

## About the Founding Partners

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Understanding the importance of shifting perceptions of opportunity youth, and educating and empowering businesses to create pathways to employment, the following organizations came together to develop the “Grads of Life” PSA campaign in partnership with the Ad Council, Arnold Worldwide, and Edelman.

### Year Up

Year Up, founded in 2000, is a national youth workforce development nonprofit organization. Year Up believes that a well-designed training and support program can make an incredible difference in young peoples’ lives. Our mission is to close the opportunity divide by providing urban young adults with the skills, experience and support that will empower them to reach their potential through professional careers and higher education. We achieve this mission by employing two strategies: direct service and systems change. Our intensive one-year direct service program provides high school graduates and GED recipients between the ages of 18-24 with a combination of hands-on skill development and corporate internship opportunities at one of Year Up’s 250+ corporate partners. By leveraging Year Up’s program’s success and credibility, the systems change strategies focus on influencing: perceptions about urban young adults (who are economic assets, not social liabilities), business practices (around talent pipeline sourcing and hiring), and public policies (related to workforce, education, and tax policies that shape America’s talent pool).

<http://www.yearup.org/>

### Employment Pathways Project

Employment Pathways Project is catalyzing a national effort to increase employer demand for opportunity youth. The project works to harness the power of the private sector to create an employer-led movement in developing new sources of skilled talent. The project was formed in June 2013 to serve as a neutral platform to help engage employers in a wide range of employment pathways models. The project explores the business benefits of investing in this untapped source, finds and documents best practices, and provides support to employers who want to create, replicate or expand employment pathways. The Employment Pathways Project created [GradsOfLife.org](http://GradsOfLife.org), the campaign’s website dedicated to providing employer with the information and tools they need to get involved. The Employment Pathways Project is housed at the Communications Consortium Media Center, based in Washington, D.C.

[www.employmentpathwaysproject.org](http://www.employmentpathwaysproject.org)

### ConPRmetidos

ConPRmetidos is a Millennials-led Think-and-Do Tank advancing innovative solutions that enhance Puerto Rico’s economic development. ConPRmetidos envisions a Puerto Rico where everyone has the opportunity to reach their full potential. The Think-and-Do Tank is a combination of a social ventures incubator, a social impact consulting firm, and a knowledge-building entity on Social Innovation. The organization is an independent, non-partisan, non-profit.

<http://conprmetidos.org/>

### MENTOR: The National Mentoring Partnership

The National Mentoring Partnership (MENTOR) is the unifying champion for expanding quality youth mentoring relationships in the United States. For nearly 25 years, MENTOR has served the mentoring field by providing a public voice, developing and delivering resources to mentoring programs nationwide and promoting quality for mentoring through standards, cutting-edge research and state of the art tools. MENTOR drives the investment of time and money into high impact mentoring programs through advocacy, influence strategy and public awareness. When MENTOR was founded there were an estimated 300,000 at-risk youth in structured mentoring relationships. Today, research shows that 4.5 million at-risk youth will have a structured mentoring relationship while they are growing up.

[www.mentoring.org](http://www.mentoring.org)

### **New Options Project**

New Options Project launched in 2011, was a three year initiative of the W.K. Kellogg Foundation that sought to establish new pathways that connect out-of-school job seekers, ages 16 – 24, with career opportunities, while at the same time connecting employers with a potential source of untapped talent. The innovative, market-based tools created during the incubation phase produced significant results and these innovations are poised to live on well past the initial investment.

<http://www.wkkf.org/news-and-media/video/new-options-project-youth-voice>

### **Opportunity Nation**

Opportunity Nation is a bipartisan, national coalition of more than 300 businesses, nonprofits, educational institutions and community leaders working to expand economic opportunity. Opportunity Nation seeks to close the opportunity gap by amplifying the work of its coalition members, advocating policy and private sector actions, and releasing the annual Opportunity Index, a composite measure at the state and county levels of economic, educational and civic factors that foster opportunity.

<http://opportunitynation.org/>

### **Public Private Possibilities**

Public Private Possibilities works with non-profit organizations, foundations, and corporations to develop multi-sector strategies addressing pressing social issues. Over the past five years, Public Private Possibilities has been collaborating with a small group of organizations that include Year Up, Innovate+Educate, Corporate Voices for Working Families, and the W.K. Kellogg Foundation's New Options Project to build national momentum behind a demand-focused strategy to connect opportunity youth and other low income young people to employment opportunities.

<http://publicprivatepossibilities.com/>

### **Young Invincibles**

Young Invincibles is a non-partisan, non-profit organization that seeks to amplify the voices of young Americans and expand opportunity for our generation. Young Invincibles engages in education, policy analysis, and advocacy around the issues that matter most to our demographic. Young Invincibles primarily focuses on health care, education, and economic opportunity for young adults, and works to ensure that the perspectives of young people are heard wherever decisions about our collective future are being made.

<http://younginvincibles.org/>