



2024 MID-YEAR IMPACT REPORT

TECHFORCE FOUNDATION - JUNE 2024

DUSTIN THOMAS AND MISAEI RODRIGUEZ,
NATIONAL WINNERS OF THE 2024 TECHS ROCKS AWARDS



STARTING THE YEAR STRONG

“

“Techs Rock Awards had the largest voter turnout in award history. Our winners, Misael and Dustin, remind us why we do the work we do to celebrate these extraordinary techs.”



Friends,

We are pleased to present this mid-year report, sharing the many achievements TechForce Foundation has enjoyed so far this year.

In March, we presented the national winners of the 2024 Techs Rock Awards, naming Misael Rodriguez, an automotive student attending Ben Davis High School & Andy Mohr Auto Service Area 31 the 'Future Tech' winner and Dustin Thomas of CarMax, Inc., the 'Working Tech' winner. Both men were honored at the Mecum Auction in Glendale, Arizona. The awards enjoyed the highest unique vote count in its history and distribution of a record \$30,000 in prizes. Also in March, we hosted our annual Partner Summit, bringing more than 35 individuals representing 19 companies to Arizona for collaborative meetings.

Financially speaking, we are currently at 55.38% of our annual revenue goal, largely due to generous grants from Christian Brothers Automotive, Cummins Foundation, and an impressive \$2.2 million from Ford Philanthropy and 10 Ford Dealer Associations across the country. In April, we held our Annual Support Campaign, our once-a-year ask of friends and family to make an annual contribution. Hundreds of people pitched in to support our charitable mission, raising double our goal. Wow, thank you to all who donated!

TechForce has also welcomed several extraordinary individuals to our team: Ms. **Jennifer Bergeron**, Chief Growth Officer, Ms. **JeanMarie DeLuca**, Director of Corporate Relations, Ms. **Dana Rapoport**, Director of Schools and Volunteers, Mr. **Ryan Robinson**, Engagement Manager, and Ms. **Reagan Bender**, Director of Marketing & IT. We're so proud to see our team strengthen and grow.

Thank you for your unwavering support. It's because of you that we have the funding, people-power and expertise to champion future and working techs. Together we are helping students find an education and career that fits.

JENNIFER MAHER

CEO | TechForce Foundation

YTD 2024 FUNDRAISING

Christian Brothers Automotive, Ford Philanthropy + Cummins Foundation start the year right!

The year started with a bang, welcoming two new donors: **Christian Brothers Automotive** with a \$500,000 grant and **Cummins Foundation** with a \$100,000 grant. **Ford Philanthropy and 10 Ford Dealer Associations** doubled their 2023 contribution, directing \$2.2 million to scholarships.

The Annual Support Campaign, our once-a-year rally of our network to donate to the TechForce mission, was successful. We surpassed our \$25K goal, raising **\$46,991** through the support of over 111 donors.

This campaign, still in its infancy, is about **broadening TechForce's donor base** and welcoming thousands of individuals, each giving small amounts, that collectively demonstrate support for the cause of technical education and the skilled trades.

By the end of May, TechForce had distributed 583 awards totaling \$2,075,422 in scholarships and grants. We are budgeted to release over \$4 million in awards by year-end..doubling the impact over 2023. This requires heroic effort by our scholarship team led by Ivy Pressendo.



Actual to Budget

55.38%

SCHOLARSHIPS & GRANTS

\$2,075,422

YTD Funds Awarded

583

YTD Scholarships Awarded

6,074

YTD General Applications
Submitted

MEET TYREEK ANDERSON FORD PHILANTHROPY AWARDEE

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“I’m passionate about pursuing an automotive career because since I have started class, I have really been able to bond with my grandfather. I can talk to him about what I’m learning and how I’m going to use it in the real world.”



Tyreek was inspired by his grandfather to pursue a career in automotive technology.

“I am passionate about pursuing an automotive career because since I have started class, I have really been able to bond with my grandfather. I can talk to him about what I’m learning and how I’m going to use it in the real world,” shares Tyreek.

Tyreek says that he initially pursued a career in music. However, while he was attending college to obtain a degree in music, both he and his professor realized that **automotive technology was Tyreek’s true passion**.

“I got to the point where I wasn’t practicing, but only working on my car. My professor asked me to think about what I loved more – music or automotive.” During that semester, Tyreek realized his real passion is the automotive industry.

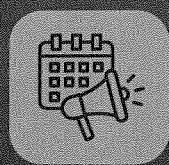
He is now pursuing formal training in automotive technology at Universal Technical Institute. He plans to obtain experience for several years after he graduates, but says, “My dream is to save up and open my own resto-mod shop and be able to work on classic cars.”

Tyreek also has a passion for helping others. He shares, “I have been heavily involved in the Boy Scouts. With the Scouts, I performed a wide variety of service projects every weekend. Whether it be a lake clean-up or volunteering at the homeless shelter, we were always helping. My favorite thing was when we went to a nursing home for Christmas and made hot chocolate for the residents and sang for them. The smiles on their faces are something I will never forget. Once I turned 18, I vowed to give back to that organization, so I became an assistant scoutmaster and helped out with my troop.”

Tyreek was adopted by his grandparents at birth. He says that while his grandparents have tried to hide their financial struggles, he is aware that money has been an issue, particularly in the last year. Receiving a **\$5,000 Ford Philanthropy Auto Tech Scholarship North Texas Region award** has meant so much to Tyreek. He is so grateful to be able to use it to pursue his technical education.

STUDENT EXPERIENCES

MID-YEAR EVENT GROWTH



The first half of 2024 has already welcomed 427 students to TechForce hosted events at **Mecum Auction**, **Barrett-Jackson**, and in collaboration with **Accer8**, **Formula Drift**. TechForce receives donated tickets to bring tech students to venue where they get to see and feel auto/diesel/motorsports technology, meet mentors, employers and our TechForce Ambassadors. **These local student experiences is where the rubber hits the road!**

EVENT ATTENDEES



427



SCHOOL PARTNERSHIPS

 **1,114**

Please join us in congratulating and officially welcoming **Dana Rapoport** as TechForce's **Director of School Partnerships and Volunteers**. Her dedication to forging strong school partnerships and engaging our volunteer corps will help us grow our community and impact more students.

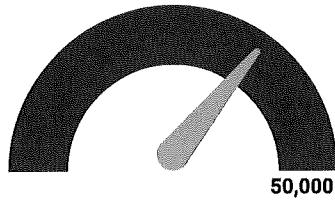
TECHFORCE AMBASSADORS

Cummins Foundation, General Motors, and the Meadows Foundation have each awarded TechForce sizable grants specifically to enhance our student experiences and employee volunteerism programs. We currently have more than 100+ TechForce Ambassadors (volunteers) and hope to grow this grassroots, boots-on-the-ground arsenal dedicated to playing a role in the lives of future techs across the U.S.

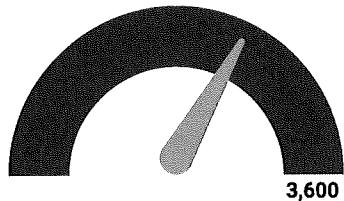
If you'd like to be a TechForce volunteer, sign up via the button below:

VOLUNTEER

TECHFORCE™ GROWTH & ENGAGEMENT



35,243
STUDENTS & WORKING TECHS



2,298
INSTRUCTORS & SCHOOL STAFF

TOTAL USERS

40,740

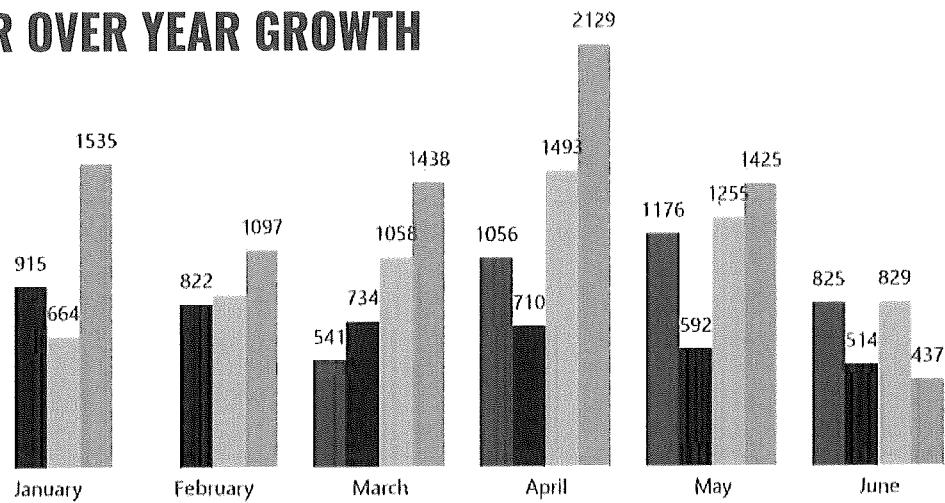


We've seen impressive growth, adding 7,624 new users to TechForce™, our online career hub – a 42.81% year over year increase!

We attribute this success to physical school visits to conduct "In-the-Moment" student sign-ons, Techs Rock Awards, Grab the Wheel promotions, Ford Philanthropy scholarships, a MEGAMOD Contest with GEARWRENCH, the hiring of our new Engagement Manager, Ryan Robinson, tons of outreach marketing, and support from partners like you.

Other users include industry professionals and enthusiasts.

YEAR OVER YEAR GROWTH



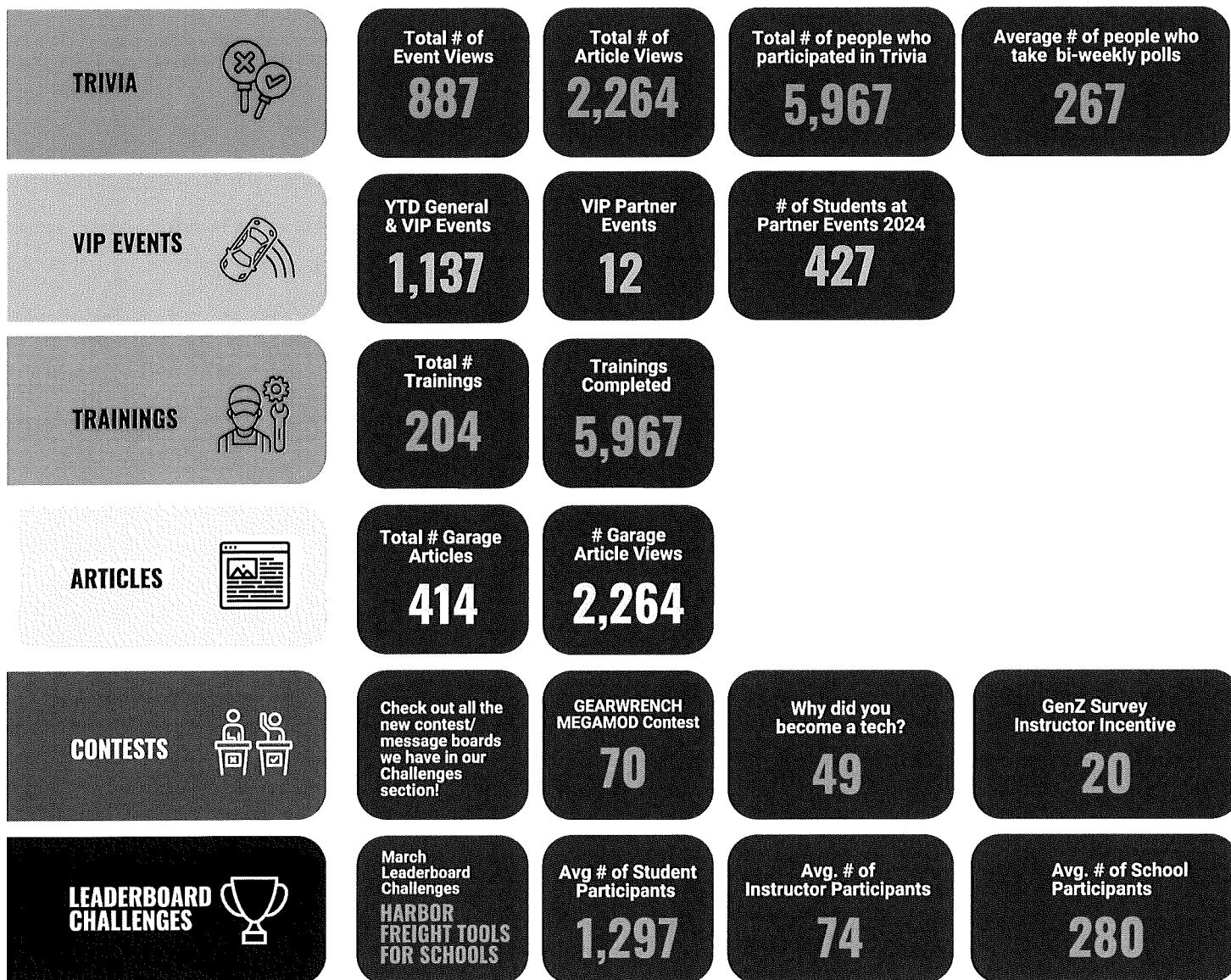
● New Users 2021 ● New Users 2022 ● New Users 2023 ● New Users 2024

TECHFORCE NETWORK ENGAGEMENT

During the first half of 2024, TechForce Foundation saw terrific growth in its students, working techs and school staff in TechForce™, our online career platform.

Coming soon is an enhanced ability to find apprenticeships, student jobs while in school, instructor jobs, and an array of technician jobs inside TechForce™, rounding out our commitment to bring students from pipeline to placement.

Below are year-to-date stats on user engagement inside TechForce:



MARKETING METRICS

Mid-year metrics highlight significant growth and engagement across our digital channels. Social media platforms, like Facebook, Instagram, LinkedIn and YouTube, have successfully expanded our audience. Our SendGrid email campaigns demonstrate high efficiency and exceptional delivery rates. We are focused on our enhancing our website, and seeing tremendous success with **role-based pages** (students, school staff) and a new homepage. Editorially, our reach and media coverage have been substantial, with a growing podcast audience. **These metrics underscore our success in amplifying our message.**

Social Platform	YTD Followers	YTD Reach	YTD Interactions	YTD Impressions
Facebook	2,850	131,400	8,066	206,875
Instagram	2,251	106,500	21,409	13,263
LinkedIn	1,722	13,486	794	23,762
YouTube	2,810	97,061	1,424	892,294

YTD SendGrid	List Size	Delivery Rate	Reputation	Bounces
SendGrid	219,503	87%	99%	00.06%

YTD Website (GA4)	Total Website	Top Pages: Home Page	Top Pages: Scholarship/ Student Page	Top Pages: Techs Rock Awards
Unique Users	79,201	31,899	17,701	9,857

YTD Editorial	Total Online + Print Audience	Total Online + Print Publicity (USD)	Total Podcast Audience	Total Number of Clips
Critical Mention	338,594,931	\$4,410,209	300,904	801

IT TAKES A VILLAGE TO IMPACT THIS CAUSE

If you believe what we believe, then JOIN US.

As a nonprofit 501(c)(3), TechForce Foundation is funded solely by contributions from individuals, foundations, corporations and small businesses nationwide. We need cash contributions, donated in-kind products and services, marketing muscle, volunteers, and introductions to be successful.

We believe:

- Technical education and the skilled trades matter.
- Not every student needs to go on to a 4-year university.
- For many, career & technical education is an ideal and prosperous pathway.
- Our country needs talented technicians to keep America rolling.
- Every person deserves to find an education and career that fits.

Feel the same way? Then, please join us!

INTERESTED? CONTACT:



JeanMarie DeLuca
Director of Corporate Relations
jdeluca@techforce.org



Dana Rapoport
Director of School Partnerships & Volunteers
drapoport@techforce.org



Reagan Bender
Director of Marketing & IT
rbender@techforce.org