

# HELPING STUDENTS TO & THROUGH THEIR CAREERS AS PROFESSIONAL TECHS

We're the national not-for-profit closing the disconnect between technical talent and industry. TechForce takes students from training → scholarships → careers.

## HOW WE DO IT:

### Inspire

TechForce Foundation inspires the next generation by showing students that skilled technicians are respected and in demand. **Through \$6+ million in annual scholarships**, national recognition programs like the Techs Rock Awards, and **partnerships with 1,400+ schools**, TechForce proves that technicians can go further, faster in a skilled career.

### Support

TechForce's robust online career platform has 90,000+ future and working techs, instructors and industry professionals engaged, and tracks aspiring technicians' **real-time progress and career goals**. From scholarships and support services to apprenticeships and jobs, TechForce provides the support and students need to succeed from pipeline to placement.

### Connect

TechForce Foundation connects talent to industry by giving students direct access to **12,000+ job locations**, apprenticeships, and mentors. Donors can match with students by **graduation date and location**, while new features like **"Ask Me Anything" sessions bring influencers and industry pros** into the conversation. TechForce is a skilled-careers launchpad.



**501(c)(3) NOT-FOR-PROFIT**



**\$6+ MILLION SCHOLARSHIPS**  
AWARDED ANNUALLY



**80,000+ STUDENTS + WORKING TECHS**  
ACTIVE TODAY IN TECHFORCE



**1,400+ SCHOOLS**  
PARTNERS NATIONWIDE

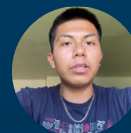


**1.4 BILLION IMPRESSIONS**  
ANNUAL EDITORIAL REACH



**12,000+ JOB LOCATIONS**  
POSTED TODAY IN TECHFORCE

*"Even if it's just small baby steps, multiple of those end up leading to a big step for my dream."*



**Eduardo**  
**NAPA Scholarship Recipient**  
**Texas State Technical College**

**90K+**

USERS IN THE  
TECHFORCE NETWORK



**78%**

YOY STUDENT &  
WORKING TECH  
GROWTH



YOU CAN HELP. LEARN MORE AT [WWW.TECHFORCE.ORG](http://WWW.TECHFORCE.ORG)



# ORGANIZATIONAL FACTS



Champion technicians in ALL sectors: auto, aviation, diesel, collision, HVAC, motorsports, welding, EV/AV + more...



A 501(c)(3) not-for-profit working nationwide



Proprietary IT platform to track + measure progress of students through their training and into careers



The integrator/ intermediary that connects technical schools, industry and technician workforce



\$11M annual budget (revenue raised from corporate, foundation and individual donors)



The largest not-for-profit scholarship provider exclusively for techs awarding \$6M+/year



17 staff working remote across the US



15 member board of directors representing all industry sectors



Partnerships with over 1,400+ high schools, community colleges and postsecondary tech programs across the US



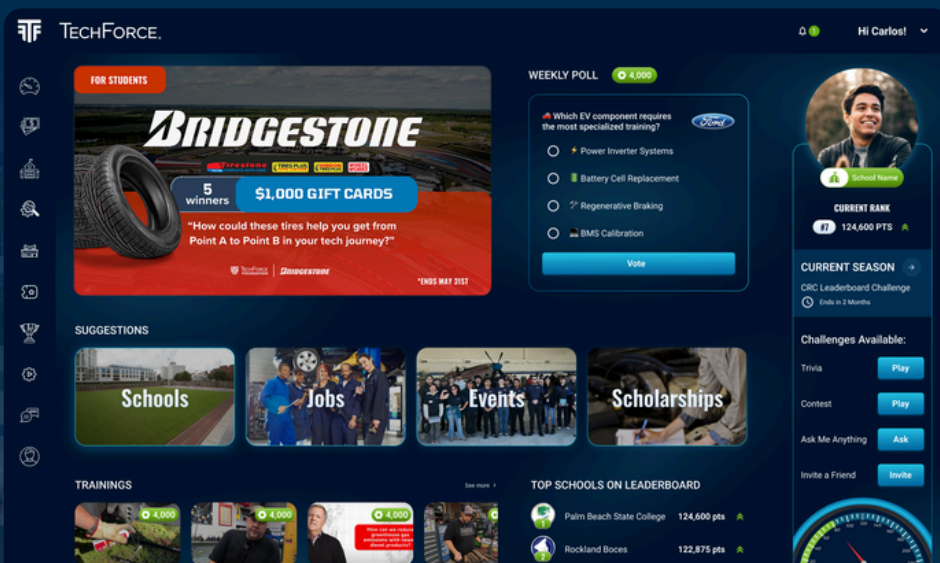
Working nationwide in all 50 states + territories via schools, industry, nonprofits and volunteers



80,000 middle school, high school, postsecondary students and working technicians currently engaged in TechForce.



Donations are 100% tax deductible and social impact is measurable



# 5 WAYS TO ENGAGE



## ● STRATEGIC ALLIANCE PARTNERSHIP

Let's negotiate a **win/win strategic alliance** that enables your business to authentically support TechForce's mission and future techs while also achieving your goals. Strategic alliances are customizable and may include scholarships, cause-marketing, content development, PR and social media, local school engagement and student meet & greets, apprenticeships and job posts, employee volunteerism, and engagement strategies via the 80,000 students and working techs in TechForce. Strategic alliances range from \$20k to \$1.5M+ annually.

## ● DONATE TO TECHFORCE

TechForce Foundation appreciates all donations, whether it's \$100, \$500, \$2500, \$5000, \$10000 or any amount. Donations are 100% tax deductible and fuel our mission and programs that support the next generation of skilled professionals.

## ● BE A TECHFORCE SMALL BUSINESS CHAMPION

TechForce Champions are small businesses under \$10M in annual revenue that donate \$100 per month or \$1,200 per year to support the cause and receive recognition rights of an industry profile, apprenticeship post, technician job post, Techs Rock Awards activation kit and tax acknowledgement letter. Limited to 1 rooftop.

## ● OPEN A NAMED SCHOLARSHIP FUND

TechForce Champion rights plus a named scholarship fund that TechForce administers on your behalf supporting students attending technical schools in your region(s) with a minimum contribution of \$12,500 annually.

## ● IN-KIND DONATIONS

Have no budget but still want to support techs? Donate goods and services to help the charity, students & schools:

- Tools, toolboxes, training equipment or vehicles
- Gas cards, cash cards, online store credits or vouchers
- Printing, signage, pro-bono legal or other services



## Interested?

Contact Jennifer Maher at [jenmaher@techforce.org](mailto:jenmaher@techforce.org) or call 602-550-0371





### **\$1,200 Relocation Grant**

Supports a grant to a student who needs to relocate for school. Costs may include gas, truck rental, motel, or housing and utility deposits.



### **\$2,500 Tuition Scholarship**

Provides one scholarship to a student with deep financial need. \$2500 has been shown to be the "sweet spot" in making a difference as to whether a student will or won't start school.



### **\$12,500 Named Scholarship Fund**

Opens a named scholarship fund and provides 4 financially-disadvantaged students with tuition scholarships.



### **\$3,500 Veterans at Work**

Provides relocation, emergency grants or tuition assistance to Veterans pursuing their certifications to transition their skills from deployment to jobs at home.

# YOUR DONATION IN ACTION



### **\$15,000 Women Techs Rock**

Supports our networking club in which women tech students are connected with working women techs so they have a support system to complete school and retain in the industry.



### **\$100,000 Shop Makeover**

Funds a high school shop makeover grant to upgrade an training lab with enhanced equipment, tools, lighting or safety equipment.



### **\$50,000 Strategic Alliance Partnership**

Crafts a strategic business alliance in which you do well by doing good. Advance your business objectives while supporting the cause of workforce development.



### **\$20,000 TechForce Career Platform**

Supports our work helping students throughout their journey through our proprietary IT platform, career coaches and direct outreach.



### **\$20,000 Sponsor Diversity**

Support TechForce's initiative to diversify the technician workforce by welcoming more women and people of color. Be a leader in DE&I.





### **\$50 Gas Card or Food Pantry**

Helps a financially distressed student with an on-the-spot emergency cash grant to get transportation to school or work or groceries from a TechForce campus pantry.



### **\$100 Student Experience**

Supports a student's participation in a hands-on experience exploring the technician career and meeting mentors and industry leaders.



### **\$200 School Supplies**

Helps a student to have the work boots, uniform, volt meter and other essentials required for their schooling.



### **\$250 Certification Fees**

Helps students pay the testing fees to obtain the certifications necessary for employment.



### **\$25,000**

Supports wraparound services from life skills and resume writing to mental health and finding tech schools so that students are holistically successful.



### **\$500 Life Happens Emergency Grant**

Provides emergency grants to keep a student in school and in the workforce pipeline. We know that \$450 is the average hiccup that derails a student's ability to stay in school.



### **\$650 Family Support**

Provides an emergency grant to help adult and Veteran students with children struggling to make ends meet with the costs of child care, diapers, infant formula and groceries.



### **\$1,000 Sponsor an Instructor**

Helps cover travel and registration costs for an instructor to pursue continuous training, so they can appropriately teach the next generation of skilled technicians.



### **\$1,000 Contest Grand Prize**

Provide a \$1,000 Grand Prize for the winner of a TechForce contest or Leaderboard Challenge.

# FIVE STAR ALLIANCE



## Cash

TechForce Foundation needs monetary donations to achieve its mission and fuel its scholarships & grants, wraparound services, student experiences, and ability to find apprenticeships and jobs. TechForce generates cash donations through a variety of mechanisms:

- Check, Cash or Credit Card Donation
- Gift of Stock
- Event Sponsorship & Strategic Alliances
- Estate Planning Gift
- Cause Marketing/Commercial Co-Venture
- Gift In-Memoriam

## In-Kind

In-kind donations and/or deep discounts on mission-critical products and services help a non profit's bottom line. By relieving an expense through donations, we can record the fair market value of the contribution, advance our mission, and give recognition to your brand. Mission-critical, in-kind needs include (but aren't limited to):

- Essential supplies, including tools, toolboxes, gas cards, workboots, gift cards
- Items TechForce needs to operate, such as printing, signage, research, and introductions.

## Marketing Muscle

TechForce accesses the marketing muscle and distribution channels of our partners in order to get the word out about this 'new collar' career. TechForce builds professional, engaging content that can be co-branded. When each sector of the industry (auto, aviation, collision, diesel, HVAC, motorcycle, motorsports, restoration, welding, etc.) collaborates to provide imagery, diverse technician testimonials, donated tickets, apprenticeships and jobs, and marketing muscle, TechForce can be the collective voice of the industry that desperately needs to fill the technician pipeline.

## People Power

TechForce's volunteer corps serves as boots-on-the-ground, playing a role in the lives of future techs. Donate time, expertise and passion to serve as speakers, bloggers, media interviewees or social media influencers. Engage with students and working techs at schools, motorsports races, career fairs, car auctions, motorcycle rallies, air shows, and other events. Serve on committees and boards, both locally and nationwide.

- Emergency support to keep students in school (car repairs, tires, temporary housing/motels, rental trucks, gas cards, and/or collections) grocery vouchers, ride credits/bus passes/ rental cars and more).
- Vehicle donations (for auction, training or liquidation purposes)

## Network Introductions

Who do you know who would have an interest in learning more and supporting our charitable efforts?

TechForce appreciates your introductions to others who can join the movement.

