



2021 IMPACT REPORT



Road to Hire

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I'd rate my experience with Road to Hire 1,000 out of 10. I learned a lot about my options after high school and how to manage the college application process.

JOANNA DIAZ

Pathways Student,
Julius Chambers High School



Road to Hire is helping increase our pipeline of diverse tech talent and make a meaningful difference in our hometown. We're delighted to partner to advance economic mobility in Charlotte by helping young adults kick-start a fulfilling technology career.

KATHY HIGGINS

Vice President, Technology Business
Management at Lowe's



R2H supported me in experiencing college and the chance to see the world from different perspectives.

GENESIS CRUZ

R2H Scholar,
Wingate University

REFLECTION ON 2021

In 2021, Road to Hire's students, partners and staff were tested and stretched in profound ways. The R2H community demonstrated its resilience and, together, we advanced a shared mission: interrupting cycles of intergenerational poverty by creating diverse, inclusive talent pipelines.

The success of Road to Hire's students and employer partners stems from their collective hard work and hope. That hope has energy and that work increases access to high-earning STEM careers for underrepresented young adults and helps to dismantle systems of privilege and racism.

The R2H platform has invested in 1,300 students to date and has built a strong foundation that will support expanding the impact of this work in the year ahead. As we enter a new year, let us continue to work together to create more equitable communities — ones that embrace diverse and inclusive workforces.



Kacey Grantham

CEO, Road to Hire



Going through Road to Hire kind of scared me but I told myself there's nothing that I would lose by taking a step forward. This is a once-in-a-lifetime chance, so I decided to take it.

JORDAN HOWARD

IT Apprentice at Duke Energy,
Coding Cohort 8 alumni



ROAD TO HIRE



ABOUT US

Road to Hire (R2H) is a nonprofit dedicated to interrupting cycles of intergenerational poverty and promoting racial justice by creating robust, diverse talent pipelines for employers committed to inclusive workforces.

R2H prioritizes serving students whose opportunities are limited by financial barriers and systemic racism and prepares them for high-earning and fast-growing STEM careers. This includes Title I high school students, first-generation and underrepresented college students and young adults without access to a four-year degree.

Three entry points. One path to economic justice.

- **Pathways:** High school students
- **Scholarships:** College students
- **Apprenticeships:** Young adults ages 18-25

Through the support of volunteers, community members and corporate and education partners, the voices and perspectives of all identity groups are represented in this work.

WHERE WE ARE

In 2021, Road to Hire's students proved that nontraditional educational and career paths work. Corporate and university partners invested in Road to Hire's vision of equitable, inclusive workplaces and made sure hundreds of underrepresented young adults started college and career-path jobs.

This year, Road to Hire saw expansion outside of the Carolinas for the first time, with the coding apprenticeship program launching in Austin, Texas.

THREE ROADS TO SUCCESS

The R2H Learning Team is laser-focused on developing and delivering high-quality curriculum and including experiential learning to ensure that our students are ready for the next step in their journeys. This means constantly iterating, getting better and incorporating student and partner feedback. In 2021, improvements in the curriculum focused on confidence, problem solving and community building.

Curriculum and instruction are R2H's product. Getting it right is crucial to ensuring each student has a path to economic justice.

CAITLIN (RESPI)
Chief Learning Officer



How do I feel about attending college?
Nervous. Excited. But really overjoyed that I'll be the first in my family to go. The Road to Hire staff has been very helpful checking in and asking what they could do to help.

D'NIYA (RENSHAW)
Pathways Student,
Garinger High School

PATHWAYS

Pathways helps motivated seniors in Charlotte's Title I high schools build the futures they deserve. Students in the program gain confidence and learn skills like Excel, web design fundamentals and FAFSA completion. They also learn about alternative path career planning via apprenticeship programs. Partnerships like Atrium Health's 'Rise to Success' program help students earn an associate's degree in healthcare and secure a job at Atrium Health.

1,280

college applications were completed by Pathways students during Free College Application Week

362

high school students learned tech and career-readiness skills through the Pathways program, preparing them for college or high-earning careers upon graduation

98%

of Pathways grads are pursuing postsecondary plans, including college and paid apprenticeships

94%

FAFSA completion for Pathways students, compared to the 50% national average

SCHOLARSHIPS

High school students who successfully complete the Pathways Program are eligible for the R2H Scholarships program. R2H Scholarships provides financial and social support (from mentorship to career coaching) for bright, determined young adults throughout their postsecondary education. Funding is crucial to a modern college education; so is knowing you don't have to do it alone.

This year, 126 R2H scholars are diving into high-demand fields such as computer science, business and medicine at great higher education institutions like UNC Charlotte, Wingate University, Winston-Salem State University and Johnson C. Smith University.

81%


of scholarship students are pursuing STEM degrees

\$7M+

in scholarships and grants awarded to R2H students

99%

of scholarship recipients are people of color



R2H Scholarships has given me the support and resources I need to do my best this semester. My student career coach has been attentive to my needs – and I have a strong connection with my mentor, who encourages me to communicate my feelings and overcome challenges. This support has helped me maintain a 4.0 GPA and earn straight As in all my courses this semester.

SHELY ACOSTA

R2H Scholar, UNC Charlotte

APPRENTICESHIPS

In this program, young adults (ages 18-25) get paid as they learn technical and professional skills and prepare for high-growth careers.

After completing a full-time, six-month program, apprentices are hired into high-paying, career-path jobs at premier employers. Apprentices begin their new careers making \$55K+ without college degrees. Over 85% of grads have earned promotions or raises within two years.

2021 was a big year for the R2H Apprenticeships program. R2H supported 133 apprentices this year, and 44 of them made history as our first cohort of cybersecurity graduates! The coding apprenticeship program also began serving Austin, TX, making an impact beyond the Charlotte area.

96%

of apprentices are
people of color

\$55K

average starting salary
for apprentices

95%

year-one retention rate
for graduated apprenticeship
students at their
starting company



|| When I joined Bank of America, I had a ton of support right from the start. From being paired with mentors to having great managers, I had a support system to help me really understand the organization and develop my skills. My manager and team specifically are huge players in guiding me in my career and are really supportive.

DIEGO RODRIGUEZ
Software Developer at Bank of
America, Coding Cohort 8 alumni

SOCIAL CAPITAL

GUEST SPEAKERS

Dynamic professionals motivate, inspire and educate R2H students and alumni. These passionate guest speakers believe in Road to Hire's mission and co-invest in the communities we serve.



OHAVIA PHILLIPS

Media maven, host and founder of "The Oh Show"

MENTORS

Mentors play a key role in supporting R2H apprentices and students as they embark on their individual journeys and development.

Jermaine Green says that his approach to mentorship at Road to Hire is "based on a fundamental presumption that everyone wants to help, provided an opportunity is available."

Jermaine multiplies his impact by recruiting knowledgeable colleagues to share their experiences with R2H students as well.



JERMAINE GREEN

Firewall Compliance Analyst at Duke Energy

392
in-depth scholarship mentor check-ins in 2021



It's a privilege to mentor students who have worked so hard to earn their college experience. I'm grateful for the opportunity to be a sounding board, a shoulder to lean on and an extra push for these incredible people as they work through this phase of life's journey.

COLLEEN KASEL

Account Manager at Red Ventures, R2H Mentor/Volunteer

VOLUNTEERS

Volunteers serve as advocates and allies to young people who are investing in themselves: 930+ total volunteers in 2021.

Volunteers make a difference by mentoring, interviewing candidates and building curriculum.

STUDENT CAREER COACHES

Student Career Coaches serve as the social capital infrastructure for R2H students, providing emotional support, answering financial questions and advising on academic matters. SCCs meet students where they are, academically and socially, online and in person.

ALUMNI

The best learning often comes from R2H alumni who have been in students' shoes. In 2021, R2H alumni paid it forward, serving as mentors and volunteers to those who came after them.

PARTNER-SHIPS



Employers and funding partners are the fuel for this work. By ensuring young people who have historically been left out of high-growth career paths now have access to family-sustaining jobs, R2H's partners are doing their part to fight intergenerational poverty in their communities.

NIKKI KEITH
Road to Hire Development and Partnerships Director

At the close of 2021, 240 apprenticeship graduates had earned career-path jobs at R2H employer partners, applying their new cybersecurity and coding knowledge to solving business problems.

PARTNERSHIPS ARE KEY

R2H employer partners hire the best emerging talent while having a profound racial justice impact. The managers who develop R2H grads are committed to nurturing talent from college and nontraditional pipelines.

Involvement in these programs is a practical, intentional way to use a business' social capital for good.

EMPLOYERS FUEL THE WORK

These premier employers share Road to Hire's commitment to social justice and to building inclusive, high-performance workplaces.





I've always wanted a career in coding, but I never understood how to get there. Road to Hire has drawn out that path for me – in a way that means I won't have to live with debt my entire life.



JOSHUA PROCTOR

Jr. Software Engineer at Red Ventures,
Coding Cohort 8 alumni



Joshua Proctor joined our team from Road to Hire. This program equipped him with the skills and confidence needed to jump-start his career and make an immediate impact on our team. He continues to eagerly learn and brings a lot of energy to our team!

KYLE PUTNAM

Senior Director of Engineering
at Red Ventures



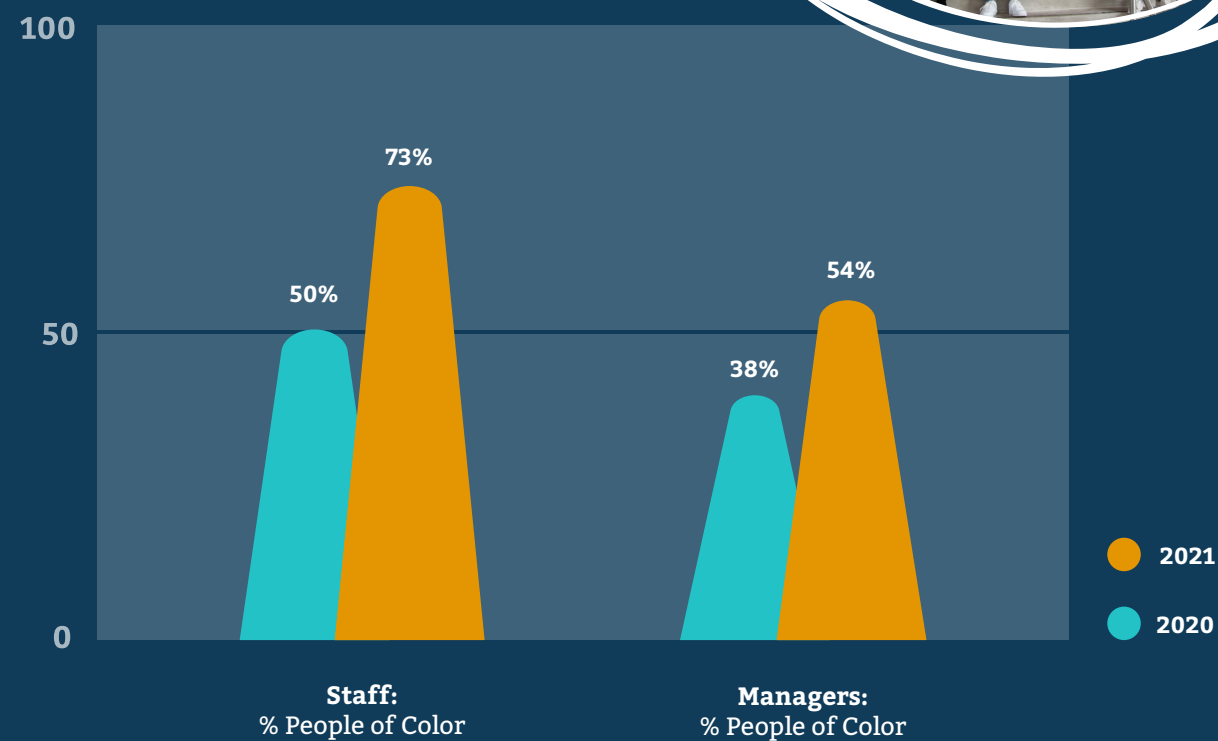
R2H Supporters

Partner organizations and universities made Road to Hire's work possible through generous financial and human capital support. R2H is grateful for their partnership, vision and steadfast commitment to economic justice.



THE ROAD TO HIRE TEAM

R2H is committed to ensuring that diverse perspectives and voices are represented in our work. With that focus, we intentionally hire staff members who bring their unique personal experiences, curiosity and an inclusive approach to economic justice work. The work is not done, but transparency is important.



Representation of women in nonprofits is often high but that same representation is not always reflected in leadership. R2H is proud to have women in 85% of management positions and an overall staff makeup of 73% women.

WHERE WE'RE GOING NEXT

The future is bright for Road to Hire. In 2022, Road to Hire's partners will continue to hire women and students of color who are underrepresented in STEM fields, as well as expand hiring to include Pathways Scholar interns. Access and exposure to summer experiences are a big help to students on their way to high-earning careers.

Employer demand is driving R2H's direction in 2022 as we double university partnerships, add a business analytics apprenticeship track and expand geographically beyond Charlotte in response to industry feedback. Road to Hire will continue to mobilize a coalition of public, private and nonprofit organizations to close the economic opportunity gap and propel a generation of young adults forward.



At Road to Hire we understand that progress is the work of many, and that's why strong relationships are at the core of everything we do. Road to Hire partners with employers who are committed to equitable, inclusive workforces in cities like Charlotte, Atlanta, Austin and Richmond – and we're working hard to expand that reach in 2022. I'm honored and humbled by this journey and excited to build coalitions of support within our communities that will create lasting change.



RIC ELIAS

Road to Hire and Golden Door Scholars
Founder and Red Ventures CEO



GDS helped me get my summer internship and secure a full-time offer. Through resume feedback and interview workshops, I felt confident in my technical skills to apply for the opportunities I have now. After graduating from George Washington University, **I will be going to work as a software engineer for JP Morgan Chase & Co.**

OSCAR BECERRA

Golden Door Scholar,
George Washington University

GOLDEN DOOR SCHOLARS

63%

women or nonbinary

\$13M+

total scholarships awarded

3.6

average college GPA

TOP 3 MAJORS

Health Sciences / Nursing
Computer Science
Engineering

WHERE IT ALL STARTED

In 2013, Ric Elias launched nonprofit Golden Door Scholars, which awards four-year college scholarships to high-performing DACA students who did not qualify for federal financial aid or in-state tuition but absolutely deserved to go to college.

In many ways, GDS was a predecessor to Road to Hire, and R2H has benefited from GDS' lessons learned and experiences. As a companion organization to Road to Hire, GDS was built on the belief that immigration status should not determine opportunity.

The Golden Door Scholars program supports DACA and undocumented students through mentorship, internship access, fellowships, job search support and annual community gatherings.

For Helen Udeochu, being a Golden Door Scholar makes her hopeful and confident she'll achieve her ultimate life goal: alleviating the barriers that historically marginalized groups have faced when accessing health care. As a biomathematics major at Rhodes College, Helen aspires to become an obstetrician/gynecologist working with underserved communities.



HELEN UDEOCHU

Golden Door Scholar,
Rhodes College

Special thanks to:

Kelsey Adams

Mekhi Baldwin

Robin Layton

Dawnthea Lisco Price

Alexandra Maloney

Vanesha McGee

Taira Perrault

Kara Roberston

For all your contributions

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