

# About the 100,000 Opportunities Initiative™



4.5 MILLION  
AMERICANS  
BETWEEN 16 & 24  
ARE OUT OF  
SCHOOL AND NOT  
WORKING

**About.** Launched in August 2015, over **50 major companies** have joined one of the largest employer-led youth focused movements in the United States to create more pathways to **economic opportunity** for young Americans.

**Goal.** Engage at least **1,000,000 Opportunity Youth** – 16-24 year olds who face systemic barriers to jobs and education – by 2021 through apprenticeships, internships, and part-time and full-time **jobs**. To date, the coalition has already hired more than 100,000 Opportunity Youth, achieving it's initial goal 2 years ahead of schedule.

**Approach.** The 100k Opportunities Initiative will achieve this through:

**Direct Hiring,**  
including Opportunity Fairs &  
Demonstration Cities



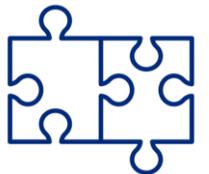
**Employer-Led  
Learning Communities**



**Communications &  
Advocacy**



**Strategic  
Investments**



# Coalition Approach and Opportunities for Engagement

Members have the opportunity to participate in the activities that support their goals and business



## Direct Hiring

- Hire youth at **Opportunity Fair launch events**
- Participate in **ongoing hiring in 100k cities** in partnerships with workforce organizations
- **Improve recruitment, application, hiring, and onboarding practices** in coalition working groups in preparation for launch events



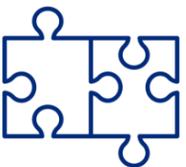
## Employer-Led Learning Communities

- **Share data to collectively build business case** to demonstrate ROI
- **Test programs to evolve employer practices** through learning and innovation labs
- Option to **participate in 100k pilots** that are developed by coalition members



## Communications & Advocacy

- Engage in **coordinated communication campaign** to solidify the narrative that Opportunity Youth are a diverse, vital group of young people with tremendous value and talent
- **Advocate to remove barriers** for Opportunity Youth



## Strategic Investments

- **Invest and test in local communities** to understand what works, catalyze change, and continue connecting Opportunity Youth to employment opportunities.
- Support activities with a **collective fund** to which all members contribute



# More than 150,000 New Employees for Member Companies

Member Benefits: Talent Attraction & Development – Be an Employer of Choice



*Example:* Coalition members interview over 2,500 youth in one day at the last Opportunity Fair in DC

Finding New Talent Sources

Signature Opportunity Fairs

Locally Organized Events

Recruiting Partnerships

Tools to Inspire Organic Hiring



# Improved Retention & Development through Best Practice Sharing

Member Benefits: Practice & Policy Development Across Companies

*Example:* HMSHost has radically improved retention through pilot supported by the Initiative

Innovation Labs

Employer Convenings

Webinars & Learning Opportunities

Tailored Pilots & Consulting

Best Practice Sharing

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