

COLLABORATIONS

The DO SCHOOL Quarterly Newsletter3rd Edition, Vol. 2

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Double Down Match

In it's Double Down Match fundraising campaign The Do School (TDS) has an opportunity to receive up to **\$20,000** from a single donor. An anonymous donor has pledged a match of \$500 for every \$1000 raised during the campaign, up to \$40,000. Please refer to Page 2 to learn more about this important campaign.

Community Grant Recipient!

The Do School was recently awarded **\$30,000** by **The Winston-Salem Foundation** to be received over two years to assist with stipends for cohorts. Each cohort is normally composed of four students who are enrolled for 20 weeks in a basic construction skills training program. A life skills series and a workforce preparedness/readiness component are also included in each cycle. We are extremely grateful for this award and humbled by the continuous support—both monetary and advisory—that The Winston-Salem Foundation has shown throughout TDS's 5-year history. Support from the Foundation **and many other generous donors** allows TDS to continue building workforce skills in a changing economy.

*Since its founding in 1919, the **Winston-Salem Foundation** (WSF) has partnered with generous community members to build a better future for residents of Forsyth County and beyond. WSF is a nonprofit community foundation, the oldest foundation in North Carolina, and it consistently ranks among the largest community foundations in the United States. WSF is comprised of hundreds of charitable funds created by individuals, families, and organizations who want to improve the quality of life for those around them. In partnership, WSF drives meaningful impact by investing in community priorities, providing scholarships and charitable grants, and raising awareness of community issues. More at wsfoundation.org.*

Message from the Executive Director



Did You Know: The Power of Grassroots Trades Training

Grassroots trades training involves community-based, hands-on programs that provide practical skills for high-demand careers, often starting from a local level to address specific workforce needs. This approach offers an impactful alternative to traditional four-year degrees and is vital for building a sustainable local workforce.

Here are some surprising facts about grassroots trades training:

- **Bridging the Skills Gap:** Grassroots initiatives are a key strategy for addressing the national and global shortage of skilled workers, a gap often caused by the retirement of experienced professionals and a societal focus on academic careers over vocational ones.
- **Hands-On from Day One:** These programs emphasize learning-by-doing. Students work with actual tools and materials used on real job sites, which builds immediate confidence and job-ready skills, such as welding, electrical wiring, or HVAC installation.

(Message from ED continued on Page 3)

More Exciting Grant News!

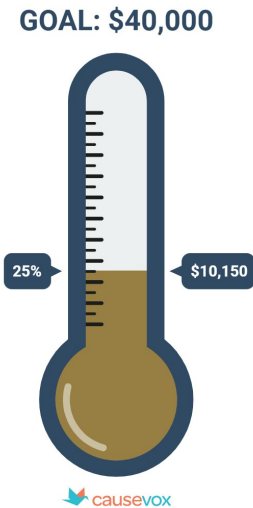
The Do School has been awarded a **\$20,000** grant from the **Twin City Development Foundation** to upscale the size of our training program. This grant will assist with stipends for trainees as they participate in the 20-week program cycle. The size of the current learning lab allows for an expansion in the number of students in the cohort. *Cohort #6 has five students and we hope to repeat and even increase that for the next group and possibly going forward.*

About Twin City Development Foundation

Twin City Development Foundation is a Winston-Salem 501(c)(6) organization formerly known as the DataMax Foundation. DataMax Corporation's history dates back to 1889 as the Winston-Salem Retail Merchants Association. It also served as the local Credit Bureau. That portion of the organization was sold to Equifax in 2007, and the funds were used to create a foundation to support economic and workforce development within Forsyth County, North Carolina. Since 2007, Twin City Development Foundation has provided \$6.3 million in local grants. Learn more at twincityfoundation.org.

Match Challenge Update

In the first week of this campaign, we received over \$10,000. **Thank you!** We feel this is an awesome opportunity and we are optimistic that we can achieve our goal. You can play a critical role. We're hoping you decide to join forces with our board and staff—*Together we make a greater impact!*



To make a donation: www.thedo-school.org/donate

Piedmont Federal Volunteer Day

Team members from Piedmont Federal Bank and the Do School staff joined forces on Monday, October 13th, to kickoff this program cycle's renovation project. The day focused on clearing out the cellar to start phase one of the rehab.

Special thanks to Michele Mitchell and Ned Erickson for organizing this effort, to all volunteers who shared time and muscles for the occasion, and to Piedmont Federal overall for our awesome partnership. See photos on Page 3.



Donate to the **Double Down Campaign**

Cohort #5: Graduation Highlights

Our largest graduation to date was held September 12th to celebrate the accomplishments of four young men who entered the program with various experiences but connected in construction trades. Each member of Cohort #5 plans to continue in the trades and expand their personal learning journey to reach bigger goals. This **Graduation Recognition Reception** hosted by Piedmont Federal was celebrated by more than 60 guests who heard more about the Do School story and how this cohort had excelled from Do School leadership. Keynote speaker was **Dr. Craig Richardson**, Director of the Center for the Study of Economic Mobility, Winston-Salem State University. He spoke on the economic impact of the Do School and the ripple effects caused, focusing on four: 1) impact on house value and Do School profits, 2) direct impact on Do School participants, 3) impact on neighborhoods, and 4) impact on the wider community. After our keynote, partners and friends of the Do School shared remarks and words of encouragement to the graduates. **Congrats to Romeo Hall, Sr., Antonio Adams, Jr., Joshua Borders, and Romeo Hall, Jr.**



PHOTOS from Piedmont Federal Volunteer Day at TDS

Piedmont Federal team members who volunteered at the Do School's live learning lab on October 13th are pictured below: Milton Kern, Kathleen Smith, Michele Mitchell and Ned Erickson. *Many thanks!*



New Program Training Cycle

On October 20th, the second training cycle of 2025 kicked off. We are so excited that it is a ***first*** for TDS to have multiple cohort training cycles in the same year.

The first two weeks have taught each student more about themselves, some things they have in common with others on the crew and lots about basic construction and worksite safety. They have also had hands-on experience already working with power tools and other tools of the trade. And they are preparing for their first day in the life skills series to include a session with a certified life coach and a financial education class facilitated by Piedmont Federal team members. See photos below of the CAN DO Crew during the Proper Use of Power Tools Workshop. This team consists of men and women. Visit our website (thedo-school.org) as the weeks progress to learn more about Jawaaduldin, Joshua, Ronald, Tevin and Vanessa.



THE END

Message from E.D. (continued from Page 1)

- **Accessible and Affordable:** They often remove traditional barriers to entry. By utilizing local facilities, partnering with businesses, and sometimes leveraging technology like 3D simulations, these programs can be more accessible and help students avoid the significant student debt associated with many college degrees.
- **Stronger Local Economies:** A skilled local workforce attracts businesses and fosters economic growth within the community, reducing the reliance on outside labor.
- **Diverse Career Pathways:** Trades offer lucrative, stable careers with significant opportunities for advancement and even entrepreneurship. The negative stigma around vocational work is diminishing as "blue-collar" jobs transform into high-paying, "gold-collar" careers.
- **Integrated Learning:** Some innovative programs integrate technical skills training with essential business and life skills, such as timekeeping, quality control, teamwork, and problem-solving, creating well-rounded professionals.
- **Industry Partnerships:** Success often depends on strong partnerships between training programs, local businesses, and manufacturers. These partners help shape the curriculum to meet current industry demands and often provide crucial internships and mentorships, which frequently lead to job offers before graduation.
- **Gen Z Interest:** The "toolbelt generation" (Gen Z) is showing increased interest in trades because they value the hands-on learning, tangible outcomes, and the promise of a stable career without immense debt.

Grassroots trades training is a powerful, community-driven approach to workforce development, empowering individuals and ensuring essential industries continue to thrive.

Very Best Regards,
Jerry W. Anderson
Founder/Executive Director



Season's Greetings

From TDS Board of Directors and staff:

During this last quarter of 2025 and the upcoming holiday season, we send warm wishes to you and your family!

American Indian Heritage Month, Veterans Day, Thanksgiving Day, Hanukkah, Christmas, and Kwanzaa.

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THE END