

R!SING UP

AN UPDATE FROM TWIN CITIES R!SE

A note of gratitude from our CEO

Dear TCR Friends and Supporters,

Over this last year we have all been on a collective journey together as we negotiate the pandemic and trying to regain some sense of normalcy. TCR has remained active in the community despite the many challenges training individuals for great jobs and empowering other non-profits, schools, and colleges around the country through our Empowerment Institute.

Looking back, we are incredibly proud of how quickly we adapted to offer all our career training online and Participant satisfaction with these offerings has been overwhelmingly positive. Our online Learning Management System (LMS) has proven to be a very effective tool for career training. Piggybacking on our continued online offerings the Empowerment Institute is ready to debut a new Empowerment app that will allow Participants and clients to experience empowerment in their homes or elsewhere on their phones or tablets. This technological offering is another example of how TCR continues to adapt, innovate, and deliver our career training and transformation to new audiences.

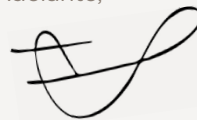
Looking forward we are planning our return to work in office at the end of February on a part time basis. Our plans include a gradual approach to in office work based on the latest guidance from the federal and state governments.

Finally, you may have received notice that I'm stepping down as President/CEO of Twin Cities Rise this spring to pursue other opportunities and allow new leadership to step in and take TCR on to its next chapter.

It truly has been one of my greatest pleasures and honor to serve as President/CEO of TCR over the last eight years. We have accomplished so much together over this time and have launched thousands of hopeful Participants into great careers and transformed their belief in themselves that indeed they are Lovable, Important and Valuable! I know under the leadership of our great team and new board chair, Donzel Leggett, that the beacon of hope that is TCR will continue to shine brightly.

With gratitude and appreciation, Thank you to all our donors, friends and partners for helping make this ever hopeful and miraculous venture possible in our community.

Adelante,



Tom Streit,
CEO and President





Photo Left to Right): Donzel Leggett - TCR Board Chair, Mike Bingham - TCR Gala Honoree, Aaron Rice - TCR Graduate, Tom Streitz - TCR President and CEO, and Paige Bingham - TCR Gala Honoree.

R!SE TO THE OCCASION

2021 ANNUAL GALA

On October 3, 2021, Twin Cities R!SE hosted its first ever hybrid (in person and virtual event). TCR is pleased to announce the gala **raised over \$368,000 against a goal of \$300,000 - many thanks in part to TCR stakeholders, donors, sponsors, Board of Directors, Gala Committee and more!** These funds will allow TCR to continue the work of empowering individuals to transform their lives and reach career goals. We had a great turnout of over 112 attendees in person and 71 attendees viewed online. The event was hosted by our CEO & President, Tom Streitz, alongside our Empowerment Institute's Training Manger, Nicole Pillow Johnson. It was an incredibly inspiring night. The evening featured one of TCR's graduates, Aaron (pictured above) who discussed his journey at Twin Cities R!SE where he found personal and career success! The event concluded with beautiful music from the lovely Jamelia Pettiford.

A big thank you to **Liz Merry** for her leadership as the 2021 Gala Chair. TCR was committed to ensuring all who wanted to attend could be a part of the event and Liz was a huge help with these engagement efforts. A tremendous thank you to **Mike and Paige Bingham**, TCR's 2021 Gala honorees. The commitment the two together have made, **with over 20 years to Twin Cities R!SE**, is nothing short of tremendous! TCR is so thankful we were able to honor you both and have your daughters join us during the evening.

PARTICIPANT SPOTLIGHT: SIERRA



How did you hear about TCR?

I heard about Twin Cities R!SE from two people. An employee from Twin Cities R!SE by the name of Quinten and a family member by the name of Angela.

What was the most impactful aspects of the TCR training for you?

The most impactful aspects of Twin Cities R!SE training was personal empowerment and Financial/ Credit Assistance classes.

What is your role today? What do you enjoy most about it?

My role today is I am the CEO of my own businesses Well Done Cleaning LLC (cleaning company). I enjoy being my own boss, learning new things about being an entrepreneur and most importantly being able to provide others with the opportunity to grow and rise with employment with my company.

What would you tell someone about your experience at TCR?

I would tell anyone TCR was a game changer for me. This program helped me grow physically, mentally and emotionally by reminding me of my self-worth, my value and how great of a difference I could make by being true to myself, compassionate towards others and also the huge impact I could have on/in this world by loving myself, valuing myself and always acknowledging the I am important.

What role do you see TCR playing in the community today?

TCR is helping people from all walks of life a second chance to connect, to grow and thrive in this world no matter what how much it changes. We have an amazing support system with TCR

Anything else you'd like us to know?

I am manifesting my destiny, am happy and so grateful. Thank you, TCR!

Refer to the Max!

The TCR Outreach team has had to make continual adjustments to how recruitment is done while staying true the intent of the TCR mission and vision. Our goal in Outreach remains to connect with as many people as possible in the 7-county metro area, who can benefit from TCR programs. Despite the ongoing pandemic TCR continues to have a unique and empowering program that provides participants an opportunity to transform their lives, through personal empowerment, career readiness and meaningful employment.

The TCR program will be digital for the foreseeable future due to the volatility of COVID, the outreach team continues to explore new and innovative ways to engage, recruit and enroll participants digitally. Today the outreach team is meeting participants online through 38 social media sites and 26 job boards. Additionally reengaging past participants has been an exciting strategy that is showing some early promise. The team launched a participant referral campaign “R!SE Into 2022” which allows both current participants and alumni to refer potential participants and be entered into drawings to win fantastic prizes like gift cards and t-shirts, in addition to the \$150 referral bonus received when a referred participant completes



Saydee Roberts - Facilities and Maintenance (FM3FY21) won a t-shirt and the \$100 Soul Bowl gift card in the Rise into 2022 referral contest



Twin Cities R!SE Outreach Team
- Michael Shelton, Travona Newell,
Nate Krogh (not pictured: Joan Riley)

programming. Even with all of the fantastic digital engagement, the outreach team still makes it a point to attend in person events whenever possible.

Community Partnerships remain a very important outreach strategy. Online info sessions are hosted for various external groups, and the TCR Outreach team has a list of over 500 potential new potential partners to build relationships. Referral partners are also invited to join a quarterly Zoom session “Partnership with a Purpose” to explore possibilities for collaboration. Additionally, a monthly eblast is sent out to 678 partners to keep them updated on programs and provide flyers and other referral information.

The preliminary results are exciting. There are plans to continue to find ways to connect with future participants and partners. TCR Outreach team takes great pride in being the first formal contact for most participants and community partners. The efforts underway will certainly help TCR continue to R!SE to its full potential.



1301 Bryant Ave N
Minneapolis, MN 55411

Mission:

To transform the lives of those impacted by racial or socio-economic barriers through Personal Empowerment, career training, and meaningful employment.

Vision:

A community where all individuals, especially people of color, have attained financial independence through employment success.

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Twin Cities R!Se is Creating a 3rd Career Pathway Training Program!

As our world continues to adapt to the new normal based on the pandemic, the logistics and trucking industries are seeing unprecedented demands. We must adapt our training methods to create and build strong workforce solutions in order for this industry to succeed. Twin Cities RISE has partnered with Minnesota Trucking Association to create sustainable training programs with a successful pipeline of employees related to Diesel Technician roles. This model not only keeps capital moving, but is also building opportunities, equity and wealth for low-income adults, primarily within communities of color. We could not have proceeded with this amazing training without the support and assistance of PepsiCo. They have graciously offered to pilot the educational funding to put our curriculum into action. Our first cohort is starting this fall and is expected to create twenty successful careers within our initial training.



“The Minnesota Trucking Association is excited to partner with Twin Cities Rise on this important technician development program for the trucking industry in Minnesota. Diesel technicians are essential and continue to play a vital role in keeping America moving, by making sure tractor/trailers are safe, in good repair, and able to transport the goods we need every day. This program will recruit and train entry level diesel technicians to help meet the trucking workforce needs of Minnesota and start these recruits on a pathway to a fulfilling and lucrative career in the trucking industry.”

— Meredith Armstrong,
Vice President, Minnesota Trucking Association