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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