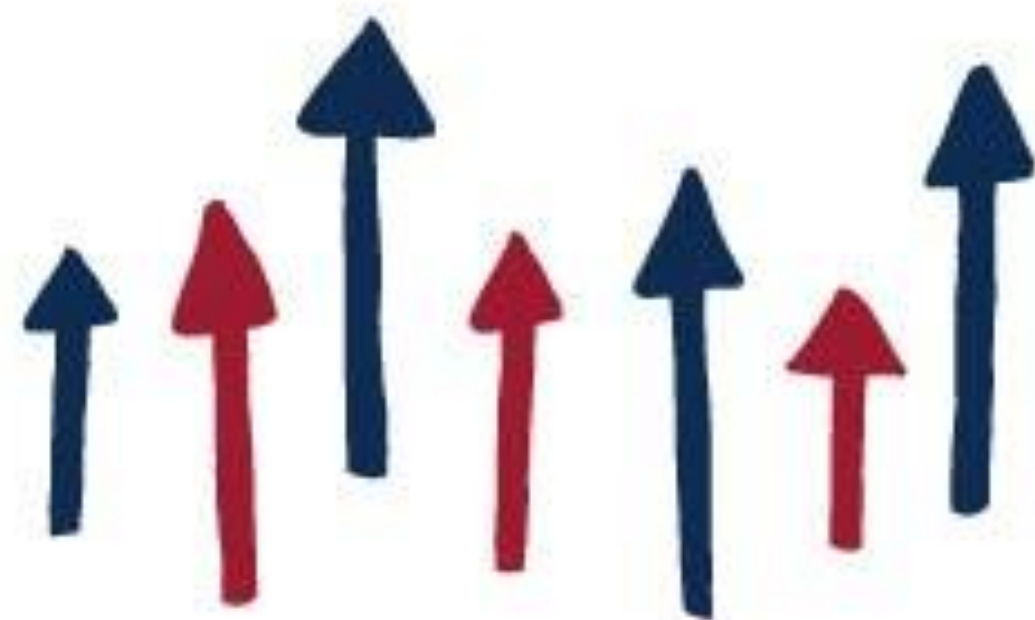


# 100,000 OPPORTUNITIES INITIATIVE



**100,000 OPPORTUNITIES**  
Initiative™

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FIVE GUYS

★ macy's



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# About 100,000 Opportunities Initiative



4.9 MILLION  
AMERICANS  
BETWEEN 16 & 24  
ARE OUT OF  
SCHOOL AND NOT  
WORKING

**About.** Launched in August 2015, **50 major companies** have joined one of the largest employer-led youth focused movements in the United States to create more pathways to **economic opportunity** for young Americans.

**Goal.** Engage at least **1,000,000 Opportunity Youth** – 16-24 year olds who face systemic barriers to jobs and education – by 2021 through apprenticeships, internships, and part-time and full-time **jobs**.

**Approach.** The 100k Opportunities Initiative will achieve this through:

**Direct Hiring,**  
including Opportunity Fairs &  
Demonstration Cities



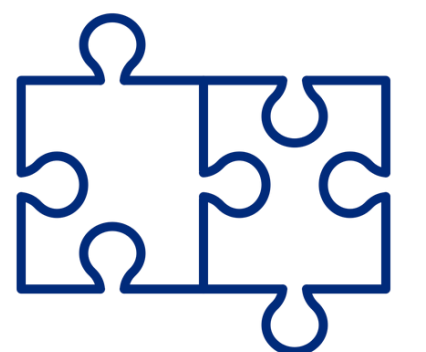
**Employer-Led  
Communities of Practice**



**Communications &  
Advocacy**



**Strategic  
Investments**





# Opportunity Fair Impact

In 6 transformational events,  
**4,500+ job offers extended,**

**30,000+** opportunity youth impacted,

**17,500** youth attending

**300+** community-based organizations involved,

**1,000+** volunteers,

...and, hundreds of new resumes, job applications, mock interviews, new outfits, workshops, mentors, and new connections made

[Watch a video from the last Opportunity Fair!](#)





# Atlanta Opportunity Fair Overview



## Objectives

1. Create opportunities for young adults to connect with services and employers
2. Create momentum for ongoing investment, spotlight, and efforts to re-engage youth in Atlanta

### 1 Jumpstart My Career

Resume station with 100+ computers & printers  
Mock interviews & interview prep workshops  
Job application computer stations & support  
Connections to support services like work training, apprenticeships, document procurement, record expungement, etc.

### 2 Employment Opportunities

Networking with companies  
On-the spot job offers

### 3 Creating My Successful Future

Support services including: Banking & Financial Literacy Services & Support, Mentorship, Housing, Food Handling Permits & transportation

### 4 Continuing My Education

College & community colleges  
High school equivalency & reengagement  
Workshops on financing, admissions, and more

### 5 Contributing to My Community

Services to help youth engage and give back, including voter registration, community service, and youth leadership

### 6 Inspirational Moments & Fun

Transformative stories, amazing speakers, food, makeovers, and other engaging activities

To see more, check out a [video](#) from a recent event



# Atlanta Opportunity Fair Job Opportunities

Specific **employers** will be confirmed by mid April, 100k employers are listed here: [www.100opportunities.org/employers](http://www.100opportunities.org/employers)

**Geography:** roles are available across the greater Atlanta region, and candidates will be placed based on their geographical preferences to the degree possible

**Jobs types** include sales and retail associates, cooks and bakers, drivers, shift supervisors,

Some jobs are **18+**. Where applicable, age requirements will be clearly articulated

**Interviews.** Over 1700+ interviews will be offered by participating employers. Practice mock interviews in advance or on-site at the fair.

# Youth Outreach Framework

## Activate Network of CBOs & Influencers

- Work with the extensive network of agencies, CBOs, caseworkers, teachers, churches, and others to get the word out. This can include specific **challenges and incentives** to organizations that drive the most youth to the event.
- Activate **influencers** to get the word out through newsletters or other efforts

## Direct Outreach to Youth

- Partner to reach out to youth directly through **text and email** lists, such as youth engaged in summer employment programs or who have applied for training programs or national service efforts but not been accepted
- Have a presence/flyers in key **community locations** (like community centers, parks, etc.) or at key related **events**

## Broad Media & Social Media Campaign

- Use the platform of the coalition and the Mayor's office to reach youth and influencers (parents, guardians, etc.) through **traditional & social media**
- Contact us at [media@100kOpportunities.org](mailto:media@100kOpportunities.org) if you have a media spokesperson in the market who can work with us to get the word out locally
- Create a **social media tool kit** for community organizations and leaders to leverage



# Opportunity Fair Registration & Readiness Process

## Registration (Prior to Event)

### Visit Website

100kOpportunities.org/ATL  
to learn more about the fair and register

### Confirmation

Youth will receive email and/or text  
confirmations with all details about the event

### Reminder

Youth receive email and/or text reminders  
24-48 hours prior (**May 1<sup>st</sup> & May 2<sup>nd</sup>**)

### Register

From the website, youth will be able to register  
through a series of simple questions.  
**Registration Available April 2nd**

### Applications

Encourage young adults to apply in advance. If youth  
cannot apply in advance, they will be able to apply at the  
fair.

### Attend!

## Walk-In

Providing for capacity, walk-in and day of registrants will be welcomed. They will complete the same registration process on site and will be able to meet with companies and other services.



# Your Call To Action!

"I believe in the talent that lies within our young people, and I know that when we give them a real chance, they will achieve and soar."

- Common

1. **Register & Prepare Youth** for the event
2. **Spread the word** in your organizations & in the community – tell your leaders, your staff, your partner organizations and your communities. A social media tool kit is available.
3. **Volunteer!** There will be opportunities for you or your teams to support the event. Volunteer registration will be open April 3rd.





# Thank You!

Questions? [100kOpportunities@starbucks.com](mailto:100kOpportunities@starbucks.com)