IMPACT REIMAGINED
IN PURSUIT OF EQUITY

ANNUAL REPORT 2019-2020
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Dear Friends,

This past year has been an unbelievable testament to the resilience of humanity, and the common needs we all share for health, justice and safety. The global pandemic, economic devastation and the systemic racial inequities that have risen to the surface have all caused great harm, but they have also disrupted the status quo and made way for greater collaboration, creativity and innovation. Your commitment, investments and support helped us to reimagine our impact for young people. While this year was challenging, we harnessed the energy of our partners — schools, employers, service providers, funders, and young people — to create new services that support career readiness for youth and young adults in Philadelphia. We are truly grateful because we know these successes would not have been possible without your help.

Although we faced obstacles, we never stopped pursuing more equitable outcomes for young people. In a time when so much was being closed down or canceled for young people, we strived to remain a “yes” in a world of “no.” To pursue our vision of alleviating poverty and promoting equity through education and employment, we applied lessons learned from our strategic plan to innovate and pivot our system in response to the needs that arose for young people because of the pandemic. We are so glad that we did not face this time alone, and that so many of you chose to use your talents and resources to ensure young people had opportunities to earn money, build skills, remain connected to education, and imagine their future careers.

The many events of 2020 challenged us all, but we remain committed to young people because they deserve every chance to develop their potential and thrive.

In Service,

Chekemma J. Fulmore-Townsend
The Philadelphia Youth Network (PYN) creates education and employment opportunities for youth and young adults. We believe every young person deserves the chance to cultivate their talents and to achieve their dreams. To make more opportunities available to youth and young adults, we:

- Build systemic solutions that close gaps in youth serving systems.
- Support and train youth-serving organizations to deliver high quality programs that develop academic and career readiness skills.
- Engage employers and system leaders to ensure that today’s young people will be prepared to join tomorrow’s workforce.
- Design comprehensive service networks to prepare youth for successful futures in school, work and life.

### OUR VISION
To alleviate poverty and promote equity through education and employment.

### OUR MISSION
To create coordinated systems which promote the attainment of academic achievement, economic opportunity and personal success.

### OUR IMPACT
Together with our partners, we have provided more than **225,000 opportunities** to young people since PYN was founded in 1999.

### THE NEED TO ACT NOW
We are always fueled by our vision, especially in the face of last year’s economic downturn and civil unrest, which affected everyone — our young people included. The data below demonstrates the severity and urgency of youth employment.

In 2020, the unemployment rate for 16- to 25-year-olds was the lowest it has been in 50 years, and then skyrocketed to the highest ever recorded.\(^1\)

The number of disconnected youth could grow to almost **25%**, wiping out a decade’s worth of progress.\(^2\)

\(^1\) Bureau of Labor Statistics, 2020
\(^2\) A Decade Undone, Measure of America, 2020
PREPARING FOR THE FUTURE OF WORK

Preparing young people for the future of work is going to be critical to our economic recovery. The pandemic has accelerated our shift; the future of work is now. Automation and technology were already influencing the economic needs and employer expectations for perspective employees.

As we respond to the disruption the pandemic created, our understanding of the work paradigm has changed forever.

SUPPORTING THE SYSTEM

PYN works to bolster our system by designing and monitoring programs; engaging individual, corporate, and non-profit partners; fostering fundraising efforts; and supporting providers and employers to achieve impact. Having a unified process and a network of service providers aligned to the same goals enabled a quicker transition, while offering choices and flexibility to both our partners and young people in order to continue to provide programming in a safe manner. In the last year, PYN has made several intentional shifts to expand and enhance our services to deliver education and employment programs citywide.

In Philadelphia, we were able to quickly respond in an unprecedented time for one very important reason: we already had a strong and flexible system in place to support youth employment. Even before the pandemic hit, we were already focused on helping young people learn and build skills, while increasing equitable access. Some highlights include:

- New and varied program offerings
- A larger network of service providers
- Supports to increase youth access and equity
- Trainings to enhance the quality of programs
PIVOTING WITH SPEED

In March when the COVID-19 pandemic hit, it was clear that our plans for WorkReady Summer needed to evolve. Having a strong and flexible system in place enabled us to move quickly in order to pivot to a virtual environment, while also maintaining safe on-site experiences for youth. The system that was in place enabled PYN to translate these pivots directly to our partners.

- We worked closely with providers to redesign program offerings.
- We supported employers who engaged youth virtually.
- We encouraged funders to recommit to summer jobs by launching the Philly Summer Jobs Fund.
- As a result, more than 6,000 young people were offered virtual and in-person summer experiences.

Redesigning WorkReady Summer:

- Connecting WorkReady Summer experiences with other career development opportunities, including the City’s Out-of-School-Time (OST) programs
- Aligning experiences with PYN’s Career Development Framework to offer more early, intermediate and advanced opportunities
- Expanding the reach of summer opportunities to youth who have the greatest need and least connection
- Support a variety of opportunities to meet the varied assets and needs of youth

OUR PATH TO WORKREADY SUMMER 2020

FEB
WorkReady app launched after new procurement process

MAR
COVID-19 comes to forefront. PYN begins evaluating possibilities for summer 2020

MAY
Mayor Kenney announces redesigned WorkReady Summer 2020 with digital experiences, and applications accelerate
INNOVATING TO EXPAND EQUITY AND ACCESS

Before our realities changed in March 2020, PYN redesigned our programs to increase access, promote equity and expand the variety of experiences available to young people. As part of our ongoing pursuit of equity, PYN began to dive more deeply into programmatic data to understand program participants who access and successfully complete programs. PYN aims to use this more detailed information to innovate services for young people, providers and employers to improve youth outcomes. Through generous philanthropic support, PYN has been able to move this work forward to make our entire youth workforce system more equitable.

Redesigning E³ (Previously E³ Power Centers):

- Offering individualized education, employment and empowerment supports to young people to help prepare them to take their next step toward a career
- Expanding eligibility to 16- to 24-year-olds who are out of school or out of work, including those who do or don’t yet have a secondary credential
- Expanding the network of providers throughout Philadelphia for increased access
- Providing rolling enrollment to youth so they can get started any time they need

JUN
WorkReady experiences start with rolling dates through July and into August

JUL
WorkReady application closes with roughly 20,000 applicants, a program record high

AUG
WorkReady Summer programming concludes

SEP
Program Data Analysis and Evaluation
IN 2019-2020, PYN AND PARTNERS PROVIDED 15,698 OPPORTUNITIES FOR YOUNG PHILADELPHIANS.*

| 6,110 youth participated in WorkReady Summer opportunities | 605 youth participated in employment programs during the school year | 522 year-round opportunities in E³ Power Centers before the transition from 3 neighborhood-based centers to a citywide approach |

THE INTERESTS AND NEEDS OF YOUNG PEOPLE ARE UNIQUE, SO OUR PROGRAMS MUST BE DIVERSE.

| 167 unique programs were operated throughout the year | 85 provider partners offered programs | 98% of providers remained committed to offering programs after our pivot to include digital experiences |

SAFETY HAS ALWAYS BEEN PARAMOUNT, AND ADDITIONAL EFFORTS WERE MADE TO PROVIDE SAFE OPPORTUNITIES FOR LEARNING.

| 85% of summer experiences were digital, with 15% safely in-person | 91% of participants were satisfied with their WorkReady Summer experience | 94% of participants felt more prepared for their future after WorkReady Summer |

IN A REALITY FILLED WITH UNCERTAINTY, THE ABILITY TO EARN INCOME IS MORE IMPORTANT THAN IT’S EVER BEEN.

A total of $4,206,538 was distributed to youth via wages and incentives

*Total number includes programs managed directly and in partnership with PYN
At PYN, we believe firmly that the collective approach has a greater impact, and that is why we trust, value and support the many partners that make our work possible. Last year, we prioritized working differently with our partners to ultimately provide even better experiences for our young people.

SUPPORTING OUR PROVIDER NETWORK

PYN relies on a vast network of youth-serving organizations, or program providers, to deliver services and experiences to our participants.

Last year, our provider network grew by more than 25% as we welcomed 32 new partners into the fold.

PYN offers a suite of tools, resources and training opportunities to help providers focus on their program and the young people, not the infrastructure or compliance details.

All of our provider partners share the common goal of helping young people develop the critical skills that will help them succeed in the future. No matter the program a young person participates in, we work together to ensure it is a quality learning experience. To this end, PYN facilitates ongoing professional development and coaching for our providers to ensure program quality in alignment with the Career Development Framework (see page 15) and other tools.

Last year, PYN supported providers through opportunities for continuous improvement, including a total of 165 hours of trainings delivered to a total of 375 practitioners.

“‘There are thousands of young people in our city who have so much talent, energy, and vision. We are the ones who will lose if we don’t connect with them and give them an opportunity like WorkReady.’” – Sharmain Matlock-Turner, Urban Affairs Coalition

“The most visible positive impact has been a wider range of Philadelphia youth being able to work with CSS for the summer. With the digital program, we can offer the opportunity to reach areas of the city that were previously unreachable. Building community and celebrating the growth & development of our youth is vital, whether in person or digitally.” – Jo Bradley, Catholic Social Services

“We were intent on engaging students in physical activities in their own homes that could impart real life lessons. That was a challenge for us and required lots of deliveries to participants’ homes, but it was worth the effort.” – Bethany Houseman, Office of Community Empowerment and Opportunity
ENGAGING EMPLOYERS TO TRAIN TOMORROW’S TALENT

Employers are vital to our work to prepare young people to become the workforce of tomorrow. Not only are we grateful that employers support our work, we appreciate their partnership in creating experiences for young people to learn about the world of work. Last year, even with the economic impacts of the pandemic, our employer partners remained committed to Philadelphia’s young people.

PARTNERING WITH INVESTORS TO ACCELERATE PROGRESS

The unprecedented pace of change and the magnitude of need requires collaboration beyond financial support. We work with our donors as thought partners to accelerate the impact on young people. Last year, we launched the Philly Summer Jobs Fund in partnership with the Summer Youth Employment Cabinet, a group of individuals, foundations and organizations that have come together to support summer jobs. The Fund was created to support opportunities for Philadelphia’s young people to gain the skills and work experience they need to succeed in today’s economy. Before the pandemic hit, and with renewed urgency after, the Fund was a way for community members, employers, investors, philanthropists to recommit and be #STILLin4WorkReady to ensure that every young person who wants a summer experience can have one.

In addition to contributing $618,500 to WorkReady Summer, employers also went above and beyond when programs pivoted by:

- Providing virtual internships so young people could still have opportunities for interaction
- Participating in virtual career panels to provide youth with an introduction to their field
- Being thought partners as we explore new ways to build a local, diverse talent pipeline

Thanks to the Summer Jobs Fund, $1.9M in NEW funding was secured for WorkReady Summer 2020. To see a list of donors and members of the Summer Youth Employment Cabinet, see workready.org/donate.
Philadelphia’s youth and young adults are all unique, but the one thing they have in common is that they are talented, and when given the opportunity, that talent grows. Data about our participants has demonstrated that:

**ACCESS TO OPPORTUNITY IS CRITICAL**
- 21% said WorkReady was their first job
- 65% were unemployed prior to WorkReady

**PAIRING INCOME WITH FINANCIAL LITERACY TRAINING IS VITAL**
- 53% of participants use banking services, and we are working to increase access
- 84% of participants learned about banking through WorkReady

**WITH ACCESS AND SUPPORT, YOUTH CAN SUCCEED**
- 78% had support from a caring adult when applying and enrolling online
- 92% of participants felt more prepared to set career goals and overcome challenges

“Even though COVID-19 prohibited a lot of things, I am grateful that I had another opportunity to work.”  
– Jah-Naya

“It was a great experience, especially for students that want to be ready for their future careers.”  
– Jessaray

“It changed my life for the better. I think about my future daily.”  
– Jasmine

“The instructors engaged us on a real level as young men and women of the next generation of society.”  
– Ahmad

**PARTICIPANT DEMOGRAPHICS AS SELF-REPORTED:**

**ETNICITY**
- Non-Hispanic or Latino; 75%
- Hispanic or Latino; 16%
- Not reported; 7%

**GENDER**
- Male 42%
- Female 56%
- Not reported; 2%

**RACE**
- Black/African American; 64%
- American; 11%
- White; 10%
- Not reported; 8%
- Asian; 6%
- More than one race; 1%
- Native; 6%
- Pacific Islander; >1%
We are grateful to the businesses, foundations, organizations and individuals who supported our work last year. Our 2019-2020 investors included:

$250,000+
- Citizens Bank
- Independence Blue Cross
- Philadelphia Foundation
- JMB Charitable Trust
- Santander Bank
- United Way of Greater Philadelphia and Southern New Jersey

$100,000 - 249,999
- Comcast
- Detroit Employment Solutions
- The Forum for Community Solutions at the Aspen Institute
- JMB Charitable Trust
- Santander Bank
- United Way of Greater Philadelphia and Southern New Jersey

$50,000 - 99,999
- Citizens Bank
- Independence Blue Cross
- Philadelphia Foundation
- Wells Fargo

$10,000 - 49,999
- Caroline Alexander Buck Foundation
- CHUBB
- Cigna Foundation
- Cities for Financial Empowerment
- Deloitte LLP
- H. Chase Lenfest
- Jefferson
- JPMorgan Chase
- Lincoln Financial Foundation
- PECO Energy Company
- Philadelphia Eagles Social Justice Fund
- Satell Institute

“We supported the Philly Summer Jobs Fund as part of our focus on helping Philadelphians recover from the impacts of COVID-19 and the economic shutdown. Opportunities for youth are crucial to an inclusive economic recovery.” – Elliot Weinbaum, Great Learning Program Director, William Penn Foundation

“We’re grateful for the partnership of PYN as we work together to lift up the City’s youth and provide opportunities to build skills for career and personal development. The partnership of PYN was especially critical during 2020, as we worked together to ensure youth had access to programming during the pandemic.” – Cynthia Figueroa, Deputy Mayor for the City of Philadelphia Office of Children and Families

“Not even a global pandemic can deny the resiliency and talent of our young Philadelphiaans. Philadelphia Works is proud to partner with PYN and we are #STILLin4WorkReady!” – Patrick Clancy, Philadelphia Works
INDIVIDUAL DONORS

- Aaron Addicoat
- Humam Ali
- Sonia Barker
- Roxolana Barnebey
- Patricia Blosfelds
- Helen Booth
- Alexander Braccio
- Jeffrey Brown
- Richard Brown
- Tabatha Bullock
- Dave Burkavage
- Abbie Burke
- Tiffany Courtney
- Canady
- Jordan Catalana
- Shana Clapp
- Dianna Clauss
- John Clayton
- Kelly Cleary
- Sandra Corry
- Bernard Dagenais
- Patricia Davenport
- Jake Dawson
- Gregory Doyle
- Harold Epps
- Daniel Faison
- Farrah Farnese
- Holly Farnese
- Taisa Ford
- Diesha Fowlkes-Price
- Leah Frebowitz
- Debra Friedman
- Chekemma Fulmore-Townsend
- Michael Galvan
- Stephanie Gambone
- Catherine Gibbons
- Gwen Ann Glattes
- Anne Gonsky
- Carla Grasso
- Hannah Green
- Michael Harmeson
- Rebecca Hoffman
- Ann Marie Horner
- Mary Horstmann
- Tracee Hunt
- Jane Isaacs Lowe
- Maia Jachimowicz
- Shamine Jackson
- Christine Jenkinson
- David Jolley
- Karen Jordan
- Patrick Kaper
- Caroline Kaplan
- Kamran Karapabani
- Mark LaRoche
- Kendra Leslie
- Marci Leveillee
- Amy Levine
- Debra Lipenta
- Michael
- Siobhan Loughney
- Karin MacBride
- Nasir Mack
- Jere Mahaffey
- Mary Manning
- Rob Marcus
- Sharmaine Matlock-Turner
- Misty McCloskey
- Laura Kind
- McKenna
- Mark Mills
- Gloria Miranda
- Angela Moultrie
- Adele Munisteri
- Denise Noufe
- Douglas Oliver
- Johnathan Paly
- John Quinn
- Charles Rainwater
- Jonah Rank
- Carol Ransom
- Julianna Ricco
- Darlene Robinson
- Alicia Santiago
- Barbara Saverino
- Eliana Schlaqman
- Josh Schmidt
- Mary Seng
- Jane Shore
- Ariel Shore
- Nicholas Spadea
- Jay Spector
- Joshua Tabler
- Gabrielle Wallack
- Robert Weaver
- JoAnn Weinberger
- Margo Williams
- Matthew Woodruff
- David Wright
- Richard Zimmerman

Bold denotes employers and corporate foundations who hire and/or host WorkReady summer work experiences.
PYN is proud to partner with non-profit organizations throughout the city to provide opportunities for youth and young adults. Our 2019-2020 provider network included:

<table>
<thead>
<tr>
<th>Provider Name</th>
<th>City/Region</th>
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<tr>
<td>Allegheny West Foundation (AWF)</td>
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REFLECTING BACK

As we rebound from the disruptions of 2020, we recognize the significant progress made toward our strategic plan, 2020 Vision. We are applying the many lessons learned to ensure young people participate in an equitable recovery. While we are evolving to meet the immediate needs in front of us, the work and the learning from the last three years has already had a great impact and will continue to do so.

A few of the key takeaways and highlights from the last three years includes:

- Building a strong and flexible system to increase the quality and number of education and employment opportunities for young Philadelphians
- Developing tools and resources for better partner coordination and program outcomes
- Applying lessons learned from pilots to provide customized supports based on individual needs to help more youth succeed in our programs
- Supporting young people facing additional barriers differently as a priority for increased access and equity
- Creating virtual experiences for young people to learn work preparation skills
- Working with partners to think differently about including youth and young adults in broader workforce development efforts
- Continuing to engage with communities beyond our own to share and gain best practices to support young people

CAREER DEVELOPMENT FRAMEWORK

Our Career Development Framework (CDF), a tool developed as part of our 2020 Vision, illustrates the youth workforce development system. The CDF continues to help guide conversations about how we can work together to create opportunities for youth to develop their natural talents and practice skill-building through experience. We use the CDF to:

- Facilitate continuous improvement training for youth-serving practitioners
- Coordinate with citywide strategies for workforce development to include youth and young adults
- Engage employers in opportunities to provide early, intermediate and advanced opportunities for young people

LEARN MORE ON PYNINC.ORG
Looking Ahead

In the coming year, we are prioritizing our work to increase equity, enhance experiences and engage partners differently. The following priorities are not exhaustive of our work but are intended to provide a sense of how we are working to equip our young people to rise to the occasion in these unprecedented times.

System Enhancements

We are working on expanding opportunities to prepare young people for the workforce and offering new supports to help them succeed.

- We are working to reimagine career pathways by expanding the continuum of opportunities available to young people in alignment with the CDF. We aim to build out more advanced opportunities for career preparation and expand the number of young people who can benefit from incentivized opportunities throughout the year. We are working with partners to determine the skills needed and hone the curriculum to help youth disconnected from school and work to get connected to career pathways in the healthcare and technology sectors.

- In August 2020, PYN launched the Opportunity Youth Relief Fund to address the immediate and pressing needs of Philadelphia’s opportunity youth and alleviate the additional stresses that have developed as a result of current events. This flexible fund, made possible in partnership with The Hive, supports a variety of needs including assistance for food, transportation, housing, technology equipment, and mobile/wireless connectivity, ensuring young people can connect to and remain on education and employment pathways.
PROGRAMMING SHIFTS

In these uncertain times, we are certain that we will continue providing opportunities for young people to develop skills and hone their natural talents. PYN recognizes that even with the increased opportunities created for youth this year, so many more young people, particularly those who are disconnected, could benefit from employment preparation programming. Providers citywide continue to seek ways to increase their capacity to meet this need.

✓ We will continue the learnings from WorkReady Summer 2020 and offer a hybrid approach to our programs.
✓ In addition to WorkReady Summer, PYN is offering WorkReady School-Year (by invitation only) and year-round programming through E² services. PYN is also training partner programs, including the City of Philadelphia’s Out-of-School-Time programming.
✓ In partnership with providers and youth workforce system leaders, PYN has set out to increase the number of young people served through E² services to 1,000 annually.

NEW PARTNERSHIPS

Throughout the year, PYN is working to expand opportunities to engage employers differently in our work to build a talent pipeline.
✓ We are working to increase employer engagement in our summer programs, with a greater variety of options. Employers will be invited to participate in mock interviews, resume review, job shadowing, industry tours and career panels.
✓ More broadly, we are working with employers to better understand local talent needs and partner with practitioners to ensure youth are developing the necessary skills. We know our young people are talented, and together we can equip them to be the diverse local talent pool that we will need in our economic recovery.
“I love being part of a community that understands that in order to address some problems that happen in the city we really need to get to the root of some systemic threads that tie us together collectively. If we build opportunities for young people to engage in learning about what they find passionate, their interests, their purpose, what they can do well, that is how we can all collectively lead a positive change and I believe that PYN is doing that.” – Jane Shore, Revolution School of Thought and PYN Board Member

“Deloitte supports youth experiences because we know the positive impact it provides our future adult citizens. The opportunity for young adults in our community to get exposure to career choices and area businesses is vital for regional growth and health. PYN has been a leader in this area and has demonstrated innovative solutions during these unprecedented times.” – Hayward West, Deloitte Consulting LLP and Member of PYN’s PYN Outcomes and Impact Committee

“More than ever, this past year young people needed opportunities to earn money, build skills, and plan for their future, while employers struggled to keep their doors open. Through it all, PYN stayed the course, using new technology to help young people navigate a workplace that has been completely transformed.” – Jeff Brown, Brown’s ShopRites and PYN Chair
Statement of Financial Position

ASSETS
Current Assets
Cash $6,325,620
Grants and contracts receivable 3,917,060
Prepaid expenses 67,748
Other current assets 188,677
Total Current Assets 10,499,105
Property and equipment - Net 313,936
Security deposits 47,410
Total Assets $10,860,451

LIABILITIES AND NET ASSETS
Current Liabilities
Accounts payable, subcontractors $2,497,101
Accounts payable, other 116,944
Accrued expenses 497,389
Deferred revenue 1,266,121
Total Current Liabilities 4,377,555
Net Assets
Net assets without donor restrictions 4,101,135
Net assets with donor restrictions 2,381,761
Total Net Assets 6,482,896
Total Liabilities and Net Assets $10,860,451

Statements of Activities and Changes in Net Assets
SUPPORT AND REVENUES
Grants and contracts $17,185,634
Contributions 367,542
Other fees 224,963
Interest income 10
Net assets released from restriction 265,949
Total Support and Revenues $18,044,098

OPERATING EXPENSES
Youth program services $15,621,703
Management and general 1,651,163
Fundraising 268,197
Total Operating Expenses 17,541,063
Change in net assets 503,035
Net assets, beginning of year 3,598,100
Net Assets, End of Year $4,101,135

PYN’s Fiscal Year 2020 audited financial statement reflects fund expenditures for the period from July 1, 2019 – June 30, 2020. Committed funding that is not fully expended is reflected in the following year. Complete copies of the Independent Auditors’ Reports and Financial Statements are available upon request: info@pyninc.org
MAKE AN IMPACT

As our work moves forward, PYN is striving to help young people reimagine what is possible as they prepare for successful futures. There are many ways that you can make a significant impact and help PYN prepare thousands of young people to succeed in tomorrow’s workforce.

LEARN
more about our programs and services

DONATE
to support our work

WORK WITH US
• Sponsor or hire youth to create more experiences
• Meet your short- and long-term talent needs
• Create opportunities to engage your employees

CONNECT
to join the conversation and stay in the know
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GET STARTED

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