

2025 MID-YEAR



IMPACT REPORT

SCHOLARSHIP RECIPIENT:
MEET LORELAI

**CAMPUS BY CAMPUS:
BUILDING THE
TECHFORCE SCHOOL
MACHINE**

**Q & A with TechForce's
New Board Chair:
Jon Vesely**

TECHFORCE FOUNDATION'S HOME

PURPOSE

Champion technical careers so communities thrive.

VISION

Be the collaborative leader in powering the aspiring technician workforce.

MISSION

Champion all students to and through their education and into careers as professional technicians.

INSPIRE

SUPPORT

CONNECT

TECHFORCE NETWORK

- Changing Perceptions
- Career Exploration
- Respect for Techs

- Scholarships & Grants
- Technical School Partnerships
- Career Readiness Resources

- Building Community for Techs
- Finding Tech Schools, Training, Mentors, Jobs, Apprenticeships
- Hosting Student Experiences

MIDDLE SCHOOL

HIGH SCHOOL

POST-SECONDARY

ADVANCED

PROFESSIONAL

Helping people navigate the journey from career exploration to technical education to job placement.

Letter from the CEO

ADVOCACY & SKILLED CAREERS RISING



"We are well-positioned for the current climate which advocates for skilled careers and technical education. The importance of skilled trades has shifted from an uphill battle to mainstream acceptance."

JENNIFER MAHER | CEO

Friends,

TechForce Foundation has enjoyed a fabulous first half of the year, bringing in over **\$5.1 million in donations from loyal contributors including Ford Philanthropy, General Motors, Bridgestone Americas Trust, Daimler Truck North America, and WD-40**. We also expanded into the HVAC technician sector by signing a strategic alliance with **Carrier**. Our corporate alliances continue to grow and expand, and we couldn't be more grateful for industry's support.

In January during Arizona Car Week, TechForce welcomed hundreds of friends to our second annual **Torque on the Tarmac** in Scottsdale, raising \$33,000 from car and airplane enthusiasts, and introducing a network of new friends to our mission. April also hosted our **Annual Support Campaign** which raised \$54,589 from donors making all size donations from \$100 to \$10,000.

In April we hosted our **National Partner Summit** in Scottsdale, welcoming 24 of our cherished donors. **NAPA took home the coveted Golden Piston Award** for Best Activation of a Strategic Alliance.

Year-to-date, TechForce has already received 6,263 submitted applications from students seeking scholarships (we did 7,824 in 2024), leading to **the projection of 10,000 applicants by year-end**.

While we are budgeted to award \$6 million in scholarships and grants in 2025, **we project this will provide support to 1 in every 7 applicants**, so we need to continue our fundraising so that *we need to continue our fundraising so that we leave no student denied*. If you are interested in providing scholarship support, please call me.

This spring, TechForce proudly unveiled enhancements to its apprenticeships and jobs section of the network. Today we have tens of thousands of jobs posted, and companies are starting to hire right from TechForce (apprenticeships, student jobs and working technician jobs). We are so proud to have the mechanisms in place to legitimately take students from pipeline to placement.

Thanks to an **approved \$750,000 grant from General Motors**, TechForce is expanding its staff in 2025, adding **Zane Clark** as Director of Technician Engagement, **Ashley Wilber** as Marketing Project Manager, and a search is underway for an additional School Outreach Coordinator and resources to help us to scale our infrastructure.

We are keeping a fairly tight belt financially due to much uncertainty in the markets and philanthropic sectors. However, TechForce *remains confident in a healthy second half of the year*, as we are well-positioned for the current climate which advocates for skilled careers and technical education. The pendulum has swung and now it's mainstream and popular to embrace the skilled trades and alternatives routes of education. We believe this is TechForce's time to shine!

A handwritten signature in black ink that reads "Jennifer Maher". The script is fluid and cursive.

CEO | TechForce Foundation

Q & A

WITH BOARD CHAIR
JON VESELY



You're new to the Board Chair role at TechForce Foundation. What drew you to this organization and this position?

I was drawn to TechForce a few years ago because of its mission and **the potential TechForce has to change lives in our student community.** When I was asked to consider the Board Chair role, I was honored to serve and hopefully use my experience to help the Foundation take steps to reach that potential. Potential which I truly believe is significant.

What's your background, and how does it connect to TechForce's mission of advancing skilled careers?

My background as a private investor and business leader has really enabled me to become a student of leadership and understand how critical leadership is for success of any mission.

Organizations rise or fall based on leadership. For TechForce to achieve its mission and maximize the opportunity to raise awareness, support, and community for students considering skilled careers, we need to be well led across all areas of our organization. **Helping build, motivate and cast vision to the teams I've worked alongside is the most important thing I do.**

As an organization, TechForce Foundation has an outstanding leadership team - we are well poised to see significant growth and work to serve all students who are looking for help in navigating their career journey.

The skilled trades landscape is changing rapidly. What trends do you see that TechForce should be preparing for?

Public awareness of the resource gap seems to be at an all-time high. We hear about the resource shortage every day. We also hear about how gratifying a tech career can be for young professionals in the industry. Those conversations only help us move steps closer to accomplishing our mission. There has never been a better time to serve students and we are ready to go!

If you could speak directly to a high school student considering a career in the skilled trades, what would you tell them?

Enjoy the journey, always be learning and strive to be excellent at your skill! Employers love team members who work hard and care about what they do. The tech world offers so many options in automotive, aviation and other commercial sectors, **you can build an exciting, stable and lucrative career for the rest of your life.** As opportunities present themselves, don't be afraid to take a chance if it will challenge you. **Whether you ultimately excel as a tech or a business owner, always help the next person do the same.**

What's your vision for TechForce Foundation over the next few years?

It's really simple, to serve every student who is exploring tech opportunities and assist them as they navigate their career journey, so they can achieve their potential. **We've built the foundation, reputation and leadership team necessary to achieve that simple vision.** We need additional financial resources to fill the gap between the total number of applications we receive each year and those we reach, but I am confident the more our partners see the results we've achieved that gap will close. I'm extremely excited to see that happen.



CORPORATE PARTNERS



JeanMarie Deluca
Director of Corporate Relations

TechForce National Partner Summit 2025

In April, we hosted our National Partner Summit, bringing industry leaders around a shared mission: building pathways for the next generation of technicians to thrive in tech careers.

Key Outcomes

- **Tech-Centric Focus:** Prioritizing student voice and feedback in program and mission delivery.
- **Quality Jobs:** Ensuring tech students access quality job opportunities with excellent employers.
- **Network Data Insights:** Perfecting a pipeline-to-placement funnel with clear milestones and tracking.
- **2025 Golden Piston Award** went to NAPA Auto Parts for best annual strategic alliance activation. Sheonny Harrell accepted the award for NAPA (photo below).

TechForce Jobs

Program Milestone: Successful partner hires completed through TechForce network! Our job board has achieved initial success metrics, placing qualified candidates directly into partner organizations. These placements validate our talent pipeline approach.

Hawaiian Shirt Envy

LKQ, Daimler Truck and TechForce placed a friendly wager at the Summit, with the losing party having to present next year wearing a Mike Mallett-inspired Hawaiian shirt.



High partner satisfaction with candidate quality



Zero disruption to current workflows



First cohort of partner hires completed



Very happy techs getting jobs quickly!



SCHOLARSHIPS: APPLICATION SURGE

Ivy Pressendo
Director of
Scholarships & Grants

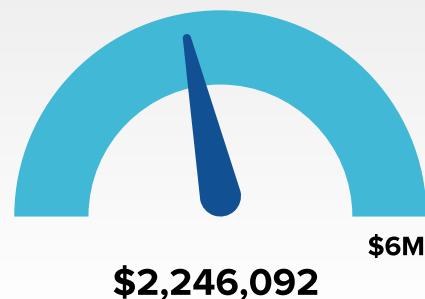


Maggie O'Heran
Scholarships Coordinator



\$2.24M TO STUDENTS ALREADY MID-YEAR

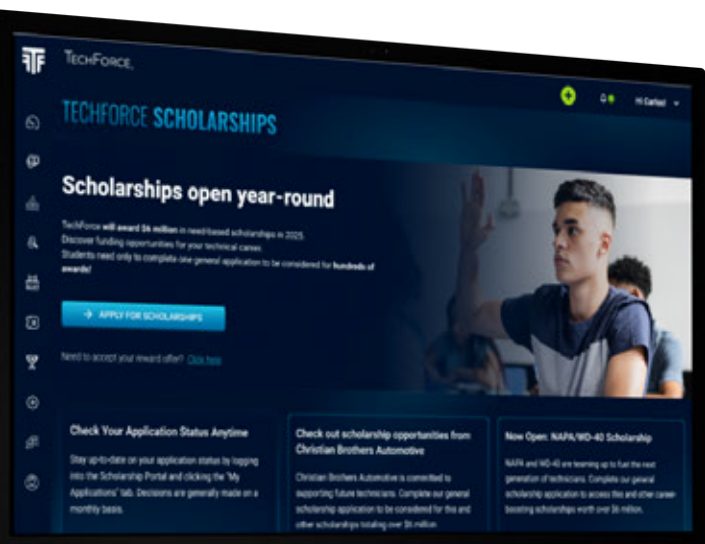
For our scholarship team, these numbers represent a seismic shift. Last year's total of 7,824 submitted applications seemed impressive at the time, but we've already reached 6,263 applications at the midpoint of this year.



- 920 Scholarships Awarded
- \$2,246,092 Total Awarded
- 213 Schools
- 6,263 Total Applicants

TechForce projects to only be able to support 1 in 7 qualified applicants

Each funded student represents a future automotive technician, diesel mechanic, or skilled tech entering a field facing critical workforce shortages. **The gap between available scholarships and qualified applicants makes one thing clear: there's serious demand for technical education funding.**



"Thank you so much for this award. It means a lot to me and my family. It will help me out a lot. This makes me even prouder to be the first person in my family to attend college."

Jose S.
Christian Brothers, Scholarship Recipient



Women

16.6%
of awards



Veterans

9.2%
of awards

SCHOOL PARTNERSHIPS

Dana Rapaport
Director of School Partnerships



Ben Peoples
School & Operations Manager



Mission

Deepen school relationships to better champion all students to and through their technical education. Our goal is a school “self-care” model that enables TechForce to scale improvements to all future school collaborations

Growth & Momentum

- **490+ schools reached and 1,200 staff/faculty engaged**
- Half of all 2025 engagements happened in May & June
- This milestone achievement is made possible **by a new, large-scale data-driven engagement strategy**

Infrastructure Updates

- Added a **Schools & Operations Manager** to develop automated communication systems
- School staff trained to onboard students in TechForce (**school “self-care” model.**)
- New approach frees TechForce staff to focus on **live school interactions**

Impact Highlights

- **50+ interactive student sign-on events** at 15 post-secondary schools
- Multi-campus schools are onboarding students in TechForce **independently across all locations**
- School visits in **GA, TN, TX, KS, AZ, NV, CA**

Strategic Priorities for Q3 2025

- Award **first-ever HVAC** scholarships.
- Goal: **\$6M+ total** awarded in scholarships by end of year
- **Adding School Outreach Coordinator** to help deepen and grow school partnerships

Challenges

As the rate of school engagement increases, growing our network is more important than ever. We welcome introductions to school staff and faculty in our partners’ networks

👋 How You Can Help

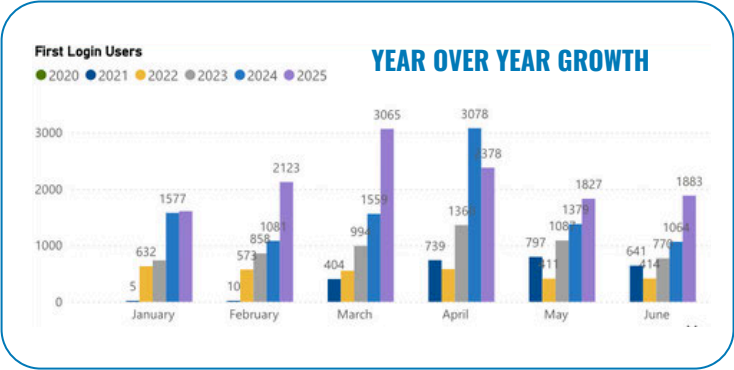
- Make Introductions: **Connect TechForce with school staff in your network.**
- Volunteer: Host or assist student onboarding events at local schools.



2025 MARKETING MOMENTUM

Our digital pipeline-to-placement model is now live and generating trackable results.

Through concentrated efforts in search engine marketing (SEM) and social media targeting, we're reaching students and working technicians exactly when they're ready to take the next step. This focused digital approach is connecting the right candidates with opportunities at optimal moments in their career journey.



+32.3%

YOY Total User Network Growth

↑

Top Network Pages:

Scholarships, Events, Job Board

♥

+30.5%

YOY New User Traffic to Website

↑

+56.9%

YOY Key Events on Website

🖱️

YTD TECHFORCE NETWORK GROWTH

TechForce network is experiencing rapid expansion.

72,919

Total Users

55,563

Students

9,179

Working Techs

3,075

Instructors

We're ahead of schedule on our 2025 network user-acquisition goal, reaching 74.81% of goal by mid-year. The TechForce network has been upgraded with an improved user experience. **Login to see the latest enhancements.**

74.81%

of our 2025 goal already achieved



EVENTS THAT INSPIRE



Marketing Project Manager: Ashley Wilber

The Numbers Tell the Story

We've locked in **66 student experiences for 2025** offering nearly **3,000 admission tickets** for deserving tech students.

Growth That's Hard to Ignore

Last year TechForce hosted 28 student experiences; this year will be 66, a **136% increase**. Ticket donations are **up by 1,748**, and we've already hosted half of last year's total attendance.

What's Coming Next

Mecum Auctions, **NASCAR** races and **NHRA** drag strips lead into our headline event at **AAPEX** where 800 students will receive an educational experience sponsored by TechForce and **Carlyle Tools**.



Quick Stats



66 events

scheduled nationwide



3,000

tickets donated



136%

growth year-over-year



1,000+

tickets claimed



1,748

more tickets than last year



400-800

students expected at AAPEX

Already hit 50%

of 2024's total attendance mid-year!

Ways to help:

- Tell schools about our events
- Show up & meet students
- Sponsor buses or food
- Bring swag
- Post about it
- Follow up with students

WE ARE LISTENING: TECH-CENTRIC



Director of Technician Relations: Zane Clark

Through hundreds of survey responses and direct conversations with technicians, a clearer picture has emerged of what this workforce actually needs.

The Humble Mechanic, put it bluntly: **"If you're trying to build a community, you've got to meet techs where they are, not expect them to come to you."** His skepticism forced us to reconsider how we approach engagement entirely.

Today's technicians have little patience for superficial outreach. They demand respect, recognition, and resources that deliver tangible value.

RESILIENCE

What we're learning:

These professionals demonstrate remarkable resilience. One student described commuting 40 minutes daily on worn tires, refusing to quit because **"this career is my way out."** Yet more than half report seeing few people who look like them in their field, while nearly half question the industry's inclusiveness.

WIN/WIN

Traditional community-building misses the mark. Technicians engage when they see clear returns, practical tools, career opportunities, or authentic representation of their experiences. Abstract networking holds little appeal.

ISOLATION

The transition from school to workforce proves particularly brutal. Students describe education as supportive, only to encounter isolation once they begin their careers.

AUTHENTIC

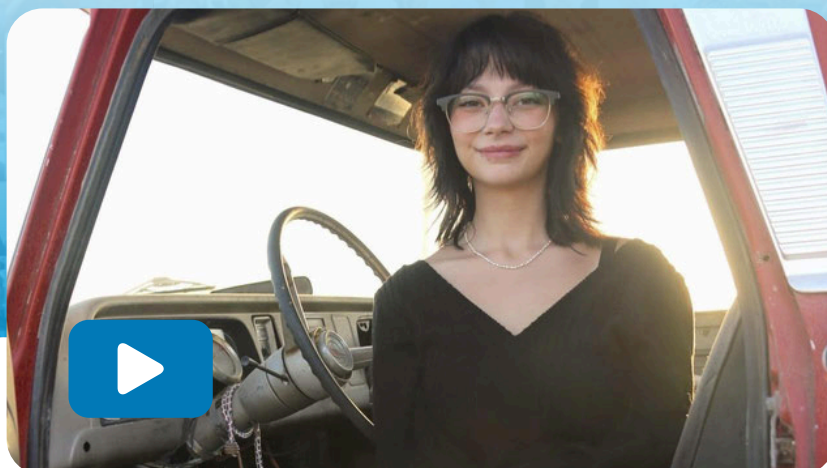
Reading these responses proved emotionally demanding. The submissions ranged from inspiring triumphs to accounts of systemic barriers. Each carried weight because of its raw honesty.

This feedback reveals why **TechForce's polling initiatives and recognition programs, like Techs Rock Awards matter**, they're not promotional tools, they're listening mechanisms.

Understanding comes before action, and these voices are reshaping how we move forward.

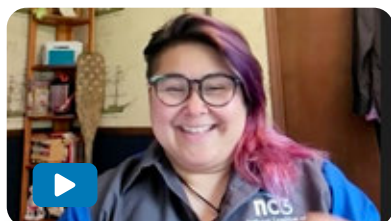
SOMEONE GOT A SCHOLARSHIP

Scholarships made possible by:



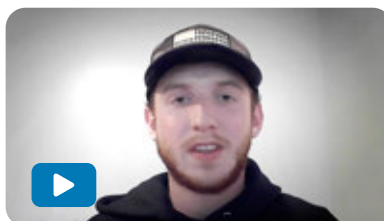
Lorelai

Christian Brothers Automotive
Nice Difference Scholarship Recipient



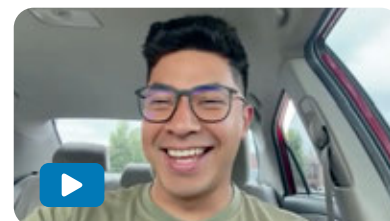
Kiana O.

Christian Brothers Automotive
Nice Difference Scholarship
Recipient



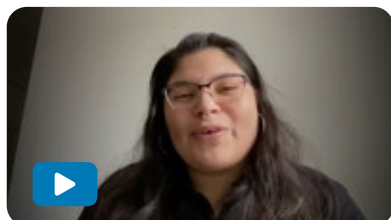
Brayden F.

Christian Brothers Automotive
Nice Difference Scholarship
Recipient



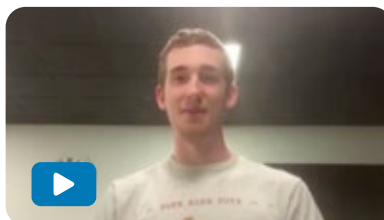
Luis S.

Christian Brothers Automotive
Nice Difference Scholarship
Recipient



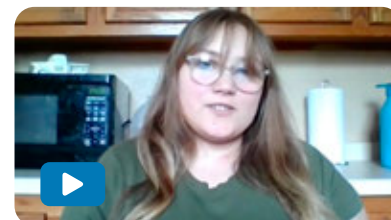
Aliyah S.

Ford Auto Tech Scholarship
Recipient



Owen K.

Ford Auto Tech Scholarship
Recipient



Sierra B.

Ford Auto Tech Scholarship
Recipient

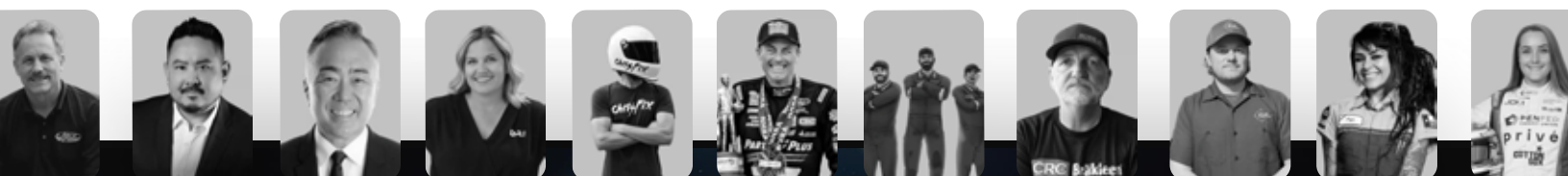
TECHFORCE'S NEXT-GEN INFLUENCERS

TechForce is growing its influencer partnerships to build stronger connections with the next generation of technicians.

We've partnered with two of the industry's most recognizable names: **ChrisFix and Humble Mechanic**. Both will take center stage at our **AAPEX Student Experience**, leading teams of students (400-800 expected!) in an interactive, game-style event built to spark inspiration, boost confidence, and create unforgettable memories.



Their involvement doesn't stop there. ChrisFix and Humble Mechanic will also be featured in upcoming social collabs, serve as Techs Rock Awards judges, and participate in our **Ask Me Anything (AMA)** series inside the TechForce technician network.



Additionally, we have a line up of influencers, friends, and industry pros to joining our **2025 Techs Rock Awards judging panel**, including:



Sabre Cook Driver, Sabre Cook Racing

ChrisFix YouTube, ChrisFix

Emily Reeves YouTube, Flying Sparks Garage

Six, MBP, & Shoreline Podcasters, Canceled for Maintenance

Charles Sanville YouTube, The Humble Mechanic

Rick Love President, Vintage Air, Inc.

Wade Kawasaki Executive Chairman, The Wheel Group

Myles Kovacs Co-Founder & CEO, TIS & Dropstars Wheels

Melissa Scoles President & CEO, QA1 Precision Products, Inc.

Faye Hadley Master Technician, TV Host & DIY Auto Advocate

Kenneth Carpenter Atlas AC Repair, LLC

Joseph Long Sr. Field Technical Trainer, Old World Industries

JP Emerson Podcaster, The JP Emerson Show

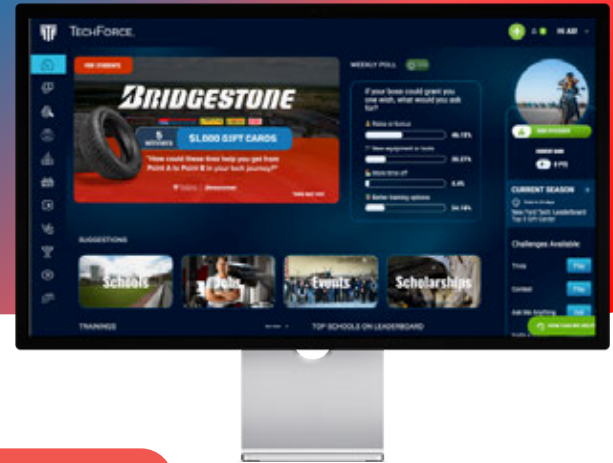
Clay Millican NHRA Top Fuel Racer

Jeff Lutz Street Car Racer, Mechanic & TV Personality

BRIDGESTONE SPOTLIGHT: FROM POINT A TO POINT B



HOW COULD THESE TIRES HELP YOU
GET FROM POINT A TO POINT B?



Contest Impact

With over 150+ students and working techs entries, these answers were authentic, emotional, and resonant. 5 students were selected (but we wish we could have picked them all).

Continue to Deepen the Partnership

- Host a contest and/or leaderboard challenge
- Host *Ask Me Anything*
- Have your influencers talk about TechForce
- Share content like trivia, training videos, or articles that we can put in the network
- Celebrate the students we all support by sharing their stories internally and with your leadership

"These tires could put me on the road to success! A set of new tires will help me get to and from school safely. Most of my funds are going towards tuition and housing... I am appreciative of any help I get along the way."

Jaydon S.
SAM Tech Student
*Photo Above

"I live and work 94 miles away from my school... Hilda II is a 21-year-old Honda CR-V who desperately needs new tires. I only have a few months left with school, and I did the calculations, 6,713.22 miles until graduation. But every time I think about her tires, the date gets farther away."

Charity F.
Tulsa Welding School & Technology Center

"These tires would help me greatly in my journey, both physically and metaphorically. Over time I have learned to push myself through challenges, setbacks, and uncertainty. Like a tire that still holds its grip, I found strength to stay grounded and keep moving forward."

Miguel R.
WyoTech-Bound Student

Contact **JeanMarie Deluca**, Director of Corporate Relations, at jdeluca@techforce.org for strategic alliances and marketing activation opportunities.

2025 CORPORATE PARTNERS





“With your help, I’m set to pursue a rewarding career in aviation with confidence, and this scholarship eases my tuition burden. I’ve attached a photo of myself and one of my growing crew: my wife, our 18-month-old son, and our baby on the way. Your generosity lightens the financial load, letting me focus more on earning my A&P certification while still providing for my family.”

- Callum Richman, Aviation Institute of Maintenance (AIM) student



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www.techforce.org