



# UpTurnships

2021

Annual Report



# Table of Contents

2. From Our Executive Director
3. Leadership
4. Our Vision & Mission
5. Financial Information
6. By the Numbers
7. Demographics & Feedback
8. Alumni Spotlight
9. Thank You, Donors
10. Our Employer Partners
12. Thank You, Volunteers

# From Our Executive Director

Dear friend of UpTurnships,

Every milestone is a step in the direction of progress. Progress towards a workforce that recognizes that all of us are needed to have optimal success. Progress that recognizes our variety as individuals is a strength for the companies that employ us. Progress towards more equitable access and opportunities to ensure we all can win by obtaining careers which provide family sustaining incomes and lead to financial foundations that build generational wealth. In 2021, with the dedication of UpTurns, gracious efforts of volunteers, generous support of donors and employer partners, and tireless drive of staff and board members we accomplished many milestones at UpTurnships. Each of those milestones has gotten us collectively closer to progress.

I humbly say thank you to all of you because this progress would not be possible without the UpTurnships community. Know that this progress is making us stronger, more creative, and more inclusive in our workspaces.

Sincerely,



A handwritten signature in black ink that reads "La Tasha Shevlin". The signature is written in a cursive, flowing style.

La Tasha Shevlin  
UpTurnships Executive Director

# Leadership

## Board of Directors:



**Miracle Abedanjo**  
UpTurn Alumni  
MPLS Community  
Leader



**Jeffry Brown**  
2021 Board Member  
Managing Partner,  
Xcite Entertainment



**Julie Burrows**  
UpTurnships Co-Founder  
Former President, CEO  
Burrows Product Results, Inc.



**Dave Dickey**  
CEO, Sales Consultant  
Second Story Sales  
Company



**Dulce Ocampo**  
UpTurn Alumni  
NPWT Territory  
Rep, 3M



**Elizabeth Olson**  
Treasurer  
CFO, CaringBridge



**Liwanag Ojala**  
Current Board Chair  
SVP & Chief  
Transformation Officer,  
American Public Media Group



**Sharon Smith-Akinsanya**  
CEO, Rae Mackenzie  
Group



**Pat Sukhum**  
Vice Chair  
CEO, Big Brothers  
Big Sisters TC



**Jon Summers**  
2021 Board Chair  
President, UniPunch/  
Premax/Noble-X

# Our Vision

is a workforce that promotes equitable access and opportunity for ALL to thrive

# The Mission

of UpTurnships is to serve highly motivated, underrepresented college interns, while bridging access to employer partners who are building a racially inclusive, equitable workforce

## About UpTurnships

UpTurnships emphasizes racial equity, diversity, and inclusion. We partner with employers who are committed to building a racially inclusive and equitable Minnesota workforce. Together, we serve underrepresented and under-resourced college students in the corporate arena. As a core value, we believe internship opportunities should be paid and provide meaningful experiences that mirror the world of work, educate to elevate, and break the barriers to the workforce pipeline.

Through strategic partnerships, programming, and career coaching, UpTurnships strives to close the wage and employment opportunity gaps. We provide dynamic college students with career readiness training, supportive coaching from seasoned professionals, and paid, real-world work experience. Additionally, we support employers in expanding their equitable hiring practices and cultivating a more welcoming work environment.

# 2021 Financials

## EXPENSES:

|                               |           |
|-------------------------------|-----------|
| Programming                   | \$20,205  |
| Internship & Project Stipends | \$54,800  |
| Contract Services             | \$16,640  |
| Operations                    | \$30,046  |
| Labor Cost                    | \$390,497 |

Total: \$512,190

## REVENUE:

|                          |           |
|--------------------------|-----------|
| Employer Equity Partners | \$119,613 |
| Other Employer Revenue   | \$56,160  |
| Major & Individual Gifts | \$118,129 |
| Grant & Foundations      | \$68,500  |
| Government               | \$81,089  |
| College & Events         | \$16,673  |

## OTHER REVENUE:

|          |          |
|----------|----------|
| PPP Loan | \$42,900 |
|----------|----------|

Total: \$503,064

# By The Numbers

102

Students Served  
168% Annual Increase

60

Total Volunteers  
633 Hours of Coaching Provided

45

Employer Partners  
106% Annual Increase

111

Internships & Projects  
Provided  
192% Annual Increase

## Employment Outcomes\*:

75%

Obtained employment  
within 3 months of  
graduation  
49% had job secured before  
graduation

\$50,000 -  
\$59,000

Median Starting Salary  
at First Full-Time Job  
90% obtained work in their field  
of study

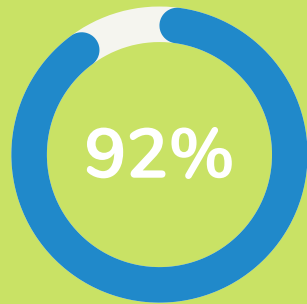
70%

Alumni Employed  
in Minnesota

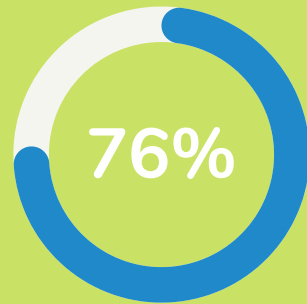
\*Based on Survey of UpTurns  
graduating between 2019 and 2021

# Demographics & Feedback

## UpTurn Demographics:



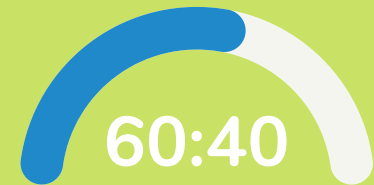
Students of Color



First-Generation College Students



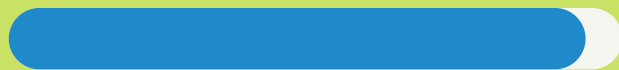
Low-Income Students



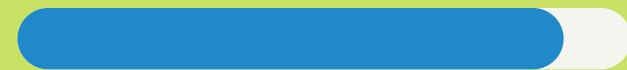
Female:Male Ratio

## Feedback:

94% increased their confidence or skills in their ability to get a full-time job upon graduation



UpTurns rated satisfaction with program as 8.9/10





# UpTurn Spotlight

"My school and program had connections with UpTurnships with many of our students involved in the program. Overall, the desire to meet people with similar goals as well as to learn from established professionals in different industries led me to apply.

I was enrolled in two programs with UpTurnships - a project and an internship. Through these experiences, I learned that there isn't a clear-cut path to success and that I can apply my skills in many different areas. I was glad to be involved in an UpTurnships program twice because I gained real-world experience in two different environments. **Since being an UpTurn, I was hired full-time at the organization that they paired me to intern with, BI WORLDWIDE!**

UpTurnships' training focused on learning about ourselves and how to find a job that celebrates our individuality. With the support of everyone at UpTurnships, I felt more confident in my abilities and narrowed down a career path that felt right. I am very satisfied with the one-on-one attention and care I received during coaching.

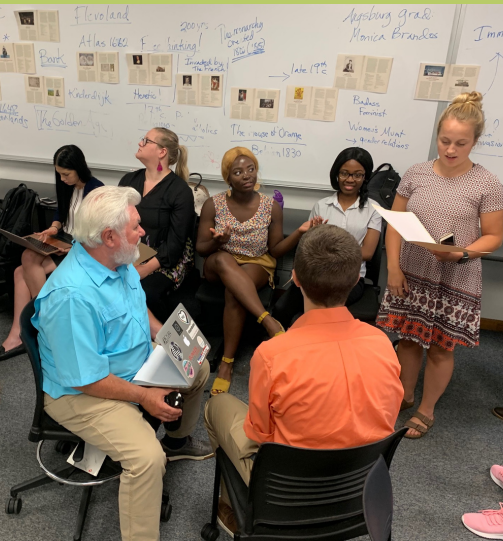
The people I met through UpTurnships helped me feel much more confident in the workplace. They anticipate what struggles we'll face in the workforce and empower us to mitigate them. Also, the networking events that they held helped me create many valuable professional connections."



Safia Sidek, 2021 UpTurn  
Event Coordinator, BI WORLDWIDE



# Thank you, Donors!



Thank you to all who made a meaningful contribution to UpTurnships in 2021 for supporting talented young professionals in our community. Your donation helped advance our work and bring us closer to our vision of a workforce that promotes equitable access and opportunity for ALL to thrive.

Through our programming, UpTurnships hopes to cultivate and enhance the abilities of talented college students. With your support we can connect emerging professionals from all backgrounds to meaningful paid internships.

In addition to all the individual donors, we would like to acknowledge Employer Equity Partners, foundations, and grant funders for their generosity and for believing in the mission of UpTurnships.

## Employer Equity Partners

### Cherish (\$20,001+):

- BI WORLDWIDE
- Intact Insurance USA LLC

### Celebrate (\$10,000-\$20,000):

- Marsh and McLennan Agency LLC
- Maurices Inc.

### Welcome (\$5,000-\$9,999):

- Brin Glass Company
- Drip Group
- Evans Transportation
- Lifesource
- NorthMarq
- Tradition Capital Bank

## Multi-Year Gifts & Grants

- Doug & Julie Baker Foundation  
\$75,000 over 3 years
- MN Department of Employment & Economic Development  
\$100,000 over 2 years

## Corporate, Foundation, and Government

- Deupree Family Foundation
- Lutheran Church of the Good Shepard
- Margaret A Cargill Philanthropies
- Ramsey County
- Richard M Schulz Family Foundation
- Right Track, City of St. Paul
- Saint Paul & Minnesota Foundation
- Social Venture Partners
- Synchrony
- Xcel Energy



# Thank you, Employer Partners!

We are so fortunate to partner with employers who recognize racial equity is an ongoing journey, not a destination and are committed to working toward an innovated workforce that leverages the talents and strengths of our diverse community. In 2021, 45 organizations hosted UpTurns throughout spring, summer, and fall programming. With the help of these outstanding employers, students received paid, real-world experience, serving as first steps towards successful careers.

We give special gratitude to each of our Employer Equity Partners. Thank you for sharing our desire to build a workforce that promises equal opportunities to people of all backgrounds. Through financial contributions, these organizations cultivate a lasting, impactful partnership with UpTurnships while supporting our mission and work.

# Our Employer Partners

## Employer Equity Partners:



## 2021 Employer Partners:

- Amplify Mission Network
- Beltrami Neighborhood Council
- Bind Benefits
- Canteen One
- Capitol City ComputerFixx
- Capri Theatre
- CaringBridge
- Christensen Group Insurance
- City of St. Paul
- Comunidades Latinas Unidas En Servicio: Home
- CVS Pharmacy
- Gillette Children's Specialty Healthcare
- Hearth & Home Technologies
- Hiway Credit Union
- Innovize
- K. Post Tax and Accounting, LLC
- Keystone Wealth Advisors
- Lutheran Social Services of Minnesota
- Margaret A Cargill Philanthropies
- MN Peacebuilding
- Nevers Industries
- New Harmony Care Center
- Optum
- PinkySwear
- Prideletics
- Project For Pride In Living
- Ramsey County
- Ramsey County Workforce Solutions
- Regions Hospital
- SayKid
- Synchrony
- Teach For America - Twin Cities
- Thrivent
- TSE, Inc. / TSE Work Ahead
- WomenVenture
- Zuna Enterprises, LLC (dba Frego)


# Thank you, Volunteers!

UpTurnships would like to express its gratitude to all of our outstanding volunteers. Our programming is not possible without your important contributions.

We are proud to partner with industry leaders who share our mission to empower college students. Your guidance and mentorship is equipping UpTurns with the confidence, professional networking skills, and business acumen to launch successful careers. With your help, tomorrow's corporate leaders are taking the first steps towards launching successful careers.

In 2021, coaches volunteered a combined 633 hours to UpTurnships. Thank you for dedicating your valuable time and sharing your expert knowledge and insights.



 **UpTurnships™**

