

1995–2020

# 25 YEARS OF INNOVATION & ADAPTATION



**PER SCHOLAS**  
PERSCHOLAS.ORG

“When I found Per Scholas, it challenged me, and though it wasn’t easy, it was worth it. I graduated debt-free and found a great job, and I’m proud to be an example to my daughter.”

SHANTE AUSTIN  
PER SCHOLAS GRADUATE, ATLANTA



## A GOOD JOB CHANGES EVERYTHING

For a quarter century, Per Scholas has driven proven positive outcomes in communities across the country. Through rigorous and tuition-free technology training and professional development, we prepare individuals from all backgrounds for high-growth careers in technology, and we create onramps to businesses in need of their talents.

## A Focus on Access and Economic Mobility

During this period of public health and economic crises, communities of color have been hit disproportionately hard. Over the past 25 years, Per Scholas has been at the forefront of a movement to improve access to well-paying technology jobs within these communities. Not only do our graduates and their families experience the benefits of economic mobility, the companies where they work are strengthened as well. **Diverse companies are successful companies.**

### BUILDING EQUITY

87%

of our learners are people of color, 30% are women and 30% are young adults

### EARNING

27% ↑

more per year than the control group

### HAPPINESS

48% ↑

more likely to report life satisfaction

### PUBLIC BENEFITS USE

50% ↓

less likely to rely on public benefits

# HOW WE TRAIN

## TECHNICAL INSTRUCTION

Through 12-15 week full-time, immersive courses in Cloud Support, Cybersecurity, Network Support, and Software Engineering, Per Scholas graduates earn industry-recognized certifications, competitive in the market.



## CUSTOMIZED TRAINING

Working hand-in-hand with businesses, Per Scholas designs employer-customized training tracks for partners seeking qualified and diverse hires to meet their unique needs.



## PROFESSIONAL DEVELOPMENT

20% of Per Scholas training focuses on communication, collaboration, continuous learning, giving & receiving feedback, and career navigation skills critical to landing that first job or moving up the tech career ladder.



## DIRECT JOB PLACEMENT

The Per Scholas Business Solutions team works with employers nationwide to source candidates for tech roles across every sector. 500+ employers hired Per Scholas graduates in 2019.



# HOW WE KNOW IT WORKS

**85%**

of Per Scholas learners graduate

**80%**

of Per Scholas graduates find jobs within one year of graduating

**300%**

typical increase in post-training income, and often much more

**70%**

of graduates retain employment for at least one year

**\$21/HR**

average starting wage for Per Scholas graduates

**\$0**

in loan debt from Per Scholas training

# PER SCHOLAS TRAINING TRACKS

Course offerings evolve to meet the emergent market demands of the rapidly changing technology field. Current Per Scholas courses include:

## IT SUPPORT

A 12-week course that leads to CompTIA A+ and Google IT Support Professional certifications. Learners are prepared for careers as a Helpdesk Technician, Field Technician, Junior Network Administrator, or Junior Analyst.

## SOFTWARE ENGINEERING

A 15-week course that prepares learners in computer science theory and advanced software engineering skills leading to a career as a Junior Software Engineer.

## CYBERSECURITY

A 15-week course that leads to the CompTIA CySA+ certification. Learners are prepared for careers as a Junior SOC Analyst.

## AWS RE/START

A 15-week course that leads to the AWS Certified Cloud Practitioner certification. Learners are prepared for tier-one Cloud positions.

## JAVA DEVELOPER

An intensive Java development immersion, covering software development lifecycles and methodologies, along with a wide range of tools and platforms. Also offered as an expanded track, paced for career changers and those returning from long-term unemployment or leave.

“Per Scholas has been a pivotal partner in helping Alkami grow our associate level talent... In my experience, I haven't seen another program come close to the results that Per Scholas graduates deliver.”

COURTNEY AMIGH MRSNY  
SR. MANAGER, HR & RECRUITING, ALKAMI



# RESPONDING TO THE PANDEMIC

## STAYING INNOVATIVE

COVID-19 presented Per Scholas with an unprecedented challenge. How does an organization whose strength resides in a hands-on classroom approach thrive during a pandemic? In March of 2020, Per Scholas' staff successfully mobilized to transition nearly 500 learners across the country from an in-person classroom experience to a fully remote distance learning model. This required flexibility and innovation.

We provided laptops and portable wifi hubs to those that didn't have equipment or internet access, we brainstormed creative solutions to help learners find quiet and safe places to learn, and we reached out to our network of hundreds of employer partners to provide virtual volunteering to help our learners practice remote networking and interview skills.

### Per Scholas Strong

It is a credit to the resilience of learners and staff at Per Scholas that they

# 96%

**LEARNER RETENTION** transitioning to remote learning

# 500+

**JOB PLACEMENTS** since March, with an average starting salary of \$43,000

# 493

**DEVICES LOANED** to learners so they have the technology and internet access they need to succeed

# 200+

**VOLUNTEERS** have participated in virtual volunteer events with Per Scholas learners—a total of 450 volunteer hours



continued to work, learn, graduate, and start new careers as the country grappled with its greatest challenge in a century. Not only did the learner retention rate remain high during quarantine, but Per Scholas proceeded with the launch of two new national expansion sites in partnership with TEKsystems in Charlotte, NC, and Chicago, IL. During the spring and summer of 2020, Per Scholas graduated 34 cohorts and more than 500 individuals were placed in new jobs across the United States.

### A Redefined Workplace

While Per Scholas is committed to providing a high-quality, in-person experience for learners, the world has changed. Graduates will need to thrive in remote work environments, and Per Scholas' response to COVID-19 has put the organization in a strong position to expand upon remote and hybrid course offerings. Working with volunteer partners, remote networking and professional development opportunities are reshaping how graduates move from Per Scholas into the working world. Per Scholas has always innovated through adversity, and the COVID-19 pandemic has underscored the organization's ability to turn challenges into opportunities.

“Within a few months, I changed from a person with the least-desired skills to one of the most sought-after employees. I have become someone my kids can look up to.”

ZOBARIA ASHRAF



## 1995–1998



### From Recycling and Refurbishing Equipment to Launching Careers

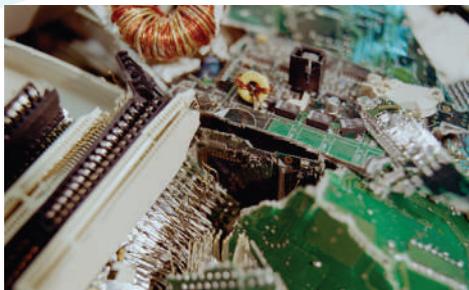
#### 1995 ▶

Per Scholas opens with its original mission to close the digital divide in the South Bronx. The new organization hires neighborhood residents to recycle used computers for distribution to local schools and families.



#### 1998 ▶

Recognizing that technology skills can transform lives just as powerfully as access to computers in homes and schools, Per Scholas launches its first general technology career training program.



## 2000–2010



### Becoming a Holistic Training Organization with Proven Results

#### 2000 ▶

Per Scholas opens an industrial-scale computer recycling center in the South Bronx. Technology job training expands in order to staff the new center as well as meet more general employer demand, which is growing quickly.

#### 2001

Following the September 11th attacks, partners and funders face shortfalls. As grants become unavailable, community partners pull out of relationships. Out of necessity, Per Scholas initiates fundraising efforts to cover 100% of the cost per learner. Without the participation of community partners who traditionally led learner recruitment, Per Scholas begins in-house recruitment for the first time. As a more self-sufficient non-profit organization, Per Scholas is laying the groundwork for expansion over the next two decades.



#### 2010

Public/Private Ventures, a major public policy research agency, issues a report about a multi-year impact evaluation it has conducted with Per Scholas learners. The study finds that Per Scholas graduates earn significantly more than a control group of their peers. Per Scholas receives a White House Social Innovation Fund Award to support expansion of the newly proven model.

## 2011–2019



### Scaling to Thirteen Locations and Providing Customized Training Services

#### 2012

With a focus on tech training and strengthening equal access to employment opportunities, Per Scholas launches a permanent national expansion site in Columbus, OH, and begins to supplement entry-level courses with mid-career training tracks in New York.

#### 2013–2015

Per Scholas opens training sites in Cincinnati, OH, Silver Spring, MD serving the National Capital Region, and Dallas, TX. Annual enrollment surpasses 500 learners and Vice President Joe Biden touts the Per Scholas model as a promising national solution to help unemployed individuals get back to work.

#### 2016

Per Scholas opens in Atlanta, GA, and Brooklyn, NY. A new impact evaluation study by MDRC shows that Per Scholas training not only increases participant income, but also reduces reliance on

public benefits and improves overall life satisfaction. President Obama's *My Brother's Keeper* initiative invites Plinio Ayala, President and CEO to present at The White House.

#### 2017

Per Scholas launches Customized Training for employers, putting graduates in direct hiring pipelines with major technology employers.

#### 2019

Per Scholas launches training in Baltimore, MD, Detroit, MI, Greater Boston, MA, Newark, NJ, and Philadelphia, PA. In May, the organization celebrates the enrollment of 10,000 learners. By the end of the year preparations were underway for the 2020 launch of Per Scholas training in Denver, CO in partnership with Activate.

## 2020 and Beyond



### Meeting the Needs of a Transforming Economy



The lesson of 2020 has been to expect the unexpected. As Per Scholas adapted to the challenges of COVID-19, it became clear that the organization's flexibility is among its most important assets. The United States faces a period of economic recovery, and workforce development organizations like Per Scholas are needed in communities nationwide.

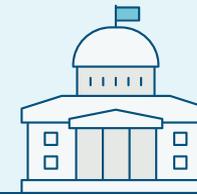
Per Scholas is committed to providing leadership in creating new models for training in order to improve diversity, equity, and access to opportunity in the tech sector. Our wealth of institutional experience and expertise can serve as a lodestar for the industry as it seeks to address the systemic inequities that prevent us from creating a truly accessible workplace. As renewed calls for racial justice have emerged at the forefront of the national conversation, it has become imperative for Per Scholas to be a leading voice for equality in the workplace of the 21st century. **Together, we can make this economy work for everyone.**

# HOW WE PARTNER



## EMPLOYERS

Curriculum-design, hiring, and volunteer partnerships build sustainable pipelines to skilled, diverse talent for in-demand jobs.



## GOVERNMENT & PHILANTHROPY

Thought leadership and collaboration expand access to technology careers and foster economic development in cities across the U.S.



## LEARNERS

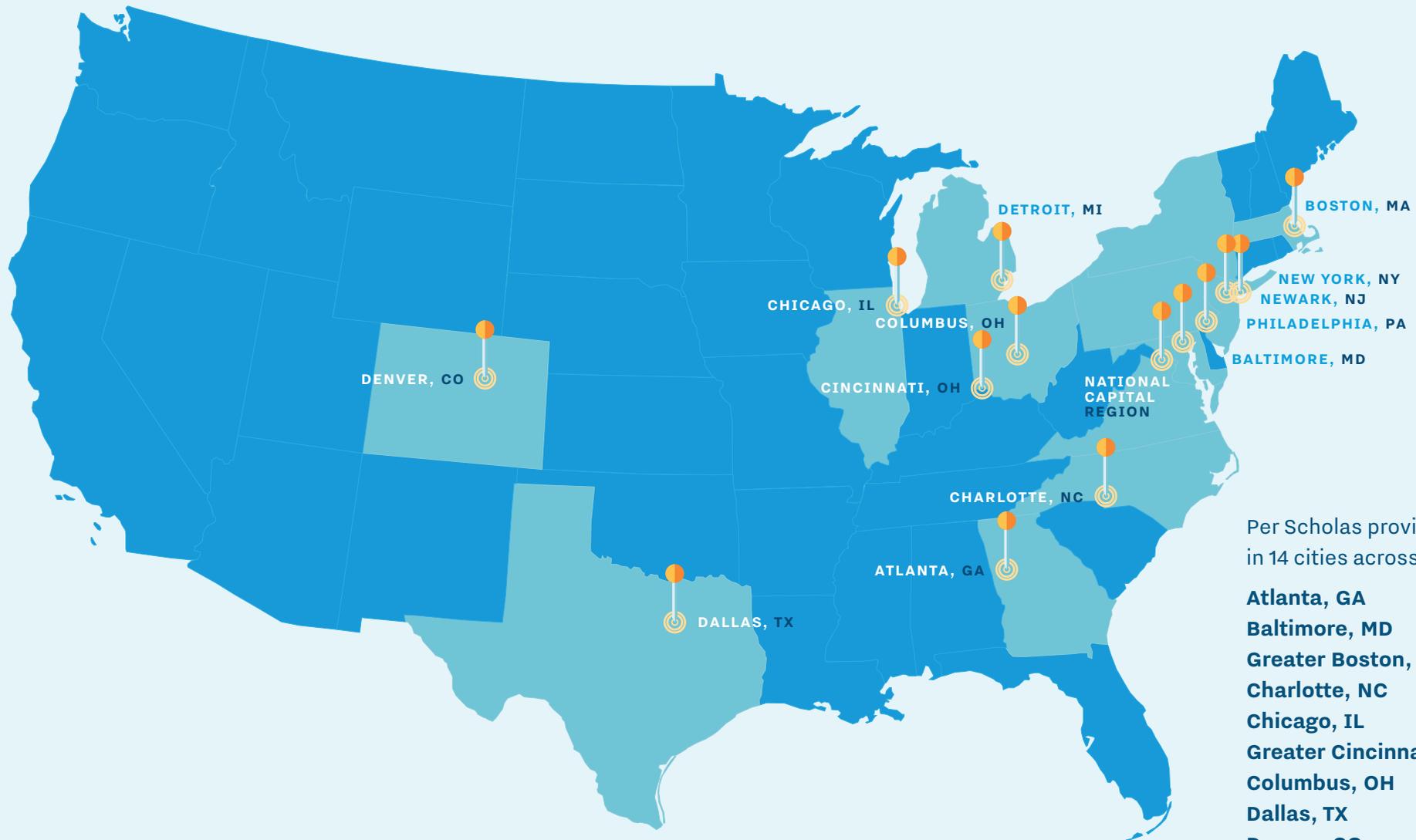
Per Scholas collaborates with learners to foster economic mobility through tech education and professional development. This partnership is key to everything that happens at Per Scholas.



## COMMUNITY

Community-based organizations and networks amplify Per Scholas' impacts in diverse communities by referring potential recruits to training and providing critical support services.

# WHERE WE WORK

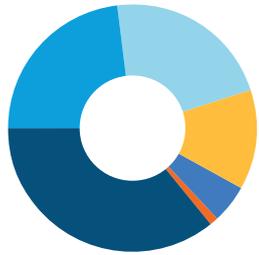


Per Scholas provides solutions in 14 cities across the country:

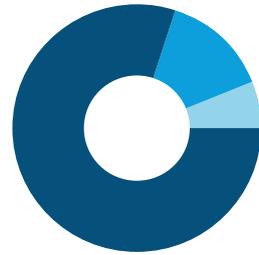
- Atlanta, GA**
- Baltimore, MD**
- Greater Boston, MA**
- Charlotte, NC**
- Chicago, IL**
- Greater Cincinnati, OH**
- Columbus, OH**
- Dallas, TX**
- Denver, CO**
- Detroit, MI**
- The National Capital Region**
- Newark, NJ**
- New York, NY**
- Philadelphia, PA**

# FINANCIALS 2019

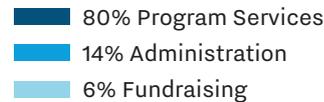
In 2019, 80% of Per Scholas spending went directly to program costs. Per Scholas received four stars, the highest rating, from Charity Navigator for financial stability, accountability, and transparency.



## REVENUE – \$24.01M



## EXPENSES – \$22.22M



## BOARD OF DIRECTORS

Thanks to the contributions of our Board of Directors and Regional Advisory Boards, our programs are stronger, our courses surpass industry standards, and our national expansion is extending our impact across the country.

**Ami Ariel**  
G-Way Management

**Luis Arzu**  
Farm Credit Financial Partners, Inc.

**Plinio Ayala**  
Per Scholas

**Derek Braddock**  
BraddockMatthews, LLC

**Dwayne Brown**  
Accenture

**Manuel Cancel**  
North American Electric Reliability Corporation (NERC)

**Ken Cooper**  
Bloomberg

**John Fox**  
Fox Consulting Management Group

**Blair Greenberg**  
Bregal Sagemount

**David Hannigan**  
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**Jean Hill**  
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**Mary Beth Molloy**  
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**Damian Rivera**  
ALPFA, Inc. – Association of Latino Professionals For America

**Ian Schaad**

**Ian Shrank**  
MCIC Vermont

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Apollo Global Management LLC

**Tony Spinelli**  
Urban One

**Joseph Squeri**  
Exos

**John Stookey**  
formerly Suburban Propane, LLC

**Eric Westphal**  
Cognizant

## PARTNERS POWER OUR WORK

# VOLUNTEER > HIRE > INVEST

## CORPORATE PARTNERS

### CHAMPION Partners

AT&T	Capital One	Google	Prudential Financial
Barclays	Cognizant	JPMorgan Chase	Salesforce
BlackRock	Comcast NBCUniversal	Liquid Technology	TEKsystems
			Toyota

### SIGNATURE Partners

Amazon	DCi Technology Solutions	Infosys	PDT Partners
Bank of America	Estee Lauder	Insight Global	PSEG
Beacon Hill Staffing Group	General Assembly	Kate Spade & Company	Rite-Hire Staffing Agency
Bloomberg Philanthropies	Global Matrix	KeyBank Business Boost & Build	Robert Half Technology
BNY Mellon	Guardian Life	Liquid Technology	Workday
Charter Communications	Human Touch LLC	News Corp	
Chubb Charitable Foundation	Icon Information Consultants		

### MAJOR Partners

Accenture	Coca-Cola Company	Goldman Sachs	RICOH
Alkami Technology Inc.	Conde Nast Publications	Jacob K. Javits Center	UBS Financial Services
Andreessen Horowitz	CompTIA	Kelly Services	USEReady
Cultural Leadership Fund	Computer Generated Solutions, Inc.	Maven, LLC	Verizon
Apex Systems	Con Edison	mindSHIFT Technologies Inc.	Virtucom
Apple	Deloitte LLP	Nesco Resources	Visa
Atlantech	Flextronics International Ltd.	PCMC	Walmart
Baldwin Tech Support	General Electric	PIMCO	
Boeing	Genuent	Ponce De Leon Foundation	
Carlyle Group		Randstad Technologies	

## FOUNDATIONS

Abell Foundation	The Clark Foundation	Jacob G. Schmidlapp Trusts, Fifth Third Bank, Trustee	SkillWorks
Annie E. Casey Foundation	The Columbus Foundation	The Lawrence Foundation	Smart Family Foundation
Arnold Ventures	Arthur F. Blanchard Trust Foundation	Mead Family Foundation	Stainman Family Foundation
The Arthur M. Blank Family Foundation	Donald A. Pels Charitable Trust	Meyer Foundation	Sunny and Abe Rosenberg Foundation
Ballmer Group	The Eleanor Schwartz Charitable Foundation	The New York Community Trust	Texas Women's Foundation
The Barker Welfare Foundation	Emerging Leaders in Philanthropy	The Pinkerton Foundation	Tiger Foundation
The Bernard F. and Alva B. Gimbel Foundation	Focusing Philanthropy	Ralph C. Wilson, Jr. Foundation	United Way of Central Ohio
Bill & Melinda Gates Foundation	Francine A. LeFrak Foundation	Richard E. & Nancy P. Marriott Foundation	United Way of Greater Atlanta
Booth Ferris Foundation	The Boston Foundation	Robin Hood	United Way of Greater Cincinnati
Carl B. and Florence E. King Foundation	GreenLight Fund Boston	The Rudin Foundation	United Way of Metropolitan Dallas
Carnegie Corporation of New York	The Hagedorn Fund	Sage Foundation	William J. and Dorothy K. O'Neill Foundation
	The Harry and Jeanette Weinberg Foundation	Scripps Howard Foundation	Wilson Sheehan Foundation
	Holloway Family Foundation	Sergey Brin Family Foundation	

## GOVERNMENT

Bronx Borough President City of Atlanta	Georgia Division of Family and Children Services	Montgomery County, MD Council	NY County District Attorney's Office
City of Boston, Neighborhood Jobs Trust	Hamilton County Job & Family Services	Montgomery County, MD Department of Housing and Community Affairs	NY State Department of Labor
City of Cincinnati Human Services Fund	Maryland Department of Human Services	NYC Council	NY State Office of Temporary and Disability Assistance
City of Somerville, MA	Maryland Department of Labor, Licensing and Regulation	NYC Human Resources Administration	Prince George's County Economic Development Corporation
Cobb County, GA	Massachusetts Workforce Skills Cabinet	NYC Department of Small Business Services	U.S. Department of Labor Workforce Solutions for Greater Dallas
Dallas County Community College District	Detroit Employment Solutions Corporation	NYC Department of Youth and Community Development	
Franklin County, OH			

For a full list of Per Scholas Partners & Supporters please visit [perscholas.org/partners](https://perscholas.org/partners)

## Annual Report 2020 Financial Addendum

**End of Year Net Assets:** \$11,406,808

**Program Expenses:**

<b>Program Name</b>	<b>Program expense</b>
New York, New York	\$5,126,344
Newark, New Jersey	\$1,323,390
Columbus, Ohio	\$982,244
Cincinnati, Ohio	\$605,146
Silver Spring Maryland - National Capital Region	\$1,971,820
Dallas, Texas	\$736,019
Atlanta, Georgia	\$936,491
Boston, Massachusetts	\$732,858
Social Ventures	\$5,431,390
<b>Total Program Service Expenses:</b>	<b>\$17,845,702</b>