



**Empowering New Yorkers living in poverty  
to achieve economic self-sufficiency  
through employment and advancement**



# Core Values

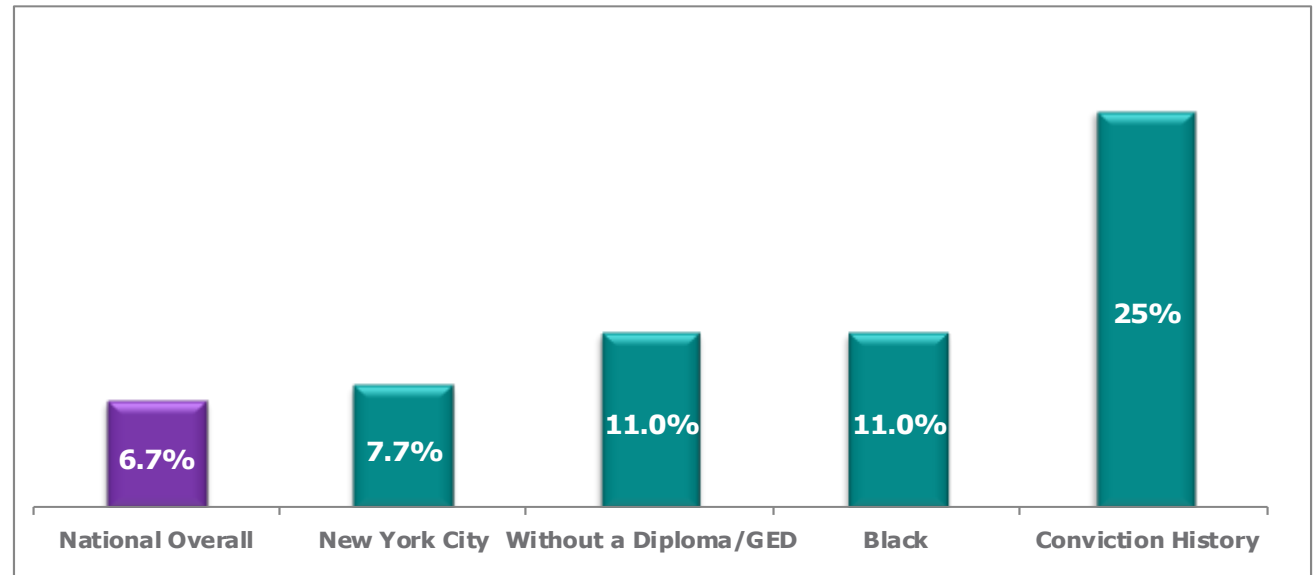


Since HOPE was founded in 1984, our core values have yielded a warm and respectful environment and outstanding results for impoverished New Yorkers. These values include:

- **Collaboration:** Diverse and compassionate learning environment
- **Dignity:** Belief in students' potential to overcome significant challenges and rebuild their lives
- **Integrity:** Open and honest feedback
- **Empowerment:** Use of evidence-based Motivational Interviewing counseling approach to fuel student motivation
- **Professionalism:** Commitment to continuous learning
- **Responsiveness:** Evidence-based and employer-driven approach to training, job placement and advancement
- **Excellence:** Ongoing, rigorous data analysis and data-driven programmatic improvement
- **Impact:** Results among the highest in the industry

# What Keeps Us Up at Night?

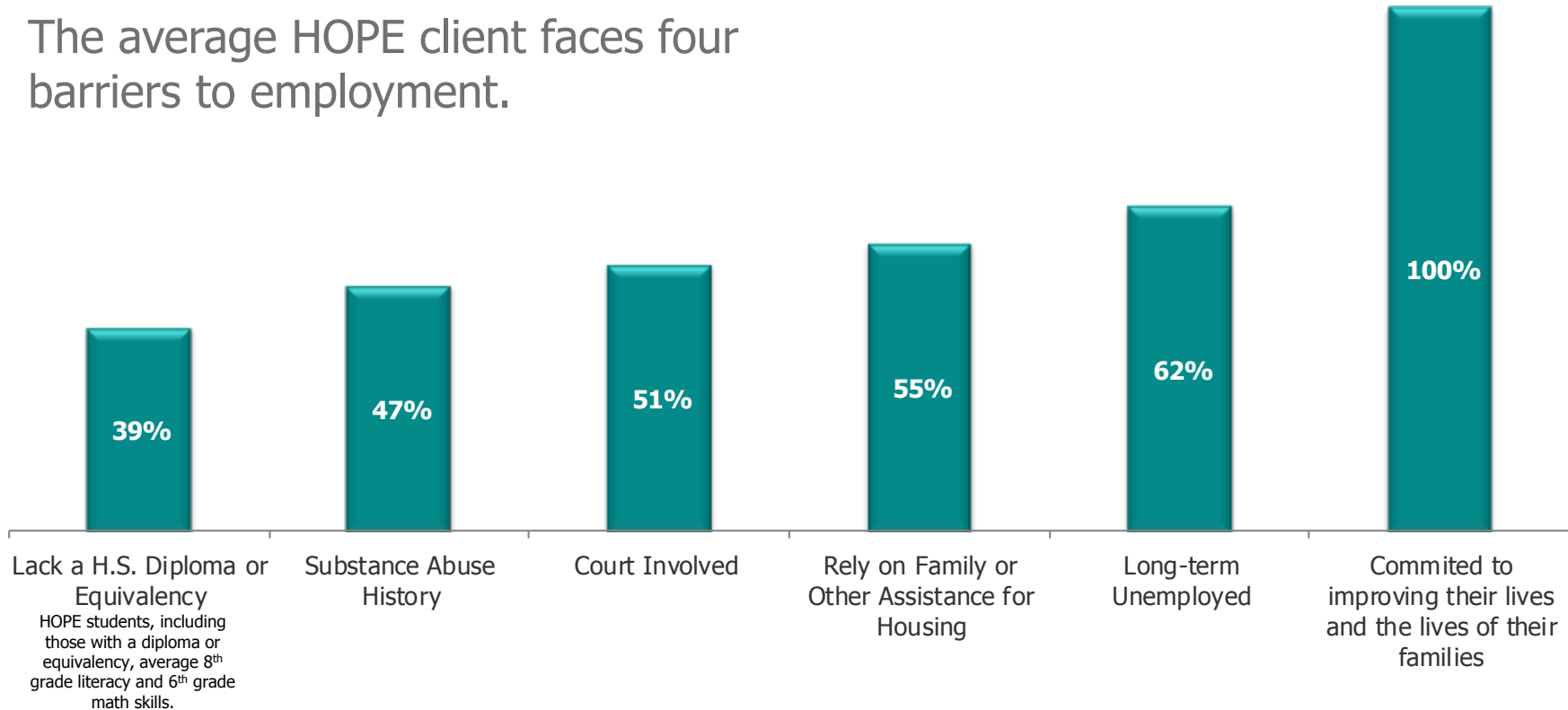
- New York City's unemployment rate, at 7.8% (July 2014) is higher than state (6.6%) and national (6.2%) rates.
- Approximately 300,000 New Yorkers are seeking employment, unsuccessfully.
- Black New Yorkers represent 13% of the population but over 50% of the unemployed (Labor Market Information Service, 2014).
- According to the Washington Post, "The long-term unemployed have a hard time getting companies to even *look* at their job applications, let alone hire them."



Unemployment rates faced by HOPE clients

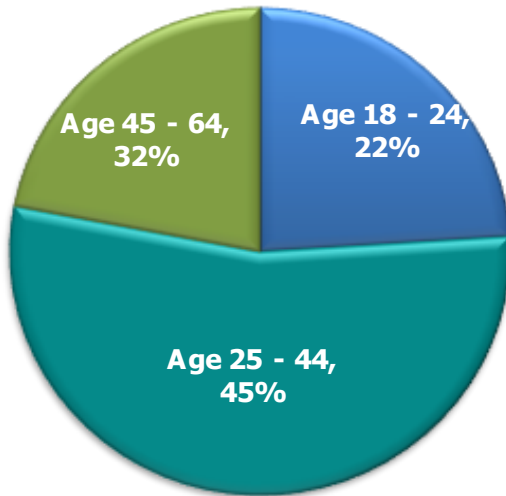
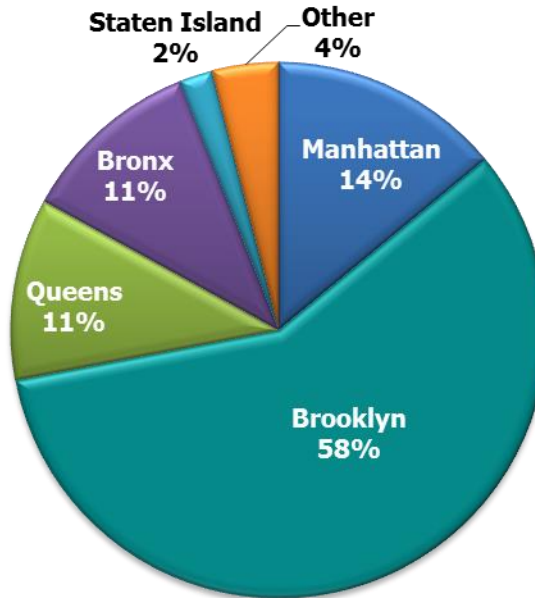
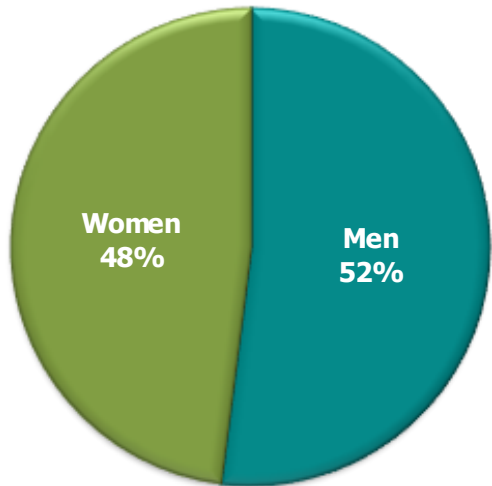
# HOPE Student Profiles (CY'11 – CY'13)

The average HOPE client faces four barriers to employment.



Students are recruited from substance abuse treatment facilities, federal and state departments of pretrial and parole, from community-based organization partners, through family referrals, and word-of-mouth.

# HOPE Student Demographics (FY'13)



Traveling from

## Demographic Snapshot

- Over 90% of HOPE students are black and/or Hispanic.
- HOPE's diverse student population includes veterans, domestic violence survivors and others.
- HOPE students come from diverse countries, including Guyana, Haiti, South Africa, Jamaica, Dominican Republic, Trinidad and others.

# The HOPE Model

**HOPE works**  **GROCERY works**  **Retail & Beyond**

## 1. Work Readiness Training

Full-time (M-F, 9-5), includes contextualized literacy, math, computers, resumes and interviews, customer service, advancement strategies, financial literacy

### **HOPE works**

12 weeks/380 hours, OSHA 10 certification, preparation for diverse career fields

### **GROCERY works**

8 weeks/280 hours, product recognition, food safety, field trips, networking with industry professionals, OSHA 10 & food handler's certification

### **Retail & Beyond**

8 Weeks/280 hours, outstanding customer service, upselling, excelling in a retail setting, National Retail Federation Customer Service certification

## 2. Internships

2 ½ days per week, coupled with classroom training; jobseekers develop current work experience, references and the confidence to enter/re-enter the workforce; approximately 30% of internships convert to jobs

### **HOPE works**

200 Hours;  
Begins in Week 8 of Training

### **GROCERY works**

Minimum of 80 Hours;  
Begins in Week 6 of Training

### **Retail & Beyond**

Minimum of 80 Hours  
Begins in Week 6 of Training

## 3. Job Search & Placement

Graduates work with dedicated Employment Specialists who provide resume and interview support, outreach to our diverse network of employers and other job search services

### **HOPE works**

Placements in diverse fields such as animal care, clerical, human resources, maintenance & many others

### **GROCERY works**

Diverse food industry placements in high end grocers, corporate cafeterias, catering companies, university dining services and others

### **Retail & Beyond**

As this is a new initiative, we are currently developing partnerships with high-quality retail employers.

## 4. Career Advancement

Across all three programs, HOPE provides financial incentives for job milestones (i.e. retention, securing a performance evaluation, etc.), career counseling, workshops, tax preparation, access to higher education organizations and other services

Workplace wellness training in meditation, stress management, workplace communications and more

Corporate and community engagement through Interview Project, resume review, field trips, career panels and more

One-on-one mentoring

Daily meals, professional clothing, transportation (as needed)

# Student Success

250 new students and hundreds of previous graduates served each year



From the age of 16, Jamall lived on the street, selling and using drugs and committing robberies to get by. After a two-year prison sentence, Jamall decided to turn his life around and was referred to HOPE's GROCERY *works* program to pursue his passion for cooking. With training and connections from HOPE, Jamall successfully completed an internship as a prep cook in the cafeteria of a major New York City law firm. He loved it and after taking culinary classes, recently started a full-time job as a line cook at a popular, upscale burger restaurant! After working hard and securing employment, Jamall is now eligible to move out of his drug rehabilitation center. He plans to return home to provide for his wife and two children.

Job placement and 90-day retention data are for the 2010 – 2012 cohorts. One-year retention is for the 2009 – 2011 cohort, as 2012 is in progress. All data as of March 31, 2014.

# Employer Partners (partial list)





# Awards and Recognition



- 2014 Dads Matter Award presented by Mayor Bill de Blasio to HOPE graduate Abraham Padin
- 2013 Bank of America Neighborhood Builder ®
- 2013 New York Association of Training and Employment Professionals Workforce Leader
- 2013 Citizens Against Recidivism Vivian A. Nixon Award for Leadership in Education, honoring HOPE's Director of Work Readiness Services
- Selected for the VCG Workforce Funders Board Governance Initiative
- Selected as one of 12 nonprofits citywide for the Morgan Stanley Strategy Challenge
- Winner of the 2012 New York City Employment and Training Coalition's Bonnie Potter Award for Outstanding Direct Services Staff
- Invited to participate in the prestigious Greater NY Program
- Featured in
  - Wall Street Journal, New York Nightly News, New York Daily News, Brooklyn Daily Eagle, AOL's Patch.com, Heights Press, Associated Press (print and video)
  - New York City Council Speaker Christine Quinn Press Room
  - NY1 "Top Stories", Brooklyn Independent TV
- Robin Hood Foundation's Hero Award
- "Best in America" Seal of Approval from the Local Independent Charities of America
- Charity Navigator 4-star rating – one of only 8% of orgs to achieve this rating 4 years in a row

# Supporters and Partners

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Brooklyn Delegation of the New York City Council

Concord Baptist Church Christ Fund

Consortium for Worker Education

Emmanuel Baptist Church

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Mayor's Fund to Advance New York City

New York City Council

New York City Council Member Letitia James

New York City Council Member Steve Levin

Meshnick Charitable Family Foundation

Metzger Price Fund

Oak Foundation

Plymouth Church of the Pilgrims

Redlich Horwitz Foundation

Robin Hood Foundation

Schutz Engel Trust

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