



2023 YEAR-END PARTNER REPORT

IMPACT NUMBERS

Prepared By: TECHFORCE FOUNDATION
JANUARY 15, 2024

2023 Year-End Partner Overview

Milestones & Momentum



Momentum into the New Year

In Q4, our network achieved remarkable results with significant growth with more students than any previous year. As we enter 2024, our commitment to empowering students remains unwavering, and we're poised for an even more extraordinary year ahead. Your support continues to drive our success, and we're grateful for your partnership in our mission.

Overview of 2023 at TechForce Foundation

First and foremost, I want to express my gratitude for your annual support and dedication to our mission. It is with great pleasure that I inform you of our outstanding performance in Q4 and our preliminary year-end numbers.

We witnessed significant growth in 2023, not only in our fundraising (earning \$5.64M to a goal of \$4.9M), but in our ability to significantly increase our scholarship spend from \$1.3M to \$2.4M in 2023, thanks largely to a \$1.1M grant from Ford Motor Company Fund and select dealers. We positively impacted the lives of 1,719 students pursuing their technical education in 2023, not to mention the 26,000+ students and working techs engaged in TechForce, our online career hub.

While these scholarship numbers are impressive (TechForce remains the largest distributor of scholarship to student focused solely on the technician profession across all sectors—auto, diesel, collision, aviation, etc.), it's important to note that **tremendous "need" persists**. TechForce received 7,252 applications from students needing financial assistance to pursue and/or complete their technical education. With the funding we had, we were able to award 1 in every 4 students—but our goal remains to support all eligible students. And so our work to raise more funds by welcoming more donor to support our mission carries on. Help us spread the word and encourage people to play a role in the lives of these aspiring techs.

In December, TechForce welcomed Jennifer Bergeron as our Chief Growth Officer, bringing a wealth of experience and fresh perspectives to our leadership, and we hired JeanMarie DeLuca to serve as our Director of Corporate Relations. I am confident that this year holds even greater promise for our organization. Your unwavering support and commitment are the driving force behind our achievements, and I am excited to embark on this journey with you.

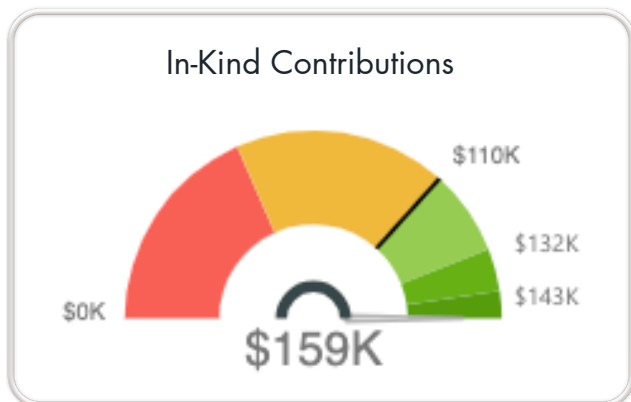
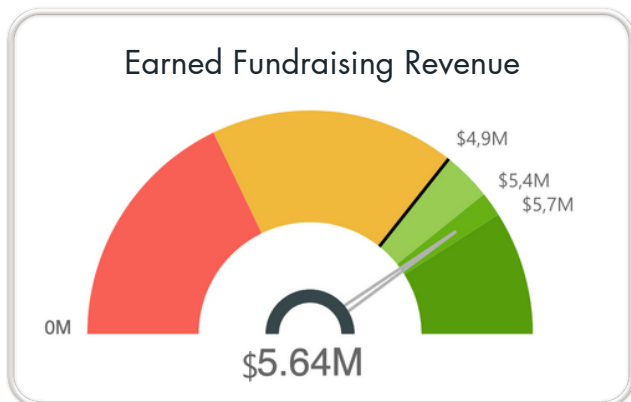
Thank you for your dedication, and here's to a momentous 2024!

Jennifer Maher
CEO | TechForce Foundation



TechForce Foundation

Fundraising & In-Kind



Actual to Budget
111.32%

As a partner, how you can help.

Techs Rock Awards:

- **VOTE!** Encourage your network to vote for deserving techs who exemplify excellence and innovation in the industry.
www.techforce.org/techsrock

Someone Got A Scholarship & Finally Place:

- **Promote:** For our upcoming year's push, we are focusing on the "Someone Got a Scholarship" and "Finally a Place" campaigns for TechForce network acquisition. These campaigns allow us to strategically target the right individuals who can benefit from our network's offerings. By highlighting real success stories and our unique opportunities, we aim to attract and enroll the ideal students to join our network in the year ahead.

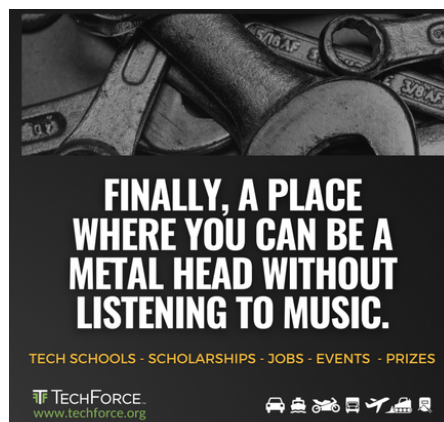
Upcoming Campaigns:



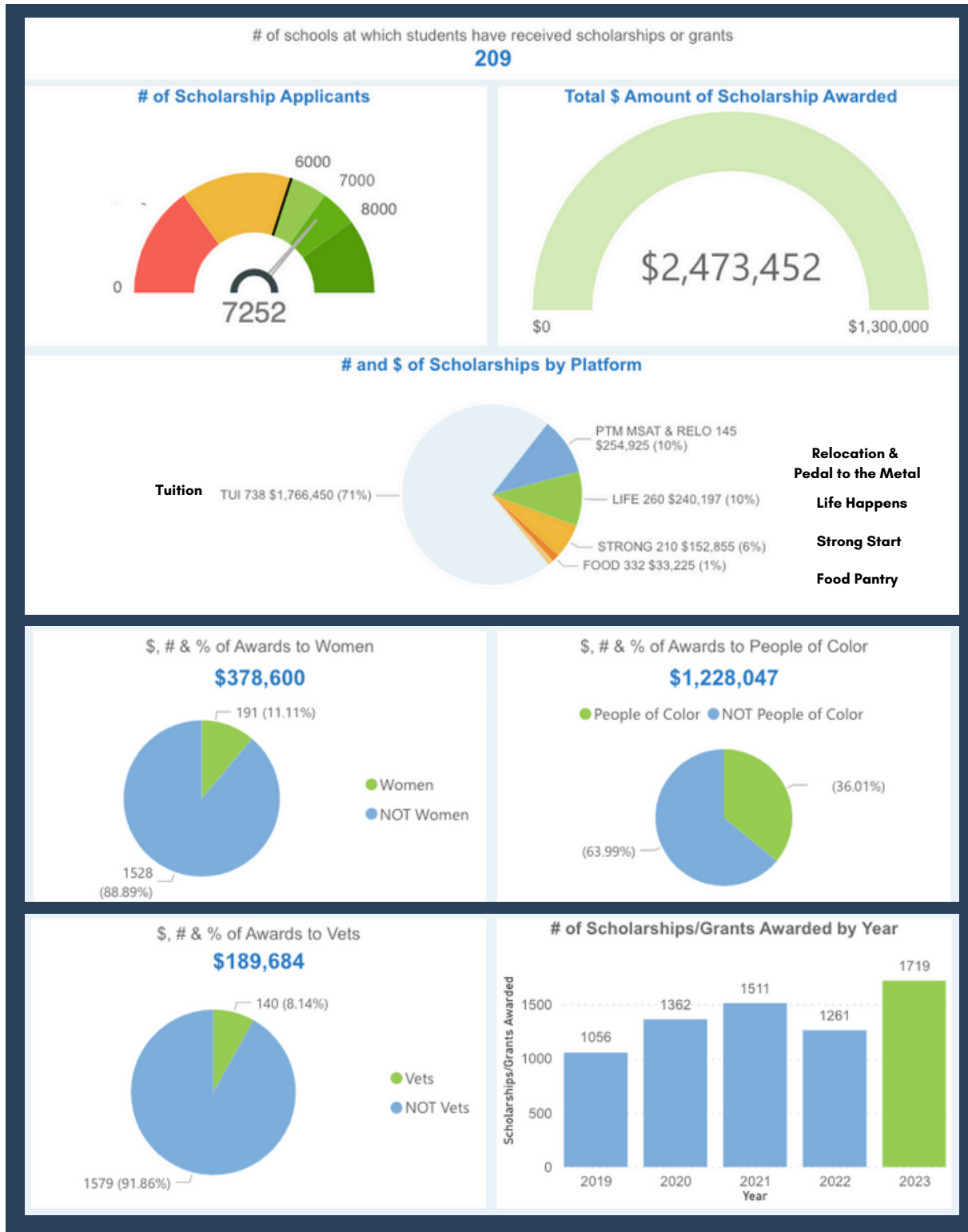
Techs Rock Awards
VOTE Feb 14-Feb 28

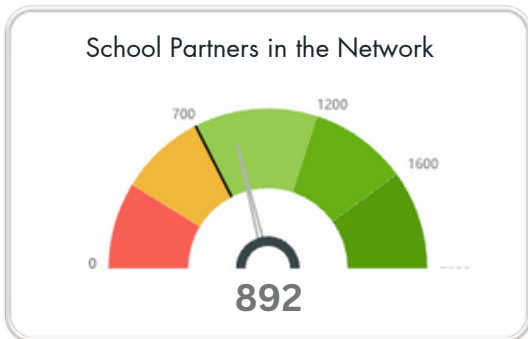
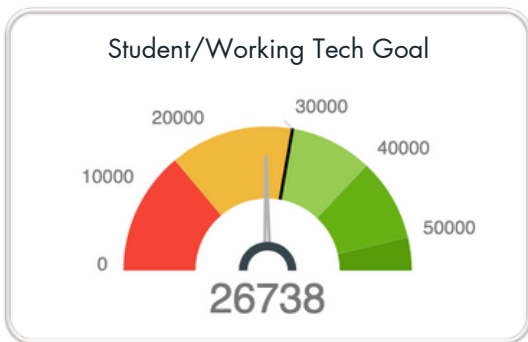
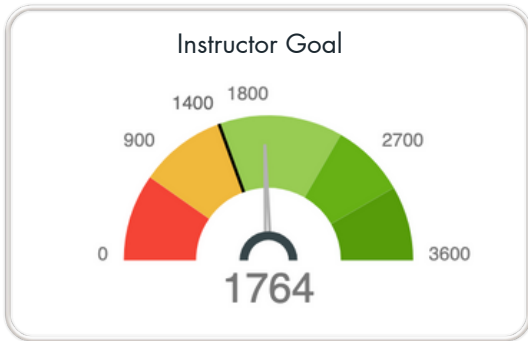


Someone Got a Scholarship
Featuring Real Students
All Year Long

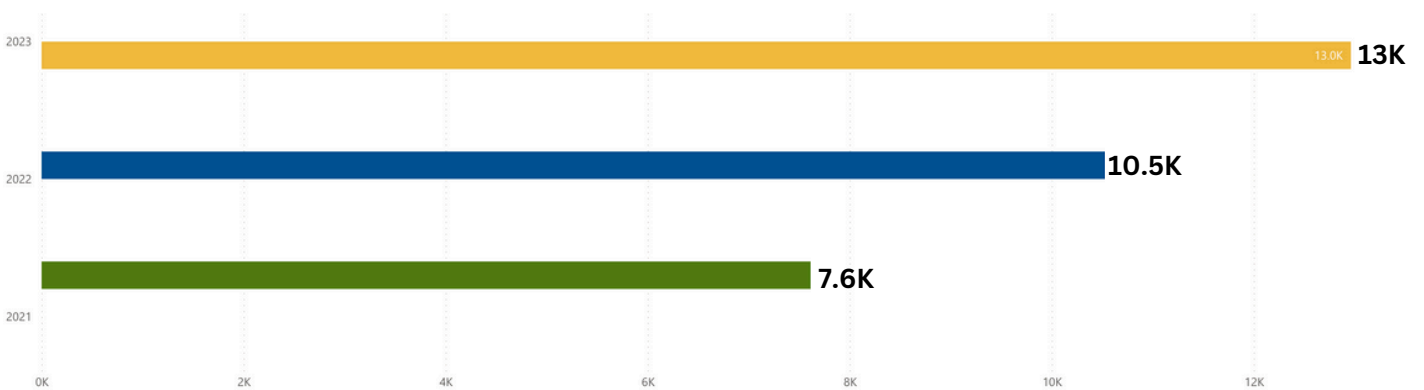



Finally A Place
Network Ads
All Year Long





User Growth Per Year ● 2021 ● 2022 ● 2023

Total Users

31,047

November proved to be a pivotal month for our network growth as we experienced a remarkable surge with the addition of 1,645 new users, marking one of the highest spikes in our network's history.

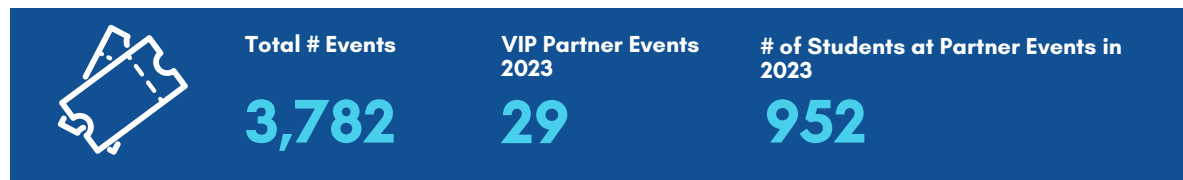
This impressive growth was a direct result of our new strategic "in the moment" campaigns at schools, the impactful "Grab the Wheel" campaign, and our concerted efforts to expand our presence on social media. As a result, we ended the year with an increase of 2,500 more students in our network compared to the previous year.

This Q4 success has provided invaluable insights and lessons that we aim to carry forward into the new year, leveraging our strategies and experiences to further accelerate network growth and engagement.

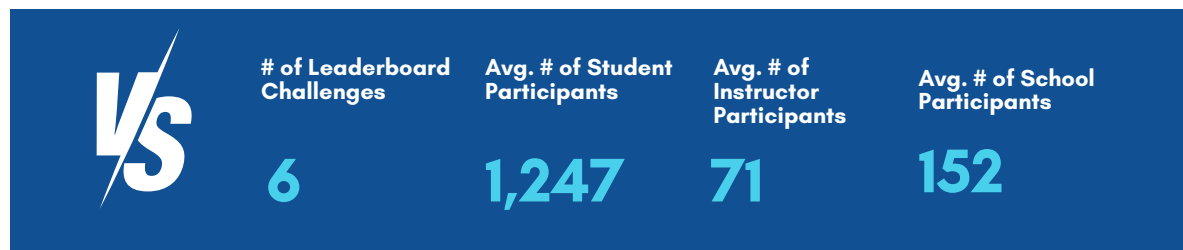
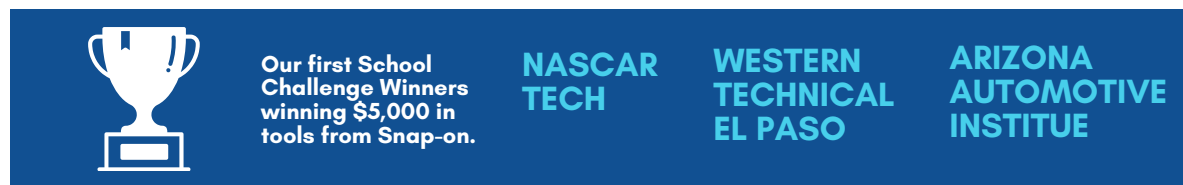
Network Engagement Total

In 2024, TechForce Foundation is set to build upon our 2023 achievements, with plans to focus on VIP events, trainings, garage articles, and continued student-focused initiatives.

We plan to focus on our network’s growth, offering interactive trivia games, contests, leaderboard challenges, and upholding our commitment to enhance user engagement and help our students advance in their careers.



We need 2024 content!! If you have a blog, training or poll you'd like to share, please send to us!



TechForce Foundation

Marketing Metrics



Our marketing efforts saw across-the-board improvements, particularly in the significant increase in our SendGrid list size, thanks to the integration of our data islands into one database. During our annual fundraising campaign in December, our open rate dropped from 30% to 23% due to increased email frequency. We expect this rate to bounce back in the first quarter as we fine-tune our communication strategy. Overall, we showcased our progress in optimizing marketing and data strategies for future success.

Social Platform	Followers	Reach	Engagement	Total Impressions
Facebook	2,600	3,222,362	142,227	4,027,788
Instagram	2,115	3,374,947	1,476,899	4,534,096
Linkedin	1,541	29,122	4,063	71,537
YouTube	2,041	1,038,542	445,517	2,814,479

SendGrid	List Size	Delivery Rate	Reputation	Open Rate
SendGrid	214,650	94.40%	99%	23.07%

Website (GA4)	Home	Scholarship	Ford Fund	Techs Rock
Views	757,310	168,478	24,619	34,884

Editorial	Editorial Pick Ups	Editorial Reach		
Meltwater	2,229	1,900,195,200		