



Prosperity Ready

ANNUAL REPORT

HOPE IN ACTION: 2020

*Breaking down barriers and lifting up the talent of our
foreign born Minnesotans so they too can prosper.*

2020 BOARD MEMBERS

Jinah Chernivec, CHRO and Risk Officer for Goodwill Easter Seals, Minnesota

Jackson George Jr., Founder and President of Strategy Africa

Cheryl Myhr, Former Large Accounts Sales Representative for Liberty Carton Company, philanthropist

Michelle Nyamushanya, IT Manager, Business and Systems Analysis for Be the Match

Kara Sime, Owner of Your HR Navigator consulting firm

Jote Taddese, VP of Engineering Strategy, Architecture and Platforms for Rally Health

Lulit Woldeselassie, Career Pathways Navigator, CAPI USA, Immigrant Opportunity Center

2020 VOLUNTEERS

Charles Dwamina, Publisher & CEO, Voices Magazine

Samuel Farrand, Principal Talent Management Specialist, Medtronic

Carson Faust, Administrative Specialist at Margaret A. Cargill Philanthropies

Miata Getaweh, Human Resources Manager Lutheran Social Services

Kristin Goetze, Human Resources Leader and Consultant

Georgette Gray, Coordinator for Veterans Affairs/Retention Specialist at Metropolitan State University

Peggy Kadlec, Human Resources Consultant and Executive Coach

Joan Kroehnert, retired Finance Manager

Jude Naadi, CEO Paadio Consulting

Rosemund Sarpong Owens, Director-Health Equity Integration, Blue Cross, Blue Shield

Anne Rothstein, Compliance and Human Resources Contractor at Midcontinent

Carla Sandess, Enterprise Solutions, Corporate Education Group

Beth Stoll, business owner

Serge Alain Wandji, Vice President, Strategy Business Development and Innovation at Children's Minnesota

Janice Warnke, CHRO, Headway Emotional Health

THANK YOU TO OUR 2020 DONORS!

Without these people, our mission wouldn't be possible.

Lorri Anderson

Sam Farrand

Jackson and Ellena George

Karen Hall

John Hawkins

InFaith Community Foundation

Tina Jibi

Peggy Kadlec

Lila Kelly

Liberty Diversified International

Greg and Cheryl Myhr

Lisa Roden

Kara Sime

Janice Warnke

Nancy White

Anonymous 1

Anonymous 2

Anonymous 3

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Prosperity Ready 2020 Hope in Action

Dear Friends and Supporters,

America was built on the idea that even though we are all different, we can come together as immigrants to build a nation. Today, Minnesota is home to 160,000 immigrant professionals with degrees. However, finding jobs they are meant for has not proven to be an easy feat.

The job system is stacked against foreign-born Minnesotans and quite frankly—it's broken. But with the help of supporters like those listed in this report, we've been able to begin to bridge the gap and break down barriers between degreed immigrant Minnesotans and employers. And we're just getting started.

Prosperity Ready was founded just a few years ago in fall of 2018, but we have already made great strides. While it normally takes a new organization almost five years to be fully operational, our generous donors, volunteers, and advisory board have helped us perform ahead of the curve.

Last year alone, we had the opportunity to provide in-depth 1:1 mentoring to 6 immigrant professionals. We conducted more than 50 information sessions for potential employer partners and like-minded organizations and institutions. We sent 55 letters of interest to institutional grant makers who have the ability to further our mission. But that's not all we've done.

Together, let's explore the community outreach, mission advancement, fundraising and marketing efforts that made 2020 a success. This is just the beginning for us and we're so thankful that you're along for the journey.

From the bottom of my heart and from our staff, advisory board members, and those we serve — thank you.

Lisa Perry

Founder, CEO, Advisory Board Member

"I have worked as a career counselor and job coach for over 30 years. During that time, I have had countless discussions with immigrants seeking work in the U.S. It is of critical importance to prepare immigrants for the U.S. work culture. I am excited that this is the work that Prosperity Ready is preparing to do. Employers will thrive as immigrants are prepared to meet the demand for professional work talent in Minnesota."

— Nancy White, MS ed

A Mission that Matters

- ▶ We **BUILD** a talent pipeline so that experienced and degreed Minnesotans can be matched with jobs where they're needed most.
- ▶ We help employers **CREATE** an environment that empowers diverse talent.
- ▶ We help employers **REMEDY** internal mindsets and barriers that create barriers for immigrants.

When you look at the numbers, our mission adds up.

160,000 Degreed immigrant Professionals live in Minnesota

81% of Degreed Foreign-Born Minnesota Professionals are Underemployed

213,991 Professional Jobs were Posted in our Seven-County Region*

21% Increase in Total Volume of New Job Postings in December 2020 over December 2019

\$5.1 Billion Annually is the Cost of Underestimating Minnesota's Foreign-Born Talent

50% People of Color are Among the Hardest Hit from Job Loss Due to the Pandemic. As of July 2020, 50% of Black Minnesota Workers Lost Their Jobs.

*number as of July 2020

Data and research by: Minnesota Department of Employment and Economic Development, Greater MSP, Wilder Research, and RealTime Talent

"Prosperity Ready is an organization dedicated to making a difference in the immigrant and refugee community by gathering professional members and connecting them with employers. Lisa is a seasoned human resource expert and I appreciate that she is challenging employers to participate in ways that will break down barriers immigrants face in recruitment, hiring, and retention."

- Anisa Hujimumin Assistant Commissioner for Immigrant and Refugee Affairs at Minnesota Department of Employment and Economic Development

Community Outreach

We've built many strong relationships in the community this year and with other organizations. In addition, we were proud to participate in African immigrant community advocacy related to COVID-19 relief. This is just scratching the surface. Check out some of the other ways we were active in our community this past year.

- 50** Number of Informational Sessions with Potential Nonprofit and For-Profit Partners and Educational Institutions
- 6** Number of Immigrants Who We Provided with In-Depth, 1:1 Mentoring
- 6** Number of Major Events Where We Exhibited/Spoke
- 1** Participated in the First Ever Immigrant Job Fair Hosted by the Minnesota Department of Education and Economic Development

"Prosperity Ready is a godsend for immigrant job seekers. I am a mid-management professional. Lisa gave me invaluable insight into my resume from her perspective as a human resource professional. Those services would have cost me a lot from a job coach. She understands that immigrants do not have an extensive network of family and friends in local companies and has helped me with resources to build my network and connected me to professionals in my area of interest. Prosperity Ready has been a lifeline on anything related to my job search and how to position myself in the marketplace."

- Immigrant professional job seeker

Mission Advancement

This year brought us so much closer to reaching our goals of helping degreed immigrant professionals in Minnesota. We were able to commission ground-breaking research, as well as establish formal strategic planning for this year and the next two to come.

- 7** Number of Members Recruited to Serve on a Power-House Advisory Board
- 15** Number of Dedicated and Talented Volunteers Helping to Advance Our Mission

Prosperity Ready Board of Advisors provides a diverse and powerful group of talents, time and resources guiding the mission and advancing the critical work of Lisa and her volunteers. We are highly engaged in providing our expertise, funding, and connections to businesses and individual supporters. We have devoted significant time to creating a strategic plan, as well as being a sounding board for Lisa. The board is passionate about ensuring that our immigrant communities not only secure employment they deserve but thrive in our great state."

– Kara Sime, Prosperity Ready Board Chair, owner Your HR Navigator

In the past year, we witnessed both the murder of George Floyd, as well as the disproportionate impact COVID-19 had on people of color. It has been a sobering time, necessitating we address the systemic barriers that are present in our community for many. I have been volunteering for Prosperity Ready prior to its official launch. I'm excited to continue to support both Lisa and Prosperity Ready as they work to partner with employers to create equitable workplaces where all can thrive.

– Samuel Farrand, Prosperity Ready volunteer, Principal Talent Management Specialist, Medtronic

Fundraising

This year we developed a true giving season strategy, which helped bolster our total donation numbers. We leveraged a consulting firm, Access Philanthropy, to create a large donor strategy and secure institutional grants. Check out our final numbers for the year 2020.

- \$56,140** in Donations Received from **18** Generous Donors
- \$6,000** in Donations Made at our First Ever Public Fundraiser
- 55** Number of Letters of Interest Sent
- 9** Grants Authored

A special thank you to Giving WoMN for inviting us to submit a full grant proposal. We are grateful for their consideration in 2019 and again in 2020.

Thank you to the Constellation Fund for spending time learning about our work and considering our proposal. We are grateful for the opportunity to submit again in 2021.

Marketing

Telling our story helps us attract the livelihood of our organization—donors and supporters. That's why we placed an emphasis on improving our website this year to help improve navigation and drive an increase in donations.

- 75%** Increase in Website Traffic Due to New Social Media Strategy
- 8** Powerful Videos Produced to Help Tell Our Story

To watch these videos and learn more about our mission and vision, visit our website at www.prosperityready.org.

Join our Equity Journey

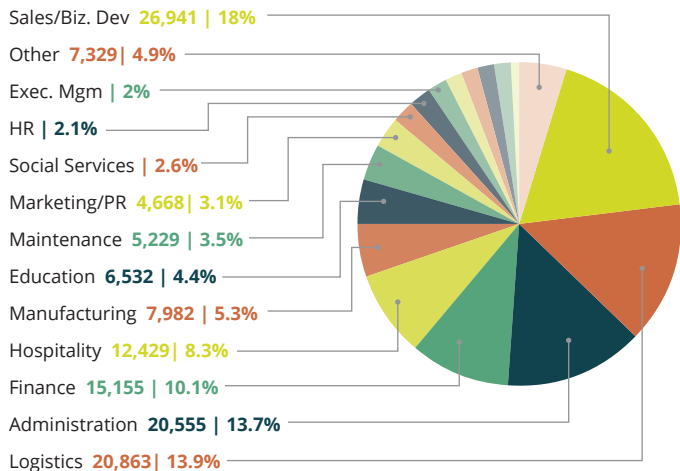
Follow us on social media as we share our progress in building out and delivering our first full program to a group of 20 deserving Minnesotan immigrants. [linkedin.com/company/prosperity-ready](https://www.linkedin.com/company/prosperity-ready)

Q2 GOALS:

- ▶ Hire curriculum developer
- ▶ Kickoff Phase 1 of pilot program
- ▶ Launch Marketing Strategy
- ▶ Plan fund raiser event



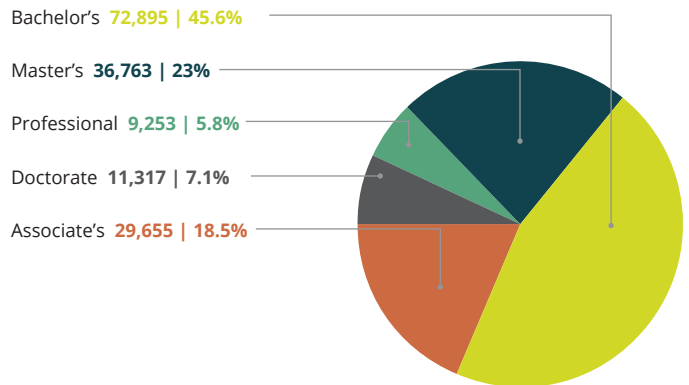
TOP JOB POSTINGS IN 7 COUNTY METRO REGION: JULY 2020



Total Jobs: 213,000

Research by RealTime Talent

DEGREE TYPES HELD BY FOREIGN BORN MINNESOTANS



Research by Wilder Research



Ensuring Foreign-Born Minnesotans Can Prosper

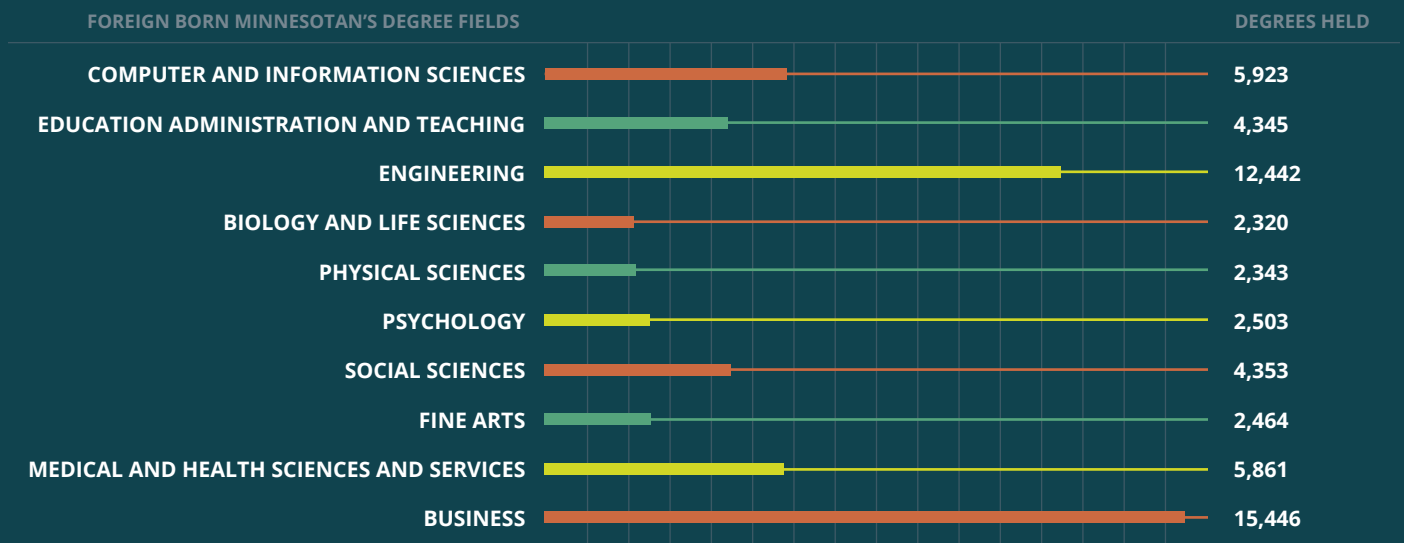
"The world is a global village. People can move anywhere and live now. The point is, we just need to have an open mind and see people for who they are."

- Jackson George, Honorary General Consul, Republic of Liberia in Minnesota, Prosperity Ready Advisory Board Member.

We couldn't have done this without you. In 2020 we continued to lay a solid foundation and are now positioned to continue helping as many degreed immigrant Minnesotans as possible in 2021, as well as helping local employers break down barriers.

Together, we can ensure that our foreign born Minnesotans can also prosper.

TOP 10 BACHELORS DEGREES: 58,000



Research by Wilder Research



Prosperity Ready

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