

# LAUNCHING GREAT CAREERS IN THE INNOVATION ECONOMY



## KINDWORK'S PILOT PROGRAM IMPACT REPORT

JUNE 2020



## OUR MISSION

KindWork helps talented young adults from overlooked communities transform their economic outlook and launch new careers in the innovation economy.

## HOW WE WORK

We provide in-depth career skills training, opening a path to otherwise inaccessible opportunities at tech-enabled companies for low-income, unemployed, and underemployed young adults.

Our comprehensive career development fellowship includes:

- A full-time accelerated training that prepares young adults for roles in Customer Experience and Customer Success
- Personalized job placement services
- One year of post-placement career coaching and education programming

A NOTE FROM  
THE FOUNDERS

We are excited to share with you KindWork's very first *Impact Report*. Just over a year ago, we launched our 501(c)(3) with the aim of creating pathways to careers in the innovation economy for low-income young adults. We saw an opportunity to focus on rapid credentialing for digital-based, customer-focused roles—an unaddressed need in the workforce development community.

Thanks to the incredible support from our donors, community partners, and students we are proud to have completed two cycles of our training fellowship. Our early results are promising—we've secured job placements for 92% of our graduates, with an average annual wage increase of \$30,000. We are especially grateful for the ongoing support of our strategic partner, Brooklyn Workforce Innovations.

We believe that KindWork graduates are uniquely positioned for career resiliency in the COVID-19 era with in-demand digital skills. Programs like ours will play a critical role in helping the most vulnerable communities recover. We are anticipating a high volume of applications for our next cycle and intend to prioritize young adults who have been economically impacted by the pandemic.

Thank you for your continued support.



*Kate Doyle & Jeanine Mendez,  
KindWork Co-Founders*





CREATING  
ECONOMIC  
MOBILITY



“The KindWork program made it possible for me to see a future for myself. I’m really proud of how far I’ve come in the last year.”

WANKEE’S STORY

When Wankee was laid off from his job as an office cleaner, he knew he wanted to make a change.

Wankee found KindWork and enrolled in our first Customer Experience & Support training program. With KindWork, he learned new digital skills like data manipulation in Google Sheets and how to write customer support emails.

Right after graduation, Wankee landed his first digital customer support role with Everlane, a popular e-commerce company. Just five months later, Wankee leveled up again, securing a customer experience role at Fluent, a performance marketing firm. Wankee now earns a salary of \$53,000 and has extensive employer-paid benefits.

SAMANTHA’S STORY

After being laid off, Samantha craved a new work environment, but she worried her options were limited without a college degree.

She wanted to build on her customer service expertise gained working in foodservice and learn a new set of digital skills to bolster her resume.

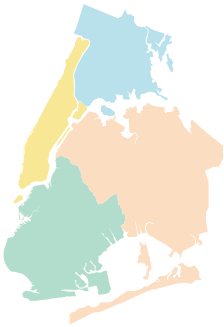
At KindWork, Samantha mastered platforms like Zendesk and Intercom, equipping her with in-demand customer success skills. Not long after graduating, she landed a role with a fast-growing FoodTech startup.

Samantha is continuing her career development with a Data Analytics course via the KindWork x Brainstation Scholarship.

“I am a very driven person. The KindWork program has helped me achieve so much already.”



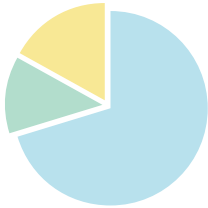
## WHO WE SERVE



KindWork enrolls trainees from across the city...

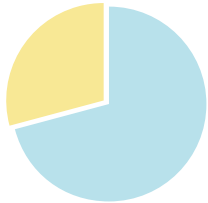
<b>38%</b>	<b>30%</b>	<b>16%</b>	<b>16%</b>
Bronx	Manhattan	Brooklyn	Queens

...most of whom do not have a college degree...



<b>66%</b>	<b>21%</b>	<b>13%</b>
High School Diploma or HSE	CUNY Bachelor's Degree	CUNY Associate's Degree

...and have experienced prolonged unemployment or underemployment



<b>71%</b>	<b>29%</b>
Unemployed	Underemployed

**100%** of trainees identify as people of color

**24** is the average trainee age

**21%** of trainees live in public housing

**71%** live in households receiving public assistance



## OUR IMPACT

### TRAINING

**250** hours of rigorous classroom-based training for Customer Experience, Customer Support, and Customer Success roles at tech-enabled companies

**96%** of participants completed training

### CAREER CONNECTIONS

**92%** of graduates placed in sector-based roles

- Cohort 1: 10 of 11 graduates placed (since November 2019)
- Cohort 2: 12 of 13 graduates placed (since April 2020)

**79%** of graduates are currently working as of May 2020

Some graduates have been impacted by COVID-19 layoffs and are now job seeking again with the support of their KindWork coach

### COACHING

**52+** hours of career coaching for every student throughout the program

23% during training

31% during job placement

46% post-placement

**100+** industry volunteer hours including job site visits, mock interview prep, and curriculum support

## QUALITY CAREERS

KindWork graduates are on the path to sustained career growth and economic mobility, with an average hourly wage of **\$18.50**

**\$7,480**  
Avg. Annual Wage  
Pre-Training

**\$39,117**  
Avg. Annual Wage  
Post-Training

**72%** have employer-sponsored benefits

KindWork graduates have been hired at Justworks, Capsule, Great Jones, Via, Managed by Q, Fluent, TeachersPayTeachers, Business Insider, and Revel

Hiring managers love KindWork graduates:



*"I manage a growing customer success team and I am proud to have hired two graduates from the KindWork program. The program delivers great candidates with the technical and customer service skills required to quickly make a positive business impact."*

*-Adele H., Head of Customer Success, Great Jones*



We are grateful for the early investments made by our founding donors. Your support has made our work possible.

## FOUNDING DONORS

Josh & Petra Mohrer  
Lorraine LeBlanc

Matthew Powers (Board Member)  
Kimiko Ninomiya  
Frederique Dame  
Danielle Attaie & Kenny LaFrance

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Chad Dobbs

Family of Donald H. and  
Barbara A. Jones Fund of  
The Pittsburgh Foundation

Danielle Aaron & Samuel Fish  
Mana Rama Tirth

Blaine Light  
Ailen Fee  
Britt Williams

### **In Kind Contributions**

Classroom space donated by Uber  
15 software licenses donated by  
Zendesk's Tech for Good Program

*We are grateful for the 60+ individual donors who have contributed to our mission.*

## FINANCIALS

Total Expenses 2019 = \$73,097\*

\* Total Revenue 2019: \$149,265

**Program expenses 90 %**

**Management and Admin 9%**

**Fundraising 1%**

Visit [www.kindwork.org](http://www.kindwork.org) to learn more