

A WORKING



CHANGE MODEL



2025 ANNUAL REPORT

*Jim Farley, CEO of Ford Motor Company, with scholarship recipients



A PROVEN WORKING CHANGE MODEL HOW TECHFORCE IS ADVANCING

Friends & Donors,

We've cracked the code. While America debates the student debt crisis and the skills gap, **TechForce Foundation has built a proven a change model that addresses both, at scale.** We're helping students navigate pathways to family-sustaining careers while filling the million-plus unfilled jobs the in the skilled trades.

The proof is undeniable. In 2025, we achieved **260% growth over five years, reaching 90,000 users.** We awarded **\$6.5 million directly to 1,981 students** while exceeding **\$11.7 million in revenue** and maintaining financial sustainability. **Scholarship applications exploded 53% year-over-year to nearly 12,000 students.** Young people are hungry for this pathway.

Thanks to a **substantial capacity-building grant by General Motors**, TechForce has grown with **+11 new staff members in the last 24 months**, showing the strategic investment in operations, technology, and student support systems that serious scaling requires.

We kicked off 2026 joining **Ford Motor Company, CEO, Jim Farley** and Carhartt CEO, Linda Hubbard in Detroit to announce a transformative partnership that captured national attention in Fortune, Business Insider, and across major media. This partnership drives direct investment into student scholarships, outfits emerging technicians with professional-grade gear, and positions skilled careers as a national workforce priority. Jim's call-to-action to support the "essential economy" is the right message at the right time!

TechForce's **change model succeeds where others fail:** we provide wraparound support, scholarships, tools, transportation, professional gear, mentorship, and direct job connections, eliminating barriers between a motivated young person and a highly-skilled, well-paying, in demand career. We address the hidden costs that cause 40% of technical students to drop out. The result? Students who tap the resources of TechForce launch successful careers.

We're at an inflection point. We have a proven model, explosive demand, and financial sustainability. With strategic investment, TechForce can scale 10x from thousands to hundreds of thousands of students annually, **fundamentally transforming how America builds its skilled workforce and competes globally.**

This is the investment opportunity: a proven change model for America's economic future, backed by corporate America's biggest names, ready to scale. TechForce Foundation is the solution to a national crisis and we're just getting started.h

"This is not a concept. It is a functioning workforce pipeline tracking real people moving toward real employment."



A handwritten signature in blue ink that reads "Jennifer".

Jennifer Maher
CEO | TechForce Foundation



REAL IMPACT

GROWTH AND FUTURE VISION

WITH BOARD CHAIR
JON VESELY



Jon Vesely
Chairman of the Board
TechForce Foundation

"We're trying to solve an industry problem, but deep down at its core, we're trying to help people change their lives. If we can change the life of a student, that student can change the life of their family, and that family can change the life of a community."



5 YEAR YOY GROWTH

Five years ago, TechForce launched a digital platform to connect students with skilled careers. Today, that platform serves nearly (90,000 as of Feb 1, 2026) users, with student enrollment growing 74% year-over-year, faster than our overall network growth. **We're not just building a database, we're becoming the go-to pathway for people entering technical careers.**

Total Growth

+260%

↑ 4x increase since network launch
+57.38% YoY (YTD)



Total Students

60,159

↑ 74.02% YoY
+10,301 YoY Growth



Students + Working Tech

79,280

↑ 43.2% YoY
+8,665



Total Users

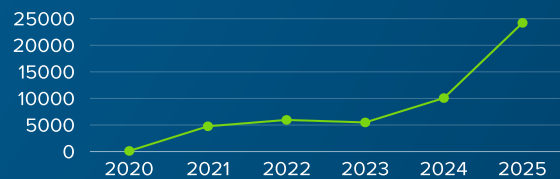
88,652

↑ 37% YoY
+8,413 YoY Growth

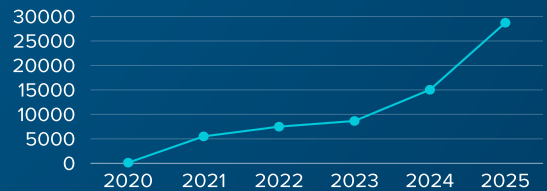


Year-Over-Year Growth Rates 2021-2025

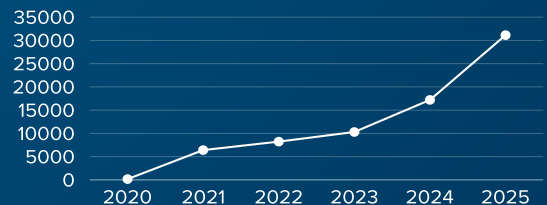
Students Only



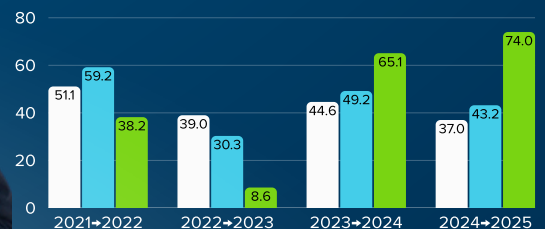
Students + Working Techs Combined



Total Network Users (5-Year Growth)



Year-Over-Year Growth Rates 2021-2025



● Total users ● Students + Working Techs ● Students



2025

PARTNERSHIPS & JOBS

2025 was a breakthrough year for partnerships at TechForce. Expanding into HVAC with Carrier, AV with Waymo, and celebrating our 7th annual Techs Rock Awards at SEMA Show, we're building a movement. **Our partners provide scholarships, tools, gear, training, and job connections that transform lives.**

HVAC Expansion

Carrier became our first HVAC OEM partner, opening pathways for students into a sector with 400,000+ projected openings.

Jobs Pipeline

Our API-enabled platform now connects users directly to job opportunities, being able to apply directly to Bridgestone/Firestone, Christian Brothers Automotive, Carrier, and more partners.

Capacity Building

We awarded \$6.5M in scholarships, including a historic \$1M in June alone. General Motors and Bridgestone Americas Trust provided substantial capacity-building grants enabling us to scale infrastructure and expand our reach.

Our partners are co-creators of our change model. Together, we're proving that when you remove barriers and provide wraparound support, young people choose skilled careers and they thrive.

PARTNER SUMMIT APRIL 20-22 SCOTTSDALE, AZ

SAVE THE DATE




Join Us at Partner Summit
April 20-22, 2026

[REGISTER TODAY](#)




Learn More About Our 2026 Vision

[VIEW 2026 TECHFORCE OVERVIEW](#)




In-Kind Matters

Our students need more than funding, they need tool donations, gas cards, tires and car repairs, internships, mentorship, and direct hiring opportunities.

In-kind support transforms outcomes.

[Donate Today](#)



We are listening:

WHY OURS *ASK ME ANYTHING* IS DIFFERENT

Ask Me Anything (AMA) is TechForce's Q&A: technicians upvote questions, experts answer the top picks, and we share responses across our dashboard and social channels.



Why it's different

Demand-driven content that does not guess what students want. **We listen, prioritize, and activate based on their voices.**

How we act on it

What we hear directly informs who we feature, what they address, and how we design future content and programming.

What we're learning

Across (6) AMAs and 550+ approved questions, students consistently ask less about tools and more about:

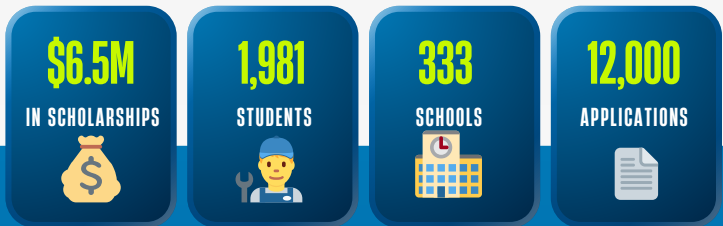
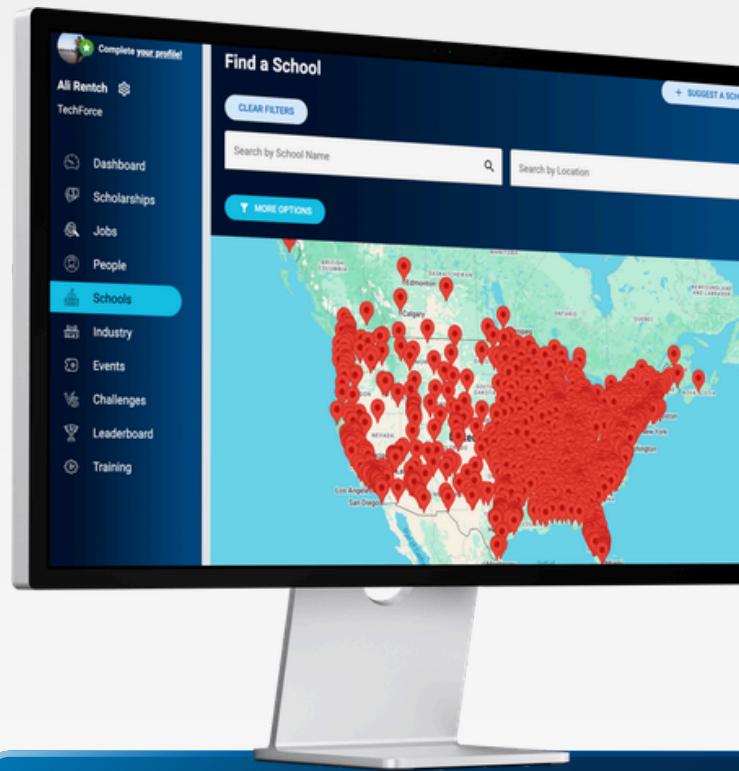
- Confidence, burnout, & long-term growth
- Career paths, mistakes, & real-world decisions
- Identity, belonging, & overcoming barriers



SCHOLARSHIPS & STUDENT IMPACT

REMOVING BARRIERS, BUILDING SYSTEMS, LAUNCHING CAREERS

In 2025, TechForce awarded **\$6.5 million in scholarships to 1,981 students across 333 schools nationwide**, more than doubling our 2023 impact. Yet, demand is exploding: we received nearly **12,000 applications, a 53% increase** from last year. We're currently able to award 1 in 6 students who apply due to limited funding. We need more donations to help close this gap. The need is real, the students are ready, and our mission has never been more urgent.



DEMAND IS RISING | Only 1 in 6 applicants can be supported

Building Scalable Systems

We're creating a school "self-care" model that enables TechForce to scale improvements across all future school collaborations.

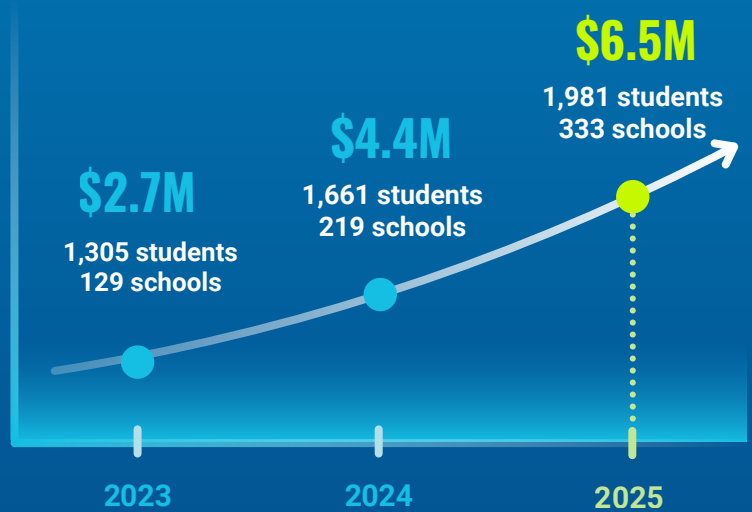
100+ Student Sign-On Events

Post-secondary schools hosted interactive events that brought TechForce directly to students. Multi-campus schools now onboard students independently across all locations, proving our model replicates.

National School Presence

School visits across Illinois, Iowa, South Carolina, Michigan, Georgia, Tennessee, Texas, Kansas, Arizona, Nevada, and California.

Our 330+ school staff meetings built relationships that champion students to and through their technical education.



Every scholarship is a barrier removed. Every student supported is a technician gained. Every system built is scalability unlocked.





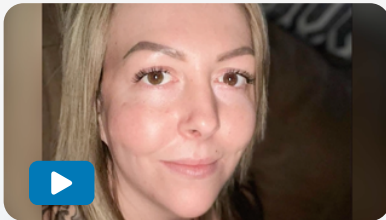
LISTEN TO THEIR STORIES

WHO WE HELP SUPPORT

Spotlight: Colton H.

Dodge/Stellantis Scholarship Recipient

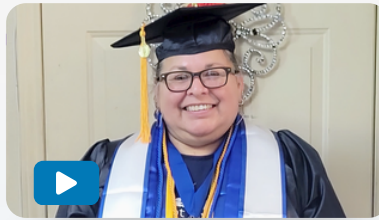
A leukemia survivor at the age of 8, Colton was given just 10 days to live. With the support of his grandma who raised him, he survived and is now flourishing. Colton is currently in school to become a skilled technician.



Ashley H.

CarMax Scholarship Recipient

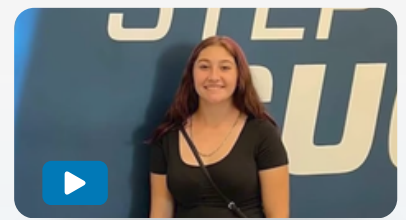
Ashley is rebuilding her life through sobriety and skill. She discovered her passion for cars at a lowrider show and is now training to become a master dent repair technician.



Raquel F.

Christian Brothers Automotive Nice Difference Scholarship Recipient

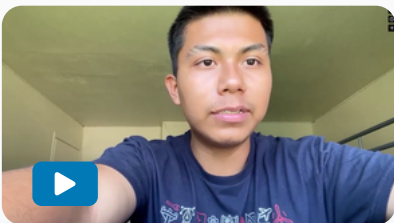
Raised in her grandfather's shop, Raquel chose a different path after seeing friends struggle. She's now working toward owning her own automotive shop.



Mallory R.

UTI Scholarship Recipient

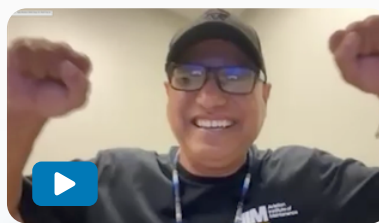
Mallory has overcome generational poverty to get into UTI and chase her dreams. She believes her gender and youth are advantages in the industry and her spirit is contagious.



Eduardo C.

NAPA Scholarship Recipient

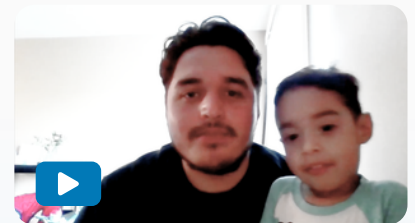
Driven by faith and a love for cars, Eduardo believes hard work creates opportunity. He's on the path to becoming a master technician.



Rajib B.

Snap-on Scholarship Recipient

After losing two jobs to AI, Rajib chose reinvention over defeat. Now transitioning into aviation, he's embracing the future of a skilled tech career.



Angel G.

Daimler Truck Scholarship Recipient

A Texas family man working in automotive manufacturing rediscovered his passion for hands-on mechanical work and is now pursuing a future in trucking and diesel technology.



2025

MARKETING ATTRIBUTION:

BE FUN. BE AUTHENTIC. BE REAL. ❤️

TechForce went from **28 events** in 2024 to **63 events in 2025**, reaching over **2,000 students** at places they already love, NHRA, NASCAR, Sick Summer, and Mecum Auctions. We meet students in their element, show them the career pathway, and connect them to opportunities on the spot.

What is Working

Authentic, fun, and sometimes quirky content resonates with Gen Z.

A 572% increase in Facebook link clicks and 314% jump on Instagram didn't come from better graphics, it came from being real.

Students don't want another institution talking at them; they want people who get it. So we became those people.

Check out some of our favorite TikToks:



 61.9K link clicks (+572% YoY)	16.9K visits (+16% YoY)
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 2,297 followers (+350 new)	4,446 clicks, 3,052 interactions
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 14.2K link clicks (+314% YoY)	9.9K visits (+124% YoY)
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 4,268 followers	110.9K views, 5K+ interactions
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*NRHA driver & TechForce board member, Matt Hartford, with Adriana A.

2025

SIGNATURE PROGRAMMING:

JAIL & BAIL

The Jail & Bail fundraiser brought together NASCAR drivers including **Joey Logano, Ryan Blaney, Alex Bowman, Michael McDowell, and Ricky Stenhouse Jr.**, alongside industry partners, to raise over **\$150,000** for student scholarships through the Brienne Davis Memorial Fund. The event turned friendly competition into meaningful impact, increasing visibility for TechForce's mission while directly supporting the next generation of skilled technicians.



TECHS ROCK AWARDS

Our 2025 Techs Rock Awards were announced live at the SEMA Show in Las Vegas, where we recognized top future and working technicians across the skilled careers. **Sabrina Marrero** (Aviation – Future Tech) and **Mia Jackson** (Marine – Working Tech) were named Grand Prize recipients, representing the pipeline from emerging talent to industry leadership.

TECH FEUD AAPEX 2025



200+ local high school automotive students got in on the action: epic merch, hands-on fun, and a live game show with **ChrisFix** and **the Humble Mechanic**. Questions were flying, prizes were scored, merch snagged, and yep...even shoes got signed.

WATCH THE EVENT HIGHLIGHTS



2026 AND THE FUTURE OF TECHFORCE'S PIPELINE

TechForce is operationalizing this pipeline through automated communication and wraparound services that actively move students from scholarship to employment. Email and SMS sequencing guide users step-by-step through critical moments, application, enrollment, persistence, certification, and job placement, while wraparound services address the real barriers that stall progress, from transportation and tools to confidence and career clarity.



RESOURCES

A unified platform where 80,000+ aspiring and working techs navigate their career journey. Students get the roadmap, support, and opportunities they need. Schools and employers get a pipeline they can finally see. TechForce stays with the student from first interest to first job.

GEN-Z DATA

Live behavioral patterns, engagement trends, and open-text sentiment give us a qualitative view of the workforce pipeline no one else captures. We're not just counting users, we're understanding their motivations, barriers, and the real friction points shaping their decisions.

AI LEARNING

AI blends human narratives with hard data to reveal insight the sector has never had: why a student stalls, what support changes their trajectory, what training is most effective, and how to tailor interventions at scale. It's the difference between guessing and knowing.

CASE STUDIES: SOLVING THE DISCONNECT

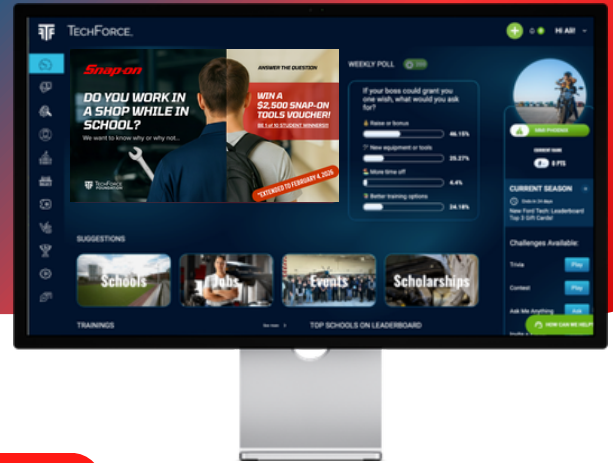
TechForce will publish national case studies that align all data engines platform behavior, Gen-Z insight, and AI learning, to expose where the workforce system breaks down and how to fix it. These studies will give industry, education, and policymakers a shared playbook rooted in real evidence, not assumptions.

It's our next major contribution: turning lived experience into workforce solutions the whole country can use.

SNAP-ON SPOTLIGHT

We asked students

“ DO YOU WORK IN A SHOP WHILE IN SCHOOL? ”



Contest Impact

527 approved submissions from **277 schools** reveal that most respondents are already working in technician environments while attending school. This contest surfaced real workforce behavior, not future intent.

Continue to Deepen the Partnership

Run repeatable contests, Ask Me Anything, and content drops that connect students, schools, and industry partners inside the TechForce network.

What students shared

“Between school, two jobs, and everything else life throws at me, I barely have time to sleep. But I’m doing everything I can to stay afloat and keep moving toward becoming a Master Technician.”

Christopher M.
Contest Finalist from State Fair Community College

“Working while going to school isn’t easy. I’m waking up early, putting in full days in the shop, then showing up to class tired. But I do it because I have to. I’m working because I want to earn my place in this industry.”

Jacob H.
Contest Finalist from Sinclair Community College

“Working while I’m in school isn’t optional for me; it’s a must. It’s how I connect classroom learning to real cars, real customers, and real problems.”

Yasaman G.
Contest Finalist from Universal Technical Institute

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



2025 CORPORATE PARTNERS

Every impact in this report is made possible by the commitment and partnership of those who stand with us.



To view a full list of our 2025 donors, please visit:
www.techforce.org/about-us/#our-partners



THANK YOU PARTNERS

"I had a great time at Burnout Rivals. Thank you for this opportunity!"

Nicholas S.

Lincoln Tech: East Windsor meeting Cleetus McFarland (right)



CARLYLE

I would like to thank Carlyle Tools and TechForce for what they are doing to promote and support the automotive industry. As this is well needed for the automotive industry, not just entry level technicians entering this career. Experienced technicians still need the support and recognition for what they have achieved and mastered throughout their careers. The tools that I have received will be used as a travel set as part of my job training new technicians.



David B.

Vanguard Sentinel Career and Technology Center, OH

Landon A.

Northwest Technical College, MN

Mario M.

William R. Moore College of Technology, Memphis, TN

Ryan P.

Columbus Technical College, GA



North Dakota State College of Science

CRC Industries, in partnership with TechForce, donates products to students at North Dakota State College of Science.



TechForce Foundation is a national not-for-profit that helps students who aspire to be skilled technicians achieve their career goals. We champion them to and through their education and into skilled careers.



www.techforce.org