

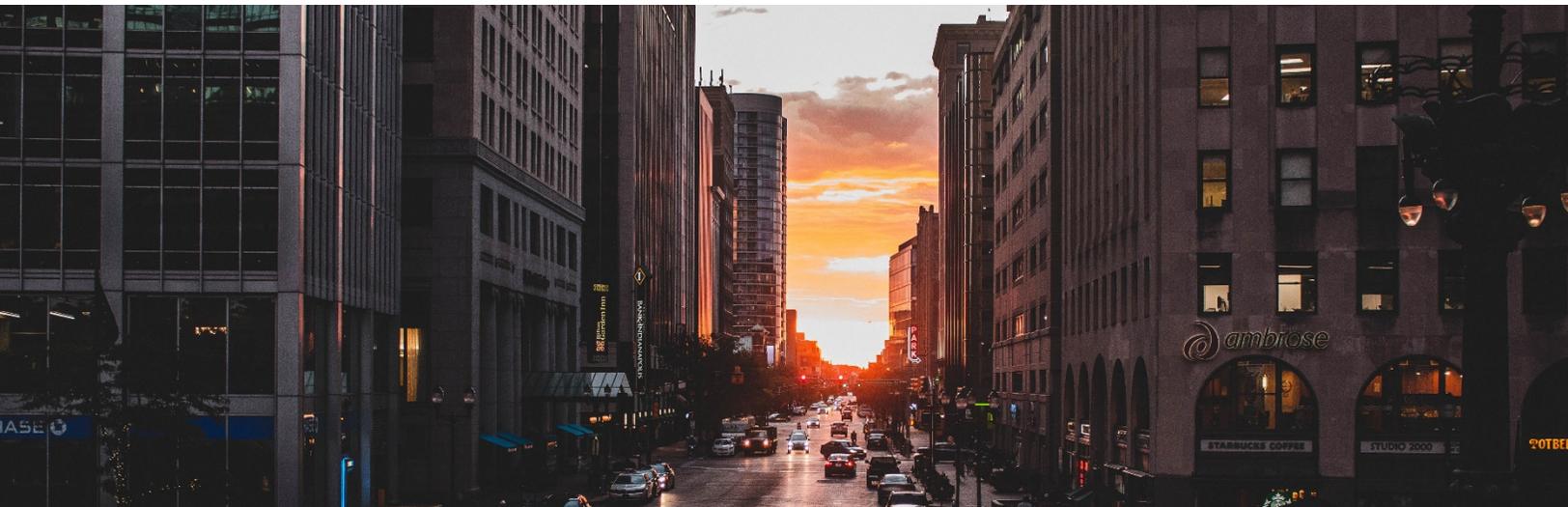


# ELEVATE INDY PATHWAYS TO PURPOSE

Employer Investment Program

**ELEVATE**  
A PATHWAY TO PURPOSE





## AT A GLANCE

**\$10B**

spent in FY2017 towards K-12  
public education in Indiana<sup>1</sup>

**20%**

of public high school students  
fail to graduate or require a  
waiver<sup>2</sup>

**1M**

new statewide jobs need to be  
filled by 2024<sup>3</sup>

**73%**

improvement in post-secondary  
placement rate for students who  
participate in Elevate



## INTRODUCTION

Given the many challenges facing the poverty relief, education and workforce development institutions in our state, Indiana's civic and philanthropic leaders increasingly realize that only innovative solutions which break from the status quo offer pathways to a meaning-filled future for central Indiana's next generations.

Pathways to Purpose, Elevate Indy's flagship workforce readiness program, creates bridges between empowered young people in underserved communities and businesses which results in high impact economic development.

Elevate Indy has the experience, model, and results to maximize the community and economic return of any investment in or support of Pathways to Purpose. I invite you and your organization to join Elevate and create a future of purpose and prosperity for all young people in central Indiana.

Sincerely,

Aaron Story  
President, Elevate Indy

**ELEVATE**  
A PATHWAY TO PURPOSE

# INDIANAPOLIS' WORKFORCE DEVELOPMENT CRISIS

**1 in 5**

residents live in poverty

(May 2018, [IBJ](#))

**1 in 5**

at public high schools do  
not graduate or  
require waivers

(2018, [INDOE](#))

**200,000**

unfilled or open  
construction jobs

(IN Subcontractors Association)

**1 million**

new statewide jobs to be  
filled by 2024

(2018, [IDWD](#))

**47<sup>th</sup>**

metro in the nation for  
intergenerational social  
mobility

([CICF](#))

**56%**

lack education or  
credentials beyond high  
school

(2019, [Lumina Foundation](#))



# WHAT IS ELEVATE?



## HISTORY

**1982**



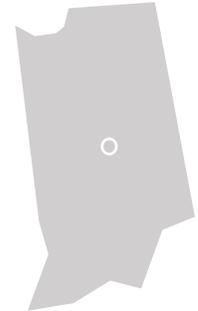
Founded in Colorado to serve at-risk youth with meaningful summer employment

**1987**



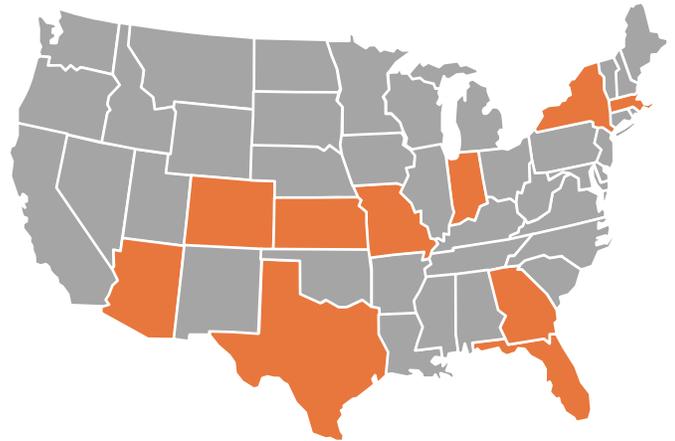
Elevate adds major focus on in-school character and life skill training using teacher-mentors

**2015**



Indianapolis becomes the fifth major city to build on the success of Elevate in Colorado

Today, Elevate serves 10,000 at-risk youth in 10 cities and continues to expand



## PROGRAMMING

Elevate's program has four cornerstones:

ACCREDITED IN-CLASS  
LEARNING

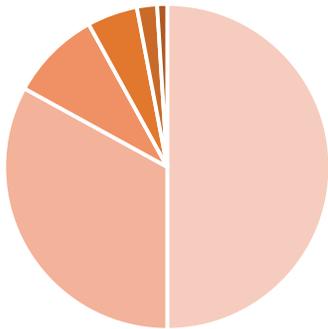
AFTER SCHOOL  
MENTORING

POST-SECONDARY  
PREPARATION

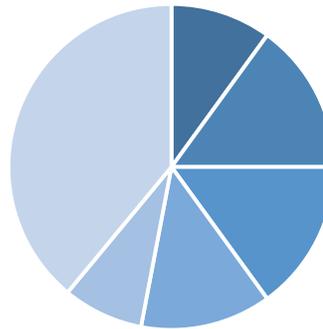
ADVENTURE EXPERIENCES

# ELEVATE INDY'S IMPACT

ELEVATE INDY STUDENTS



- African American
- Hispanic/Latino
- Caucasian
- More than one race
- African



- Near Eastside (46201)
- Southeast (46203)
- Martindale-Brightwood (46218)
- Near Westside (46222)
- Northeast (46226)
- Other

**90%**

from low-income families

**69%**

in single-parent homes

**81%**

vulnerable or at-risk



OUTCOMES

Elevate

Baseline

**90%**

high school graduation rate

**65%**

high school graduation rate

**80%**

postsecondary placement rate

**46%**

postsecondary placement rate

**100%**

engage weekly with an excellent teacher-mentor

*may or may not have one mentor or positive role model*

# PATHWAYS TO PURPOSE

## PROGRAM INTRODUCTION

Elevate has made meaningful strides toward ensuring that all Elevate students have a pathway to purpose—specifically, that all students are enrolled, enlisted, or employed after high school. However, Elevate Indy is not satisfied with its current 80% postsecondary placement and is leading a movement to ensure that as many Indianapolis students as possible—and 100% who participate in Elevate—achieve meaningful postsecondary placement.

## WHY IS POSTSECONDARY PLACEMENT A PRIORITY?

Numerous studies have established postsecondary attainment as highly consequential indicator of wages and earnings in the United States:

**20-40%**

wage increase with completion  
of 1-year certificate program  
(Georgetown University)

**\$2.4M**

more lifetime earnings  
with bachelor's degree  
(Lumina Foundation)

**\$555**

more earned monthly  
in Marion county with some  
college education  
(U.S. Census Bureau)

Although these statistics focus on education, the key is connecting students with meaningful educational or vocation growth opportunities after high school that will put them on a pathway to purpose and providing for themselves. For many, Pathways to Purpose will provide an avenue to climb out of intergenerational poverty.

## WHAT ARE THE PROGRAM OBJECTIVES?

1. Measurable growth in “soft skills”
2. 24-7-365 mentoring support
3. Consistent exposure to career opportunities through employer visits

4. Community, business, and college engagement
5. Intensive internships and job shadows

## WHAT IS THE PROGRAMMING?

Pathways to Purpose's programming is organized around four themes which are designed to greatly accelerate students' professional development:

- EXPOSING
  - College and career discussions
  - College vision trips
  - Employer vision trips
  - Community partner engagement
- EQUIPPING
  - *7 Habits of Highly Effective People* soft skills training
  - Leadership development
  - Graduation plan creation
  - Financial literacy training
- EMPOWERING
  - College and career mentoring
  - 24-7-365 personal support
  - Career and personality assessments
- ENGAGING
  - Project-based internships
  - Job shadowing intensives
  - Apprenticeship
  - Community college events

## PATHWAYS TO PURPOSE RETURN ON INVESTMENT

### EMPLOYER ROI

Students who matriculate from Elevate's general and Pathways to Purpose programs are better positioned for success in the workplace and life. Employers may accrue benefits across a number of dimensions including:

- Recruitment costs

- Training costs
- New hire productivity
- Turnover rates

Assuming Marion County median wage & turnover rates and national hiring cost averages, these benefits could represent as much as **\$10,800 in savings** per Elevate Pathways to Purpose student hired!

## COMMUNITY ROI

The community return on investment of Elevate's work is significant because of the depth of Elevate's impact and the magnitude of impact when a student graduates high school instead of dropping out, especially on their earnings and employment.

Washington University in St. Louis professors Mark Rank and Michael McLaughlin estimated that the cost of childhood poverty in 2015 in the United States was \$1.03 trillion, or about 5.4% of gross domestic product. The study dissected the cost of poverty on society including:

- Healthcare costs
- Criminal justice costs
- Loss of economic productivity
- Costs related to homelessness and malnutrition

Given the National Center for Children in Poverty 2015 report which estimated the national population of children experiencing poverty at 14.8 million, it would seem that **\$69,500 in societal costs** are avoided when a child's trajectory changes from poverty to prosperity.

## CURRENT COLLABORATORS

Elevate Pathways to Purpose collaborates with the following organizations to improve postsecondary attainment in Indianapolis:

- JAG Indiana
- EmployIndy
- TechPoint



➤ Junior Achievement



## HOW YOU CAN GET INVOLVED

There are many ways an individual or organization can help more Central Indiana youth attain gainful employment through Elevate’s Pathways to Purpose:



Host Elevate students on a vision trip to share about your business



Provide post-secondary education to Elevate graduates



Consider employing Elevate graduates full-time or as interns



Connect your employees to Elevate to serve as volunteers

Elevate relies on generous and visionary donors and sponsors to operate the Pathways to Purpose program. Consider making an investment in the future of a young person and the Central Indiana community through our sponsorship program:

SPONSORSHIP LEVELS

**FOUNDER**

\$25,000+ enables 10 students to participate in Pathways to Purpose

**FRIEND**

\$12,500+ enables 5 students to participate in Pathways to Purpose

**ALLY**

\$2,500+ enables 1 student to participate in Pathways to Purpose



# PARTNER WITH ELEVATE TO LAUNCH PATHWAYS TO PURPOSE

## PROGRAM DETAILS

*enhanced programming for select Elevate students  
doubles the level of service*

48 small group mentoring sessions  
12 exploratory vision trips to Indiana business and colleges  
6 large group mentoring and career planning events

12 months/year of support for students (school + summer)

## INVESTMENT OPPORTUNITY

**\$62,500**

enables 25 Elevate students to

## STUDENT BENEFITS



higher lifetime wages



improved job placement likelihood



overcome intergenerational poverty

## COMMUNITY BENEFITS



decreases turnover and training costs



increases new hire productivity



improves local economy and tax

\$60,500/child