Introducing Bay Area Training
ALL STARS HELPING KIDS: DISRUPTING THE CYCLE OF POVERTY

Accelerator Program

Building Sustainable & Impactful Nonprofits
Cash • Capacity Building Coaching • Connections

re:work Bay Area Training Program

Building Sustainable Careers for Youth
Empower • Engage • Work

Thought Leadership

Driving Innovation & Engaging Community
Trainings • Presentations Research • Convenings
All Stars Helping Kids is excited to announce our new re:work Bay Area Training Program to help raise the floor for untapped Black and LatinX communities through a comprehensive career training and placement program focused on Tech Sales.

The 8-week program is completely free to candidates, and many of our re:work graduates have been placed in full-time sales and business development jobs making $55,000 a year plus benefits.
MAKING CONNECTIONS

Tech Companies
Companies that are empowered to recruit, engage and support diverse talent that contributes to their overarching business objectives and bottom line.

- Expose companies to new and untapped talent pools through skills training, programmatic volunteer opportunities and strategic partnership.

Untapped and Overlooked Talent
Candidates that are empowered with a growth mindset and support network to effectively seek and sustain great jobs.

- Enhance new relationship-building capabilities of potential workers with training and by plugging them into a pre-built, diverse professional community ready to support them.

Bay Area Training
HOW RE:WORK BAY AREA WORKS

- **4** Cohorts per year
- **8** Weeks
- **15** Up to 15 candidates per cohort
- **18+** Year-old diverse candidates
- **16** Workshops
- **65** Up to 65 hours of professional development
Identify coachable potential in untapped communities
- more than 3,500 individuals have been screened for program

- 65+ hours of sales & communications training per candidate
- over 1400 hours of work from volunteers seeking to impact change in their workplace and community

Candidates get offers within 5 weeks of entering program on average
- 75% placement rate

- Support candidates for life through strong partner and alumni network
- 82% of alumni are still employed full-time after their first placement

In 2020, we placed 35 candidates in tech sales positions with an average starting salary of $55,000!
INVESTING IN POTENTIAL: THE IMPACT

- Over **100** candidates placed in full-tech jobs
- Candidates find work within **5** weeks of starting the program on average
- Serving diverse candidate pool whose income grows on average from $10k to $50k per year:
  - 78% Black
  - 14% Latinx
  - 4% White
  - 4% Other
- Over **300%** increase in average candidate salary
- **65** live hours of sales and communications training
- **Nearly $9,000,000** in total candidate income earned (and counting...)
- 82% of alumni are still employed full-time after their first placement
- **$3.92** returned to the community in income for every $1 spent

100% Free to candidate and no placement or staffing fee charged to companies.
BENEFITS TO CORPORATE PARTNERS

- Accelerate onboarding time for candidates
- Create opportunities to access and develop future sales manager and leaders
- Build a stronger and more innovative organization and Diversity Equity and Inclusion-based strategies
- Increase consistency of 100%+ quota attainment
COMMUNITY OF CORPORATE PARTNERS

Hundreds of volunteers dedicate time and talent to support Diversity and Inclusion at their organizations.
## Partnership Levels

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<th>Funding Options</th>
<th>Benefits</th>
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| **All Star**     | - Board seat eligibility  
                  | - All Platinum Benefits |
| $1 million+      |          |

| **Platinum**     | - Partners will work with the re:work team to create custom, branded curriculum benefiting of your company’s entry-level Sales roles. This curriculum will be used to train an exclusive pipeline of job-ready, diverse talent for your company  
                  | - Company D&I training program  
                  | - All Gold Benefits |
| $500k – $999k    |          |

| **Gold**         | - Employer diagnostic (includes middle skills diagnostic, baseline & outcomes tracking, efforts/practices assessment)  
                  | - Meeting Run-rate annual hiring commitments  
                  | - Initial evaluation of company DEI programming and impact; one training per quarter tailored to your organization’s unique needs  
                  | - All Silver Benefits |
| $250k – $499k    |          |

| **Silver**       | - Partners will be given access to an exclusive pipeline of job-ready, diverse talent; candidates will be hand selected for your company’s open roles  
                  | - Tailored volunteer engagement opportunity for company employees  
                  | - Promotion on re:work’s social media platforms – specifically Instagram, Facebook, and Twitter  
                  | - All Bronze Benefits |
| $100k – $249k    |          |

| **Bronze**       | - Brand awareness will be created within Black & Latinx communities on a national scale in the form of events, social media campaigns, and blog writing  
                  | - Access to vetted talent provider network and hiring platform  
                  | - Access to Community of Practice  
                  | - Logo on re:work company page |
| $10k – $99k      |          |
OUR VISION

Our shared vision is to provide innovative solutions moving young people from poverty to prosperity by creating workplaces where potential is worth as much as pedigree.
THE ALL STARS TEAM

BOARD OFFICERS

FOUNDER & PRESIDENT
Ronnie Lott
RML Enterprises

CO-FOUNDER & VICE PRESIDENT
Karen Lott

BOARD CHAIR
Issac Vaughn
Zenefits

TREASURER
Jack Russi
Deloitte

CHAIR, ACCELERATOR COMMITTEE
Ruth Fletcher

BOARD MEMBERS

Paul Stich
Countable

Bobby Zur
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