2020 ANNUAL REPORT

MISSION
Bridge the divide between our region’s youth and the growing skills gap in our workforce.

VISION
A city where our youth have the opportunity they need to succeed, and our businesses have the workforce they need to compete.

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VISION
Aariq, a Webster University student majoring in sports and entertainment management, was tasked by the Surge to create a social media plan to boost fan engagement during the pandemic.

YOUTH SPOTLIGHT — Aariq Clark

He developed a 10-episode web series that highlighted the daily life of Surge players. This helped fans relate to these professional athletes and better understand their daily lives.

“I was really excited because I was allowed to think outside of the box and come up with my own ideas in the comfort of my own home. My project was engaging with both the team and the fans so I had a really good time with that.”

EMLOYER PARTNER — Power4STL

“You learn a lot from [the youth] and they learn a lot from you. Through this experience, we teach them how to respond to other people, how to react, how to be sociable, and the importance of being financially stable and independent...some kids never thought they’d be able to have their own bank account or savings account.”

— Erica Jones

St. Louis Surge
Women’s Professional Basketball

4818 Washington Blvd. #106
St. Louis, MO 63108
stlyouthjobs.org

@stlyouthjobs
2020 BY THE NUMBERS

526 total summer opportunities for youth
69 employer partners

YOUTH DEMOGRAPHICS

95.5% of participants were Black
75.5% rely on public programs
60.3% high school
21.3% college
18.4% disconnected

YOUTH IMPACT

91% rated their overall program experience as excellent or good
87% gained job search skills for future employment
85% said their Job Coach helped them set and achieve their goals
79% saved money from their paycheck
85% felt more connected to their community
95% felt more confident and better-prepared for the job search

EMPLOYER RESPONSE

80% would have hired their youth worker(s) if they had a relevant opening
81% deemed their youth worker(s) to be job-ready
91% would give their youth worker(s) a positive reference

2020 FINANCIALS

$1,118,702 TOTAL REVENUE
$73,038 Program Revenue
$138,582 Contributions
$905,774 Grants & Contracts
$1,308 Special Events/Other

$906,761 TOTAL ORGANIZATION EXPENSES
$491,061 SWE
$156,095 CAP
$116,378 Fundraising
$143,227 Management & General
$647,156 Program Services

Grants & Contracts $905,774
Contributions $138,582
Program Revenue $73,038
Special Events/Other $1,308

FOR ACCESS TO OUR DIGITAL ANNUAL REPORT AND A COMPLETE LIST OF DONORS, PLEASE SCAN THE QR CODE.

This report summarizes and represents the data from Enrollment Forms (484 participants), and results from evaluation tools and assessments conducted by LS Associates (including Youth Post-Program Surveys (272 youth) and Employer Evaluation of Youth (38 employers), totaling 310 survey participants).

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