



*Prosperity Ready*



ANNUAL REPORT 2021

## **JOIN OUR EQUITY JOURNEY**

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

# Thank you to our generous 2021 donors!

Our work would not be possible without you.

## 2021 Donors:

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## Prosperity Ready

### 2021 Join our Equity Journey

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. 81% of foreign-born Minnesotans are underemployed or unemployed, resulting in a staggering wage disparity gap of \$5.1 billion annually.

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.

Our primary focus in 2021 was building and delivering a degreed immigrant job seeker program. With 32 donors and 22 volunteers as part of our equity journey, Prosperity Ready was thrilled to deliver our pilot program in Q4.

We were delighted to welcome The Toro Company as our first employer partner. Seven talented and dedicated participants from six countries completed a rigorous 10-week program. Subject matter experts in key job seeker topics facilitated the content, while successful BIPOC leaders from corporate America shared their lived experiences with participants. Participants were each connected to at least six potential employers.

We are already seeing successful program outcomes! One of our participants has landed a professional position at his #1 choice of employer, Medtronic.

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 Perez*

Founder, CEO, Advisory Board Member

“I feel extremely blessed to have supported Prosperity Ready both as a consistent donor and volunteer for the last 3 years. Supporting the launch of the program for degreed immigrant job seekers in 2021 was a thrilling milestone to be a part of!”

– Peggy Kadlec, Human Resources Consultant



**60% increase**

in donors from 2020 to 2021

# 2021 Key Accomplishment:

We completed our Degreed Immigrant Job Seeker pilot Program with 7 amazing participants and landed our first employer partner, The Toro Company.



## Participant Fun Facts!

- ❖ Our pilot participants have places of origin across six different countries – China, Egypt, Ethiopia, Ghana, Nigeria, and Sudan.
- ❖ Our participants hold degrees from a wide variety of institutions including the University of Minnesota, Johns Hopkins, Augsburg, Ramsey Community College, and Harvard.
- ❖ Our participants have diverse career interests including Engineering, Health Care Management, Cyber Security, Information Technology, and Public Policy.

## Thank you, expert facilitators!

- ❖ **Richard Dodson** – Author of *The Art of Tactful Self-Promotion* and top-ranked LinkedIn expert
- ❖ **KC Foley** – Navigate Forward Career Consultant
- ❖ **David Magy** – Principal at Abeln, Magy and Underwood Executive Recruiting Firm
- ❖ **Nathan Perez** – Author of *The 20-Minute Networking Meeting*, Career Coach, and National Speaker
- ❖ **Mitchell Rosenbloom** – Best Buy Manager of Wellness Programming and Personal Trainer
- ❖ **Rosemond Sarpong Owens** – Author of *Apples in a Seed*, and Diversity and Inclusion Expert
- ❖ **Nicole West** – Massage Therapist and Wellbeing Consultant

## Curriculum Snapshot

- Session 1** Program Kick-off
- Session 2** Wellness
- Session 3** Resumes
- Session 4** LinkedIn
- Session 5** Impression Management
- Session 6** Networking
- Session 7** Corporate Culture Part One
- Session 8** Corporate Culture Part Two
- Session 9** Interviewing/Negotiating Offers
- Session 10** Employer Presentation

“I had a great experience with Prosperity Ready.

*Given the work that I do, I have the opportunity to work with many immigrants and foreign nationals. Networking, mostly due to cultural differences, can be particularly daunting for most, as many have been taught (culturally) that talking about oneself is inappropriate.*

*On a professional and personal level, I'm honored to help bridge that cultural gap, and to be part of a bigger part of its purpose – bringing people together.”*



**Nathan Perez**

Author of *The 20-Minute Networking Meeting*, Professional Speaker, and Executive Career & Job Search Coach

# Meet our Pilot Participants

Prosperity Ready



*"[The program] was good. It opened my eyes and gave me a feel of what the professional world is like."*

**Derrick** – Pursuing B.A. in Cyber Security from Ramsey Community College



*"Although I had a lot of things to do on my plate between school, work, and security certificates, I am so happy I did [the program]."*

**Richard** – Pursuing A.S. in Information Technology Security at Santa Fe College



*"I also loved the panelists, the people who came and told us their experiences. It tells me I'm not the only one who went through this experience."*

**Elizabeth** – B.A. in Information Technology from Augsburg College



*"[The program] was very interactive. Everyone could say what they wanted and get the feedback they needed."*

**Rihab** – M.S. in Healthcare Management from Johns Hopkins University



*"I didn't expect this program to be that great. But every session I realized, 'Wow, this program has a lot to offer'. It was really well done, and I learned a lot."*

**Mina** – B.S. in Petroleum Engineering from London South Bank University



*"I have learned that it is important to network with other people who are experts in their fields. I learned not to be shy to ask for what I want."*

**Oluwatobi** – B.A. in International Relations and Women's Studies from St. Cloud State University



*"I benefited from each session individually. You figured out the secret sauce for how to teach this in 10 weeks."*

**Yefei** – Pursuing Doctorate Degree in Educational Leadership at Harvard University

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## Detailed Curriculum Overview

<p><b>Session 1:</b> Kick-off</p>	<p>Welcome to the Program: Participants learn more about the objectives for the program and together, establish specific group norms for the program. <b>Facilitators: Team Prosperity Ready</b></p>
<p><b>Session 2:</b> Wellbeing</p>	<p>Participants learn how to engage in self-care that will help them succeed in their career. <b>Guest Facilitators: Mitch Rosenbloom and Nicole West</b></p>
<p><b>Session 3:</b> Resumes</p>	<p>Participants learn how to present their value by highlighting their personal brand and quantifying their success. <b>Guest Facilitator: KC Foley</b></p>
<p><b>Session 4:</b> LinkedIn</p>	<p>Participants learn the best practices for creating a LinkedIn profile that will get them noticed and connected with potential employers. <b>Guest Facilitator: Richard Dodson</b></p>
<p><b>Session 5:</b> Impression Management</p>	<p>Participants learn the importance of first impressions and how to create and maintain a professional appearance by planning their visibility strategies. <b>Guest Facilitators: David Magy and Rosemond Sarpong Owens</b></p>
<p><b>Session 6:</b> Networking</p>	<p>Participants learn the key components of networking and learn a nationally recognized method for how to host a successful 20 - minute networking meeting. <b>Guest Facilitator: Nathan Perez</b></p>
<p><b>Session 7:</b> Corporate Culture Part One</p>	<p>Participants learn how to navigate a new corporate culture through discussions about the expectations for career advancement, the importance of building trust, and how to respond to microaggressions. <b>Facilitators: Team Prosperity Ready</b></p>
<p><b>Session 8:</b> Corporate Culture Part Two</p>	<p>Participants learn how recruiting happens in corporations and learn the key steps to successfully managing their professional careers. <b>Q&amp;A with a panel of local immigrant professionals at the end. Facilitators: Team Prosperity Ready</b></p>
<p><b>Session 9:</b> Interviewing / Negotiating Offers</p>	<p>Participants learn the best practices for interviewing with potential employers and tips for how to make themselves stand out. <b>Q&amp;A with a panel of local HR experts at the end. Guest Facilitator: KC Foley</b></p>
<p><b>Session 10:</b> Employer Presentation</p>	<p>Participants will hear from local employers and will have the opportunity to share their resumes. <b>Employer Presentation from The Toro Company</b></p>



*Thank you for your leadership!*

## *2021 Advisory Board*

**Jinah Chernivec** – Chief Human Resources and Risk Officer at Goodwill-Easter Seals Minnesota

**Jackson George, Jr.** – Founder & President of Strategy Africa, Inc., Honorary Consul of the Republic of Liberia in Minnesota

**Cheryl Myhr** – Retired Sales Representative at Liberty Carton Company, Non-Profit Subject Matter Expert

**Michelle Nyamushanya** – Lead Consultant at ThoughtWorks

**Lisa Perez** – Prosperity Ready Founder and CEO

**Kara Sime** – Human Resources Business Consultant at Your HR Navigator

**Jote Taddese** – Vice President of Engineering at Optum Digital

**Lulit Woldeselassie** – Volunteer Engagement Associate at Partners in Food Solutions



Jote Taddese



Michelle Nyamushanya

*Prosperity Ready*

# 2021 Volunteers

Prosperity Ready has immense gratitude for its volunteers who spent **411 hours** supporting the pilot program and fundraising efforts.

## Curriculum Subject Matter Experts / Facilitators

- Lorri Anderson** – Human Resources Consultant
- Richard Dodson** – Executive Career and LinkedIn Coach
- KC Foley** – Executive Consultant
- Kristin Goetze** – Human Resources Consultant
- David Magy** – Principal and Executive Recruiting Firm
- Nathan Perez** – Professional Speaker and Executive Coach
- Mitchell Rosenbloom** – Virtual Training Fitness Expert
- Rosemond Sarpong Owens** – Author and DEI Expert
- Nicole West** – Massage Therapist and Educator

## Community Curriculum Review Council

- Samia Ali** – Talent Acquisition & Sourcing Specialist
- Narayan Dhakal** – Research Consultant and Job Seeker
- Kristin Goetze** – Human Resources Consultant
- Maka Ngulube** – Human Resources Manager
- Judy Osei** – Senior Director, Diversity and Inclusion

## Marketing & Events

- Peggy Kadlec** – Human Resources Consultant
- Joan Kroehnert** – Philanthropist
- Jean Roskam** – Vice President, Marketing & Ecommerce
- Annie Rothstein** – Inventory Analyst

## Resume Review Coaches

- Samia Ali** – Talent Acquisition & Sourcing Specialist
- Lorri Anderson** – Human Resources Consultant
- KC Foley** – Executive Consultant
- Nancy Fraasch** – Coaching Consultant and Contractor
- Kristin Goetze** – Human Resources Consultant
- Peggy Kadlec** – Human Resources Consultant
- Nancy White** – Retired Career Force Director

## Community Panelists

- Samia Ali** – Talent Acquisition & Sourcing Specialist
- Samuel Farrand** – Principal Talent Management Specialist
- Dr. Miata Getaweh** – Human Resources Manager and Non-profit Leader
- Mamady Konneh** – Cybersecurity Analyst and Non-profit Leader
- Maka Ngulube** – Human Resources Manager
- Judy Osei** – Senior Director, Diversity and Inclusion



Prep Session with our Resume Review Coaches

# Prosperity Ready

# Feedback from our Volunteers

*"I value being part of a council that creates pathways for degree holders who are migrating or have migrated to the US.*



*I hope Prosperity Ready can grow its network to encompass other countries and aid in the acknowledgement and value of other countries' education systems."*

**Samia Ali**

*Talent Acquisition & Sourcing Specialist at Loram Maintenance of Way, Inc.*

*"It was a privilege to participate as a program panelist for several sessions. It was great to see the growth of the program participants in a very short timeframe.*



*The content and knowledge that was shared by the Prosperity Ready team was top-notch. I look forward to seeing the participants apply their learnings and flourish in their chosen professions."*

**Samuel Farrand**

*Principal Talent Management Specialist at Medtronic*



*"The energy and passion of Lisa and the other volunteers is contagious. The desire to make an impact is palpable. It's fulfilling just to be around them."*

**Lorri Anderson**

*Strategic Human Resources Consultant and Executive Coach*



*"I am proud to be a part of such an amazing endeavor that is working hard towards addressing the barriers and inequalities professional immigrants face in joining the American workforce.*

**Lulit Woldeeslassie**

*Volunteer Engagement Associate at Partners in Food Solutions*

## Words from our First Employer Partner!



*"I was honored to present to the pilot program participants on behalf of The Toro Company. The participants were prepared and engaged. I particularly appreciated the questions they asked about our company, our culture and our work and goals for diversity, equity and inclusion.*

*The participants were genuinely interested in taking the skills that they had learned in the program and putting them into practice with a potential employer. I really appreciated their fresh enthusiasm and excitement. They had such interesting experiences and have successfully completed challenging degree programs. Many with advanced degrees!*

*The Toro Company has a long-standing commitment to social and environmental responsibility. One of the four pillars of our Sustainability Endures platform is people. This pillar continues to develop strategies and participate in programs where we can make a meaningful impact on diversity, equity and inclusion. Not only is partnering with Prosperity Ready, a great way to interact with talented job seekers, it is a great fit with our company goals. And, frankly, it is a whole lot of fun."*



**Viane Hoefs**

*Director of Talent Acquisition at The Toro Company*



# Prosperity Ready

## 2021 Key Growth Areas

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### Mission Advancement

**DOUBLED** the number of organizations who support our work from **8 to 16**

**INCREASED** our group of talented volunteers from **15 to 22**

**MULTIPLIED** the number of volunteer hours recorded from **125 to 411**

**GREW** our staff from a team of **1 to 4**

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### Marketing

**EXPANDED** the number of supporters in our email database from **254 to 349**

**TRIPLED** the number of followers on the Prosperity Ready LinkedIn page

**ENHANCED** our presence by sending out **68% more** email campaigns

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### Fundraising

**INCREASED** the amount of money we raised during the Giving Season from **\$250 to \$7,750**

**GREW** yearly donor base by **60%** from **20 to 32**

**IMPROVED** our repeat donor percentage from **27% to 34%**

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We had a very successful virtual fundraiser in June and achieved our goal of raising **\$10,000!**



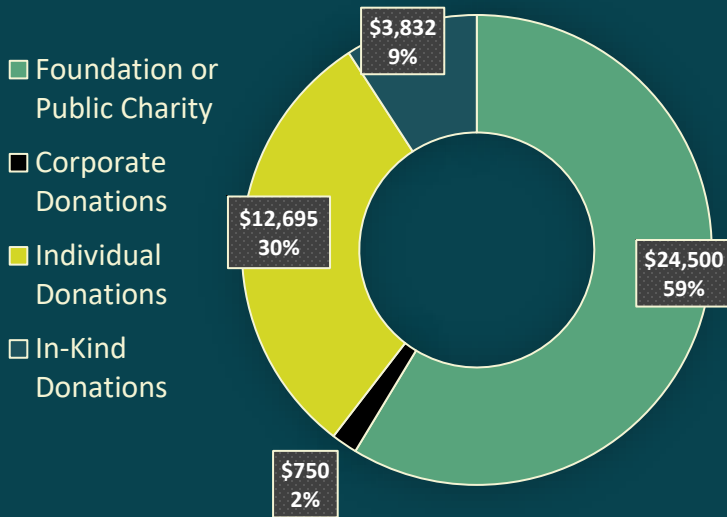
Kenn Wanaku, fundraiser musician

A heartfelt thank you to our wonderful sponsors who made the event possible and to those who donated items for the auction.

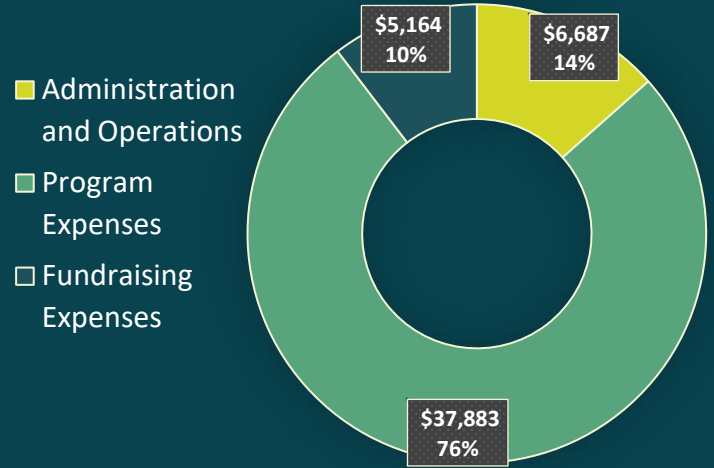


# 2021 Finances

2021 Revenue – \$41,777



2021 Expenses – \$50,846



Beginning Fund Balance: \$31,130  
Ending Fund Balance: \$22,060

## 2022: Accelerating Potential

What's next for Prosperity Ready?

2022 is all about accelerating potential through the following efforts:



- ❖ Recruiting 18–20 Engineering and Information Technology immigrant professionals for our 2<sup>nd</sup> cohort.
- ❖ Exploring sub grantee partnerships with a number of nonprofit organizations.
- ❖ Participating in two community groups resettling Afghan evacuees.
- ❖ Migrating our technology infrastructure to Microsoft 365 Business.
- ❖ Copywriting our business model, curriculum, and logo.
- ❖ Growing existing revenue streams by:
  1. Expanding donor base and increasing donation amounts.
  2. Applying for two grants.
- ❖ Adding two new revenue streams by:
  1. Charging employer placement fees.
  2. Generating consulting work.



*Prosperity Ready*