



LEGACY OF HOPE EXECUTIVE SUMMARY

SERJobs has created the Legacy of Hope campaign to raise \$2.5 million in unrestricted funding, over the next 18-months, to empower all individuals with barriers to employment, to earn livable wages in high growth/high demand industries, leading to their long-term financial stability.

With a mission to transform the lives of individuals through education, skill-based occupational training, employment, and financial + digital literacy, SERJobs offers a comprehensive and strength-based service delivery model for those who are under-served and under-resourced, including opportunity youth, the re-entry community, veterans, single parents, and displaced people.

Founded in 1965 through the combined efforts of the League of United Latin American Citizens (LULAC), the G.I. Forum, and the U.S. Department of the Navy, SERJobs initially served as a volunteer job bank for Hispanic veterans. Throughout its 59-year history, the organization has evolved in response to changing community and labor market needs to make a difference in the Greater Houston area and beyond.

Over the years, SERJobs has impacted over 200,000 individuals and their families, through numerous government and public funding sources that have allowed for the creation of programs that address specific needs. These resources have been restrictive in nature causing SERJobs to limit the individuals being served and do not offer the additional resources and support services that are essential to the overall welfare of service recipients. An investment in the Legacy of Hope campaign, will enable SERJobs the ability to serve ALL individuals, while ensuring long-term sustainability.

Today, in addition to the Workforce Opportunity Center, launched in 2018, SERJobs has also expanded its footprint in the region, with the new 20,000 square foot Workforce Resource and Training Center, also located in the East End. Satellite sites are completely operational in 17 locations, including offices in Fort Bend, Galveston, outlying counties and the City of Houston's Complete Communities.



COMMUNITY NEED

Houston's employment topped 3.4 million at the end of 2023 by adding 76,600 new middle-skilled jobs to the market. Approximately 40% of all jobs in the Houston area fall in the middle-skill area. Middle-skilled jobs are careers that require technical education and training beyond the high school level, but not a four-year college degree. SERJobs hosts training courses, ranging from 2-16 weeks, that offer nationally recognized credentials, include a comprehensive Job Readiness component, and culminate in a formal graduation followed by an extensive on-site hiring event. Fifty percent of those who apply either have to be placed on a waiting list or referred to other program providers in the area because they do not meet the restrictive eligibility requirements of our current funding sources.

During 2023, SERJobs received 6,091 applications for services, a 56% increase from the year before. Of those that qualified for our services, 35% or nearly 800 individuals, had to be placed on a waiting list or referred to other providers, due to the restricted nature of our current funding sources. This makes it even more critical for SERJobs to secure unrestricted funding through opportunities like our Comprehensive Campaign ~ Legacy of Hope.

While the demand for workers with these skill sets across the Greater Houston region is steep, nearly one million Houstonians lack the qualifications to fill available middle-skills positions. The skilled worker shortage plays a substantial role in both, our city's unemployment rates and in the continuing cycle of poverty for many families. Without access to opportunities, these individuals are at a higher risk of involvement in illegal activities leading to incarceration, and reliance on public assistance. Under-skilled workers represent a missed opportunity in terms of lost revenue and increased social services – not to mention human potential.

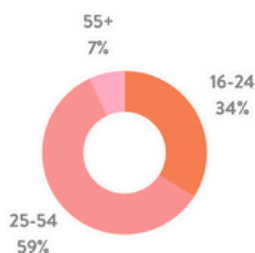
WHO WE CURRENTLY SERVE

SERJobs exists to serve diverse, low-income adults, U.S. Veterans, formerly incarcerated individuals, and opportunity youth (16-24 yrs of age), with innovative programs and services.

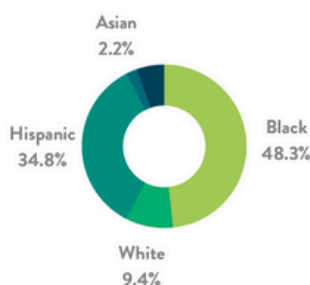
GENDER



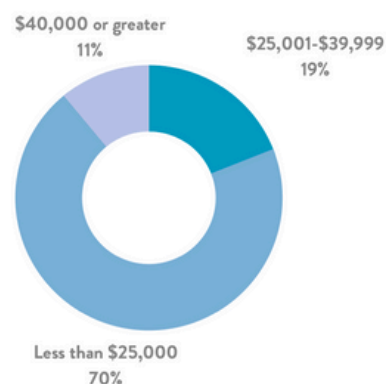
AGE



RACE



ANNUAL INCOME



PILLARS OF SERVICE

OCCUPATIONAL
TRAINING

FINANCIAL
EMPOWERMENT +
DIGITAL LITERACY

EDUCATION
(Career Coaching)

EMPLOYMENT
PLACEMENT

LEGACY OF HOPE CAMPAIGN

SERJobs has stood the test of time and is at a critical point of growth. Your support makes it possible for us to attain our goal. Specifically, the Legacy of Hope campaign will:

Close the funding gap and allow SERJobs the ability to serve ALL those in need, including individuals who do not meet the restrictive eligibility criteria of current sources.

Provide additional and unrestricted resources for organizational growth in order expand our services to all, innovation which includes the creation of new training programs, offering of support services to our members, and providing much needed administrative support to our program teams.

Ensure long term financial sustainability to continue our services over time regardless of public funding trends and the ever-changing economy.

The Legacy of Hope campaign will assist SERJobs in diversifying its pool of funding sources which in turn enhances stability and adaptability in the ever-changing landscape of philanthropy and social initiatives. Cultivating a broad base of support from individual donors, foundations, and corporate partnerships builds resilience while mitigating risks associated with dependency on a limited number of revenue streams. SERJobs changes lives by delivering HOPE, but hope without action is meaningless.

Sincerely,

Amazing
AMAZING INDIVIDUAL 1
CAMPAIGN CHAIR

Amazing
AMAZING INDIVIDUAL 2
CAMPAIGN CO-CHAIR