

# History of TCR

**1993**

## **Twin Cities RISE! Founded**

Twin Cities RISE! (Responsible, Independent, Skilled, Employed) is founded by Steve Rothschild, a former General Mills Executive Vice President, in Minneapolis. TCR! is established as a 501c3 with a goal of reducing poverty through job training.

**1994**

## **TCR Programming Begins**

19 participants join the pilot launch. TCR! was created to serve those most difficult to employ, and those underserved by other workforce programs. The original mission was to provide employers with skilled workers, primarily men of color.

**1997**

## **Pay for Performance Funding Established**

Twin Cities RISE! becomes the first - and only - non-profit to be paid by the state based on their outcomes. TCR continues to be paid only when a participant is placed into a job earning \$20,000/year or more with health benefits. Another payment is earned when that individual is still working 12 months from the date of hire. Pay for performance funding demonstrates our standard of accountability and transparency.

**1999**

## **Personal Empowerment Program Launched**

Twin Cities RISE! begins providing Personal Empowerment training as a required part of the work skills training program. Today, Personal Empowerment is considered the key to TCR's success, and everyone from participants to staff takes it and knows that they are "Lovable, Important and Valuable!"

**2001**

## **Opening of St. Paul Office**

TCR! expands its services and adds an office in St. Paul. Today, we continue to have offices in both Minneapolis and St. Paul to best serve the community.

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## 2002

### **Empowerment Institute Launched**

The Empowerment Institute, a division within Twin Cities RISE! that conducts workshops, training sessions, and licenses our signature Personal Empowerment (emotional intelligence and cognitive restructuring) curriculum to employers, schools, universities, and other non-profits, is established. Some early clients included Jeremiah Program, St. Paul Public Schools, and the University of Dubuque.

### **Mike Bingham becomes CEO**

## 2005

### **Awali Place Launched at 1011 West Broadway in North Minneapolis**

Awali was created to provide a transition program for men who were not ready to engage in the full Twin Cities RISE! program. The goal was to prepare individuals to enter the full TCR! core program, gain entry into another training program, or find transitional employment. Awali participants were male and had recently been released from incarceration, were not required to have a high school diploma or a GED, and typically did not have stable housing. Awali was spun off and became Ujamaa PLACE.

### **Project Re-Entry Launched**

This program served men who had been incarcerated previously, funded by a yearlong federal grant, in order to improve their long-term employment success and reduce recidivism.

## 2008

### **Art Berman Becomes CEO**

## 2009

### **Expansion of Internship Program**

The Internship Program at TCR! is an opportunity for participants to gain work experience at local organizations and companies. At no cost to the company, participants work up to 10 hours a week, which boosts their resumes and helps the company at the same time!

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## 2012

### **Reentry Connect Launched**

Reentry Connect, funded by the U.S. Department of Labor, was designed to improve the long-term educational and workforce success of adults, particularly women, who had previously been incarcerated. Participants could enroll up to 90 days prior to or 180 days following their release from federal and state prisons, county correctional facilities and local halfway houses. It ceased operations in 2016 due to a lack of continued funding.

## 2014

### **Tom Streitz becomes President and CEO**

## 2015

### **TCR Rebranded**

Twin Cities RISE name is adjusted, logo is updated, and brand colors are changed.

**Minneapolis Office Relocates** from Washington Avenue in the North Loop, to 1301 Bryant Avenue in North Minneapolis.

### **Metro Transit Program Started**

Twin Cities RISE partners with Metro Transit in recruiting and training bus mechanics and light rail technicians to fill their labor shortage. This multi-phase program, which includes a 2-year Associates Degree from Hennepin Technical College, has resulted to date in 11 low-income individuals becoming trained and hired by Metro Transit as bus mechanics with a starting salary over \$60,000 per year with great benefits. Additional cohorts will finish in the summers of 2019 and 2020 with an additional 20 Metro Transit job placements expected.

## 2016

### **St. Paul Office Relocates**

The St. Paul office relocates from 460 Lexington Avenue to 1600 University Avenue in the Midway neighborhood.

### **Empowerment Campaign Launches**

This first ever capacity building initiative for Twin Cities RISE, focused on raising funds to build or buy a building, double our number of annual participants, and increase scholarship funds available for paid internships, begins. The campaign has raised over \$6,500,000 to date.

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## 2018

### **Career Pathways**

For the first time, private companies partner with TCR and pay for recruitment, training, and placement. Career Pathway cohorts begin in the areas of Customer Service & Call Center and Facilities & Maintenance.

### **Founder Retires**

TCR founder, Steve Rothschild, who served as the organization's CEO for 10 years and Chair of the Board for the next 15 years, becomes Chair Emeritus.

## 2019

### **Mission Updated**

TCR updates its mission to "Transforming lives through Personal Empowerment, career training, and meaningful employment."