to developing talent. We teach candidates how to develop a growth mindset, learn sales processes, best practices in skills like cold calling and email cadence, enterprise sales tools, and business acumen.

Our 4 step model takes the guesswork out of finding diverse talent by creating a deep pipeline of work-ready job seekers and allows companies to do something meaningful around DEI.

R

RECRUIT

Using Hirevue, we identify untapped, diverse potential that will be ready for work in just 8 weeks

E

EMPOWER

65+ live hours of sales training including Salesforce, Mindtickler, LinkedIn, Slack, and more

P

PLACE

Place candidates in full-time SaaS Sales role making starting salaries of \$45K annually

S

SUPPORT

82% of alumni still employed full-time after their first placement through lifetime support

EXPERT LED TRAINING, PROVEN METHODS.

RE:WORK's free 8- week tech sales empowerment curriculum is led by hiring managers, recruiters, and individuals who are helping change the story around diversity and inclusion from companies like these:

DocuSign®

GROUPON

Hire★Vue

kin.


sproutsocial

Linked in

 NOIREFY

glassdoor®

 shopify

 ShipBob

 packback
Fearlessly curious.

CDW®

 Pinterest

Over 500 volunteers have dedicated their time to changemakers within their organization and the community at large.

More than 1400 volunteer hours per cohort have been put in by corporate partner employees.

Despite tech's continued expansion in Chicago, the city's tech workforce has remained largely inaccessible to our African-American and Latinx residents. According to a report published by Black Tech Mecca in 2018, **only 9% of Chicago tech is Black**, in comparison to the nearly 30% of the population African-American's comprise.



RE:WORK TRAINING wants tech to change the story through formal partner and sponsorships that aid in helping our community members to GET THIS WORK!

As a
RE:WORK
Sponsor
you will be
#supportingchange while
working towards our
short-term
diversity goals

50

Tech companies will become sponsors

\$1 MILLION

will be invested in Chicago's overlooked communities

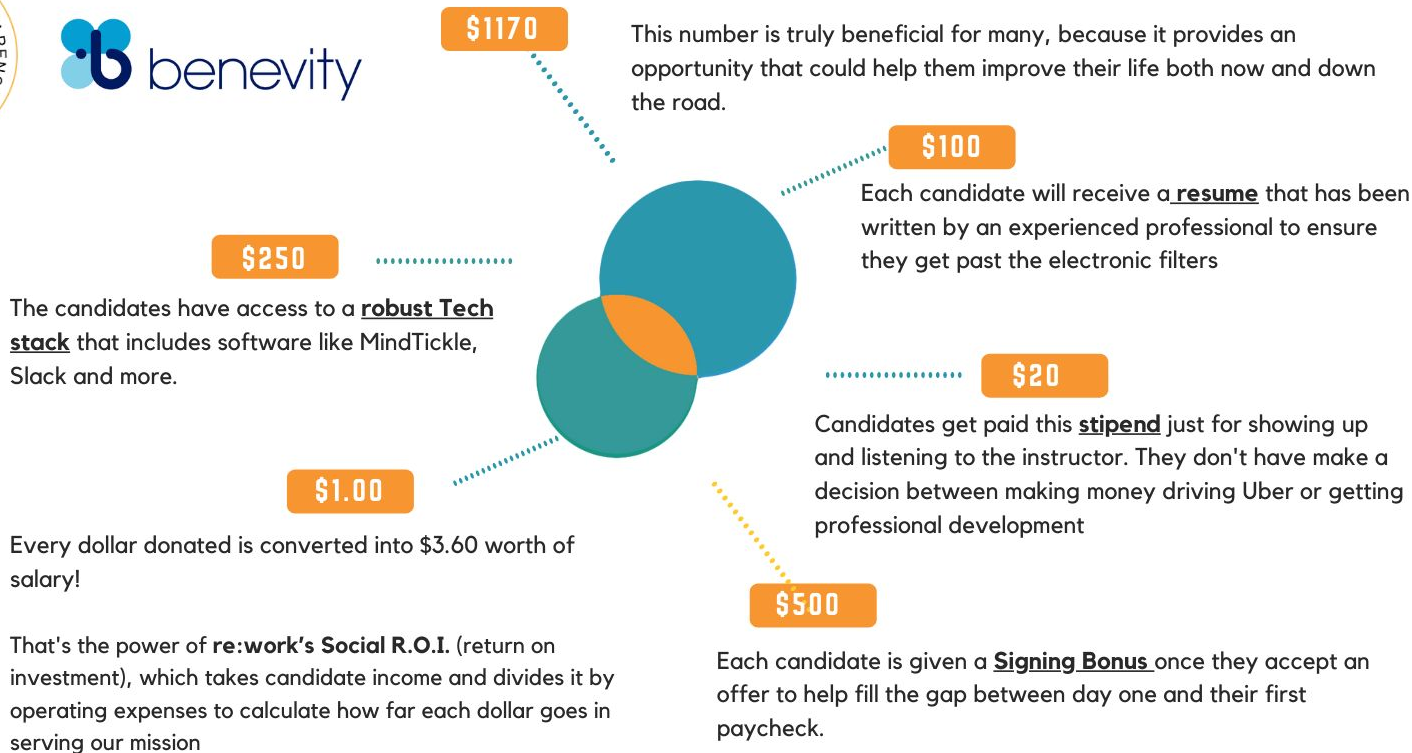
200

diverse candidates will be placed in full-time tech roles

Their total cumulative salary will equal over

\$9 MILLION

THE IMPACT OF A DOLLAR



We can provide one person with the opportunity to take part in our 8-week program.

This number is truly beneficial for many, because it provides an opportunity that could help them improve their life both now and down the road.

Each candidate will receive a resume that has been written by an experienced professional to ensure they get past the electronic filters

Candidates get paid this stipend just for showing up and listening to the instructor. They don't have to make a decision between making money driving Uber or getting professional development

Each candidate is given a Signing Bonus once they accept an offer to help fill the gap between day one and their first paycheck.

"RE:WORK TRAINING is absolutely awesome. Not only is the curriculum top notch but the network is amazing. Volunteers, including C-Level execs from top notch tech companies, take time from their busy schedules to pour into us. The connections alone are priceless. I'm so glad I found this program and I know the next phase of my career in tech is going to be great."

- *Crystal Sanders*
Candidate

Corporate Membership Levels	Bronze	Silver	Gold	Platinum
Benefits	\$10k/QTR	\$50k/QTR	\$75k/QTR	\$125k/QTR
Logo On website	✓	✓	✓	✓
Social Media Promo	1 Promo	1/ Mo	2/ Mo	2/ Mo
Slack Announcement & Job Board	1 Promo	2 Promo	3 Promo	4 Promo
re:work Community Access		✓	✓	✓
Sponsored Podcast & Volunteer Days		1 /Year	1 /Quarter	1/ Month
Dedicated Recruiter		✓	✓	✓
D.E.I. Support & Speaker			✓	✓
Sponsored Cohort				✓

CANDIDATE TESTIMONIAL



“

This program should be duplicated for every person coming out of high school, college, and re-entering the work force. My son has been a volunteer and my nephew has gone through the program. I am now in my 3rd week of this free, yes free program, that gives you training from professionals in the Tech Sales Field. People that work with you through mentoring, interviewing, resume writing and so much more. What are you waiting for, apply now for the next session!

”

- *Selena Armstrong*
Candidate

PARTNER TESTIMONIALS

"Re:Work candidates tend to have a "Win Together" mindset. No one wants to lose alone, and everyone should want to win together. This mindset helps build a strong, inclusive, team orientated culture where xDRs can learn/grow together."

*-Sales Manager from
DocuSign*

"It's been great partnering with re:work to find individuals who have been traditionally overlooked and give them a shot to obtain a career in tech. They've found a compelling way to put us in front of candidates who have grit, a dedicated learning orientation, and proficient business acumen."

*-Recruiter From Sprout
Social*

"You all have created a space for us to interact with candidates and conversations that we otherwise would not have been able to find. Chicago is sorely in need of ideas that will help us solve our city's problems, and re:work's value proposition is as compelling as anything I've seen thus far."

-Sales Manager from CDW

"RE:WORK was the best decision I have made in a very long time. Joining this program changed my life and my families life. In less than 2 months!!!

*-Darryl J Mann
Candidate*

Event Sponsorship Packages	Silver	Gold	Platinum
Benefits	\$2k	\$5k	\$15k
Company Logo on Branded Swag	✓	✓	✓
Company Promoted via Video Reels and Event Program + Social		✓	✓
Company Included in PR News Announcement			✓

An aerial photograph of a dense urban skyline, likely New York City, with numerous skyscrapers. A thick layer of white smoke or steam rises from the city, partially obscuring the buildings. The text "LEADERSHIP & OVERSIGHT" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

LEADERSHIP & OVERSIGHT

BOARD OF DIRECTORS



SHELTON BANKS
CEO @ re:work training
Joined Board: 2018



RYAN BARRETTO
President, Global Sales
@ Sprout Social
Joined Board: 2017



HARRISON HORAN
Sales Operations @ Redox
Board Chair / Founder
Joined Board: 2016



RENEE KAPLAN
CEO @ The Philanthropy
Workshop
Joined Board: 2019



JOHN DREW
General Partner @ TCV
Joined Board: 2016



SUSAN CLARK
Managing Director, Head of
Technology Value Creation at
Sun Capital Partners
Joined Board: 2020

VOLUNTEERS



MATT THARP
Head of Volunteer
Engagement
Vice President of Channel
Partnerships @ Fusion Risk



CATHERINE ROGERS
Head of Training
Enterprise Account Executive
@ Groove



Jared Blitz
Volunteer Lead
Team Lead @ Paro.io



SADIE MCGRAW
Head of Peer Advisory
Sales Manager @ Gong.io



ALLYSON CLARK
Head of Volunteer Operations
Revenue Operations @ Halo



Mike Hammond
Career Coach Lead
Sr. Sales Account Manager @
Scientific Games

FULL-TIME TEAM



SHELTON BANKS
CEO



ASHLEY JORDAN
VP of
Operations & Strategy



BEN NUSSBAUM
Manager of
Corporate Partnerships



BLAKE HUDSON
Director of Sales Enablement



KELLI MANNING
Director of Alumni Support
and Philanthropy



YESENIA PONCE DE LEON
Corporate Recruitment
Coordinator



SHERISE PRATT
Community Engagement
Coordinator



JOSHUA BUHANGIN
Visual Design
Coordinator & Videographer

2021-22 COMMITTED SPONSORS



sproutsocial

HireVue

**THE DREW
FOUNDATION**



MuleSoft®

Linked in

upwork™

CHICAGO BLACKHAWKS