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RISE

2021 Impact Report

MOMPROJECT.ORG



We rose to new heights in 2021

It's been an exciting year for RISE, and I am so excited to share all that we've accomplished (across such a short period of time)! In this report built by Werklabs, The Mom Project's independent research division, we will dive into key program metrics, highlighting successes and opportunities to take with us into the future.

I'd first like to express immense gratitude toward the ongoing support from The Mom Project and gratitude for the passionate team that we have assembled at MomProject.org. We would not be where we are today, positively impacting thousands of women as they progress in their careers in such meaningful ways, without such a capable team in place.

I have experienced the impact of upskilling and career pivoting firsthand, and it is why I am sitting here today writing this letter.

Prior to RISE, I also decided to make a career pivot into the tech industry, and it made me realize how impactful upskilling could be how it could be done so much better. I remember thinking that it should be so much more accessible, equitable, and empowering. Women should not have to move across the country, as I did, just to break into a new industry. They should not have to bear the outrageous financial burden, especially when many are already unemployed or underemployed. And moreover, women, and especially those with dependents, should not be expected to do it all on their own.

My personal upskilling experience was far from ideal, but it was successful and helped make me even more determined to change how upskilling occurs in today's business landscape. This is what is driving me, our RISE team, and The Mom Project. We are impacting the lives of women and altering what the future will look like. At RISE, it's not just about the certificate, but rather it's about a creating an upskilling program and community that recognizes women as individuals, and helps elevate them to new heights in their careers.

This is just the start.

There's so much more to come. More program offerings, more additions to our team, more data collection, and more learnings to take with us into the future.

We hope this report informs and excites you.



Kindest regards,

Chandra

Chandra Sanders



Our North Star:

to elevate 10,000 moms by 2023

RISE Program Snapshot



3,867

applications



945

cities impacted



10M

people reached



2,103

program participants



90%+

program completion rate

MEET KENEFRA CARTER

A proud, passionate single mother of two who completed RISE in record time, leveraging every aspect that the program has to offer to land her dream job at a company that she knew would see her and hear her: The Mom Project.



“I hustled. I worked [on the program] at night. I worked while I was cooking. I worked while my daughter was in swimming lessons. [RISE] cheered for me the whole time they checked on me...And it took my limitations that I felt about my own career off of myself.”

A program built for her

ACCESS. ACHIEVEMENT. REPRESENTATION.

RISE is an upskilling certification program designed to empower moms and women of color, supporting and fast tracking career advancement, earning potential, and achievement in the tech industry.

With our people-first approach, participants receive multifaceted support to gain access into tech and other emergent industries, to overcome barriers to program completion, and to accelerate access to greater economic opportunities.

8 CERTIFICATIONS OFFERED IN PARTNERSHIP WITH CAREERCIRCLE

CareerCircles' 1-on-1 curriculum support shows 195% increase in graduation rates compared against the traditional self-guided method.

- Google IT Support
- Google UX Design
- Google IT Automation with Python
- Salesforce Administration
- Google Project Management
- Salesforce App Builder
- Google Data Analytics
- PD+JLL Commercial Real Estate



THE RISE ADVANTAGE & SUPPORT

- Community
- Scholarship
- Personalized Path Curation
- Certification & Graduation
- Holistic Approach
- Elevation & Job Placement

During a time when she needed it the most

In September of 2020, The Mom Project founded RISE as a response to the impact of COVID-19 on moms, particularly moms of color, when at least 2.1 million working moms were forced out of the workforce, with Black and Hispanic moms being most disproportionately impacted.

In 2020, Black women faced a 16.9% unemployment rate due to the pandemic and Hispanic women faced a rate of 16.7%. Threats to career advancement were most prominent for Black and Hispanic moms too, who rated the impact of COVID-19 on their ability to advance their careers as 15% more negative than White moms in a study conducted by Werklabs.

The Mom Project continues to fight for diversity, equity, and inclusion and RISE is actively reversing the backslide trend by removing financial barriers of upskilling and providing access to community. Taken together, this upskilling opportunity not only unlocks new levels of confidence, but also increases earning potential.

With many women, and particularly moms, entering the program unemployed, the average economic impact from completing RISE is tremendous.

American women have the power, courage, and talent to lift their families up through their hard work, dedication, and participation in a program that is equally as invested in her.



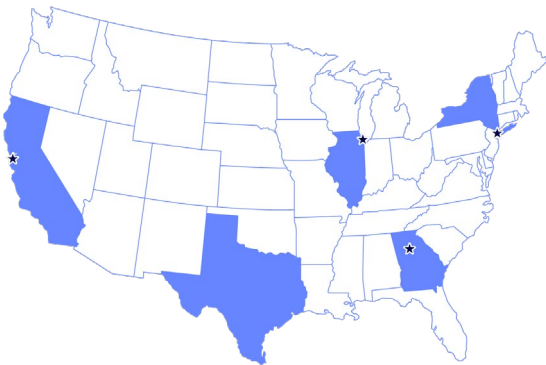
“January 2021, I ended up losing my job due to COVID...I [asked myself], ‘What happens now?’ There’s not a whole lot of hiring going on. I don’t know what I’m going to do. I’m a single mom... [and] I have these kids. I have no idea what’s next for me.”

–Kenefra Carter

RISE-ing by the numbers

PARTICIPANT OVERVIEW

In our first year, we exceeded our goal of reaching 1,000 women. Out of 3867 applicants, we awarded 2103 women RISE scholarships, achieving 210% of our first year goal and reaching participants from almost every state in the US (47) across 945 cities.



TOP STATES

- California
- Texas
- Illinois
- Georgia
- New York

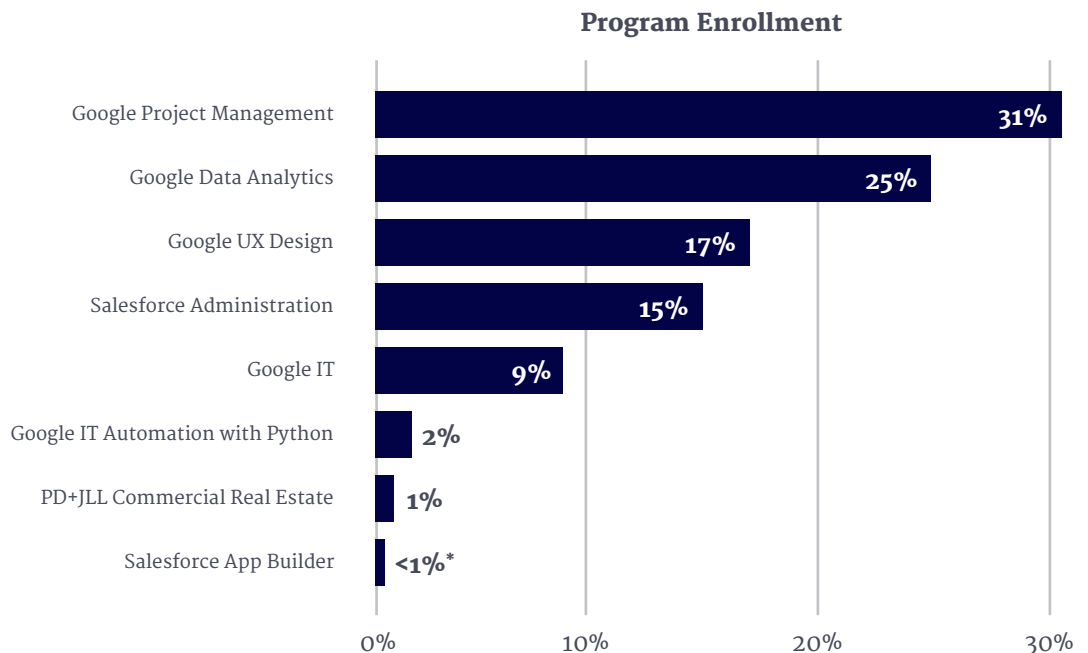
TOP CITIES

- Chicago
- Atlanta
- New York
- Brooklyn
- San Francisco

More than half of the candidates reported being unemployed when they joined RISE, highlighting the potential economic impact of RISE on program participants. The remaining half are either full or part-time workers or self-employed. On average, participants have about 5-10 years of professional experience and close to 60% have a college degree.†

PROGRAM ENROLLMENT

RISE is proud to offer eight Google and Salesforce certifications. RISE's most desired programs are Google Project Management, Google Analytics, Google UX Design, and Salesforce Administration.



†Not all participants reported their employment status, years of experience and education.

*Program enrollment is minimal at less than 1%.

HIGHLY INVESTED COMMUNITY

Our community is invested in and relates to the mission of RISE and The Mom Project. More than 50% of applicants heard about RISE through The Mom Project (TMP) network or participant referral.

From the start, participants are eager to join RISE's community network. RISE's private LinkedIn group is a thriving springboard for support, where over 50% of the participants ask questions, give advice, brainstorm, celebrate successes, encourage and help each other throughout their time with RISE.

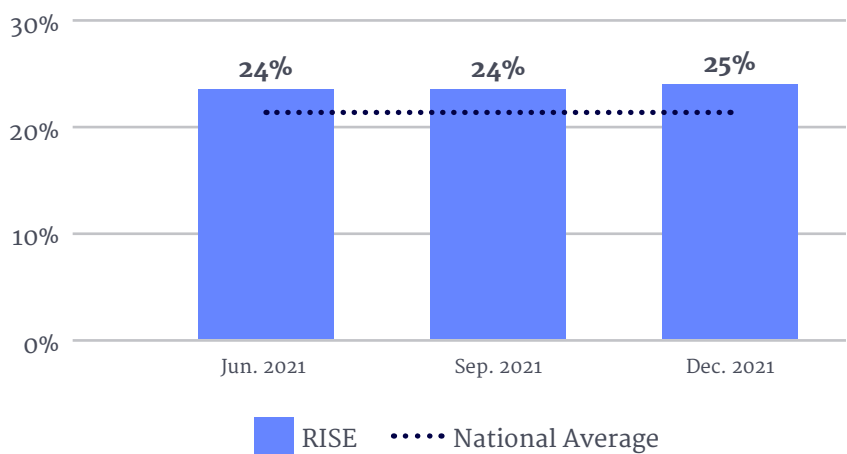
Moreover, of the participants who have been part of RISE for over three months, over 99% attend our Resume Masterclass, where participants learn how to market their new skills and optimize compatibility with ATS systems. They are fully invested not only in the certification program itself but also any additional support RISE provides to pivot their careers.



“RISE isn’t just the certification. You get someone who helps you with your resume. You get someone who talks to you about what you want to do next with your career and what that looks like, taking off your own limitations on yourself, and how to pivot [careers and] translate those [skills].”
-Kenefra Carter

Newsletter Open Rate

An average open rate for newsletters across various industries is 21.33%.* RISE's open rate has consistently been above average throughout the year.

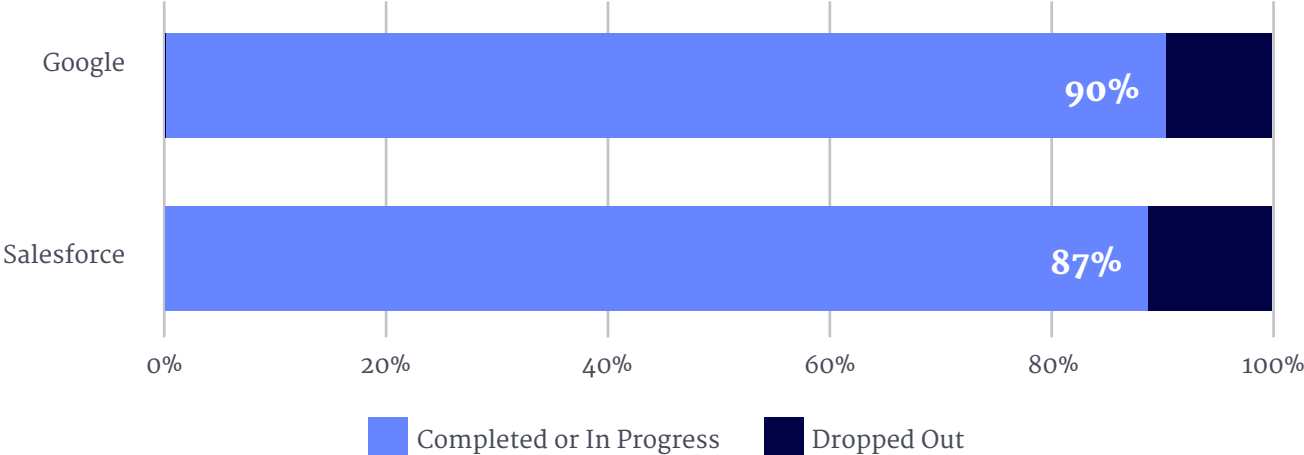


*According to MailChimp data <https://mailchimp.com/resources/email-marketing-benchmarks/>

Overall completion and in-progress rates are high with about 90% of participants being either in progress or having completed their certification program. Out of 2103 participants, majority (79%) are in the process of completing the program. Others have either graduated (10%) or dropped out (11%).

COMPLETIONS BY TRACK

Google track participants have slightly lower dropout rates than those in the Salesforce program. For our Salesforce track, we successfully decreased the drop-out rate from 19% (calculated 10/2021) to 13% within two months.

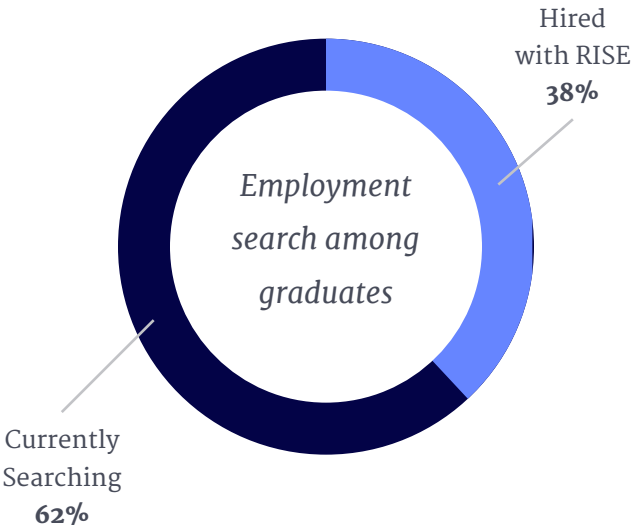


GRADUATES

The goal of RISE is to equip our graduates with skills that will allow them to find primary employment or make a career pivot into a more advanced, elevated role. Of 218 participants who have graduated, 51% reported they were unemployed when they joined RISE and of those, 38% reported that they found new jobs during or after completing the program.

When considering about half were hired during the program as opposed to after their completion, it is important to consider how participating in RISE instills a level of empowerment and confidence to begin applying to new roles.

Moreover, 90% of those who were hired during the program are currently still continuing with or have since completed the program.



A PLATFORM FOR CONTINUED SUCCESS

To elevate 10,000 moms by 2023, RISE must continue to reach moms- seeing her and speaking to her. In 2021, through various media outlets, RISE reached over 10 million people across the country.

Equally if not more important than reach, however, is messaging, which is something Chandra Sanders has mastered. Chandra ties in her personal story of upskilling to the story of RISE, with a sense of vulnerability and hope that resonates and motivates moms to join the program.

“I went on LinkedIn and I just happened to hear about RISE...[and] my first interaction was this live talk [Chandra] was giving on LinkedIn...I think it really helped me...that I saw myself in her. She too lost her job during COVID. She too had kids that were depending on her. And she too had to figure out how to make sure that her kids were eating every day because she was their lifeline. To hear it at the time, especially the place that I was in ‘what do I do next?’, [made me feel like she was saying] ‘I’ve been in your place and walked in your shoes. I understand it.’”

-Kenefra Carter

MEDIA REACH

Among the many media features RISE received mentions in, the top 3 opportunities were ABC 4 news, CBS Chicago, and Cheddar News. Many more media outlets highlighted RISE, reaching women across the country who may need RISE.



KOMO News	2.21M
KUTV CBS 2	1.45M
Market Screener	1.35M
KATU	1.09M
LOCAL 12 WKRC-TV	938K
SAP News	83.4K
Biz Journal	2.31K
Human Resource Executive Magazine	67.1k

Limited but not Bound

A discussion of data limitations and future plans

DATA COLLECTION

While there are data collection challenges as a new organization, RISE has two major advantages: (1) an ability to collect two sets of program impact data in a year, and (2) a community of participants who are highly invested in our mission of elevating moms and women of color.

Because our program runs on a 6-month interval, we have the opportunity to collect two rounds of impact data from participants who have undergone the program from start to finish. That not only allows us to attain greater knowledge of the impact of RISE but also provides us with an opportunity to make iterative improvements throughout the year. Moreover, given the highly engaged nature of our participants, we anticipate continued high levels of participation with data collection and requests for feedback.

Our current data collection process involves application forms, bi-weekly program progress status from CareerCircle, and participant self-report. These three allow us to understand why they need RISE, where they are in their courses, how RISE can encourage and support them throughout the certification process, and how their employment status has changed.

OPPORTUNITIES

We have partnered with Werklabs, the research division of The Mom Project, to more strategically and robustly build out our program model, clearly defining performance outcomes of interest and key drivers of program success to measure ongoing.

In partnership with Werklabs, 30+ women participated in confidential, 1:1 interview, sharing their RISE experience and feedback for the program. Werklabs then performs a rigorous line-by-line coding of results to identify key themes that will then be measured quantitatively using a survey instrument.

Recognizing our ability to collect large amounts of data with a highly engagement community of participants, we are excited to grow and improve our data collection processes. We are working toward creating a more systematic and efficient method of gathering data from our participants, primarily through the addition of a more comprehensive application and exit survey.

Thank you

If you are new to learning about RISE, thank you for your interest.

If you have or are in the process of completing RISE as a program participant, we could not be more excited for you and all that the future has in store.

If you've been following RISE from the beginning when we launched our first Press Release, thank you for your loyalty.

If you've contributed to RISE through purchasing a subscription to The Mom Project, thank you for your support.

“One of the things that was really important to me was that [my daughter] saw me finish. She saw the work. ‘Mom’s making a shorter dinner tonight. We’re going to have something I can throw in the microwave.’ I needed her to know I’m doing this so that I can change our lives...[RISE] was so impactful for me, for my life. It literally changed my economic resources. It changed the way I felt about myself. I feel so different about my career path and trajectory before and after...I wish there was some way I could thank someone for all for all of it because it’s just been pivotal in the woman that I’m becoming and where I think I’m going.”

–Kenefra Carter

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