



# TWIN CITIES R!SE

## ei EMPOWERMENT INSTITUTE

Building Careers. Empowering Lives.

### TWIN CITIES RISE; APPROPRIATION.

\$500,000 in fiscal year 2024 and \$500,000 in fiscal year 2025 are appropriated from the workforce development fund to the commissioner of employment and economic development for a grant to Twin Cities RISE to increase the capacity of their Empowerment Institute through employer partnerships across Minnesota and expansion of the youth personal empowerment curriculum. This is a one time appropriation and funds are available until June 30, 2026.

## EMPOWERED EXPANSION FUNDING REQUEST

### YOUTH TRAINING \$50,000 YEAR 1 \$50,000 YEAR 2

Continuous improvements on youth curriculum with updated materials to both the Learning Management System and Mobile App inclusive to content and activities.

- YOUTH LEARNING MANAGEMENT TRAINING ACCESS FOR EACH EMPLOYER PARTICIPANT.
- YOUTH MOBILE APP 24/7 LIVE ACCESS FOR EACH EMPLOYER PARTICIPANT.
- YOUTH ACCESS TO VIRTUAL CLASSROOMS AND LEARNING MANAGEMENT SYSTEM.
- CONTENT UPDATES FOR YOUTH EMPOWERMENT CURRICULUM.

### SERVICES \$200,000 YEAR 1 \$250,000 YEAR 2

Investment of additional facilitator/s to support growth and impact of transformative workshops for employers.

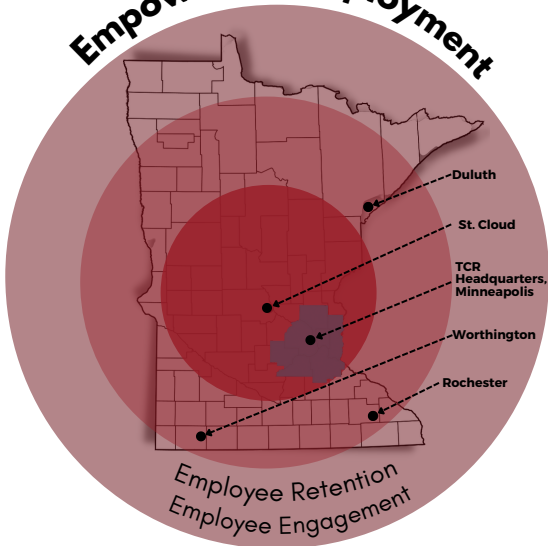
- WORKSHOP ORIENTATION SESSIONS.
- WORKSHOP FACILITATION 4-6 HOURS EACH.
- WORKSHOP ADMINISTRATION, MANAGEMENT, AND OVERSIGHT.
- SUPPORT FOR PERSONAL TRANSFORMATION AND CONCEPT APPLICATION.
- LEADERSHIP OF VIRTUAL SESSIONS, AND COHORT SUPPORT.
- 1:1 SUPPORT AND PERSONAL FOLLOW UP.

### CAPACITY BUILDING \$250,000 YEAR 1 \$200,000 YEAR 2

Investment of Target Marketing for small to mid-size employers, State-wide expansion supporting key regions, Dedicated Campaigns, and Client Relationship Management Support.

- EXPAND EMPLOYER ENGAGEMENTS THROUGHOUT MINNESOTA.
- IMPLEMENT AND COORDINATE EMPLOYER SESSIONS/LOGISTICS.
- CLIENT RELATIONSHIP MANAGEMENT AND SUPPORT.
- SATISFACTION SURVEYS AND DATA ANALYTICS.
- ONGOING PARTNERSHIP OPPORTUNITIES FOR EMPOWERMENT PROGRAMS.

### Empowering Employment





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### TRANSFORMATION

Empowerment Expansion - H. F. No. 2664  
 Our Empowerment Institute, a division of Twin Cities RISE is seeking Capacity Building Expansion Support focusing on Youth & Employment.  
 \$500,000 fiscal year 2024 + \$500,000 fiscal year 2025

### IMPACT AND RESULTS

\$1.6M

Total SROI Calculation

Social return on investment of 3.76 for every dollar invested. In the fiscal year 2022, this translated to a total contribution of \$1,631,840.

Investing in our program, not only empowers individuals, but creates a significant positive impact on the community.

19.65% increase

Wellbeing

**Wellbeing:** the capacity to maintain optimal energy and functioning.

**Balance:** the capacity to effectively manage priorities, handle stress, and remain fully present.

**Health:** the capacity to maintain optimal physical energy and functioning.

22.16% increase

Quality of Relationships

**Relationships:** the capacity to build and maintain networks.

**Network:** the capacity to build multiple relationships to create alliance and support.

**Community:** the capacity to maintain mutually caring connections to increase belonging.

24.31% increase

Quality of Life

**Quality of Life:** the capacity to maintain balance and satisfaction.

**Achievement:** the capacity to accomplish meaningful goals.

**Satisfaction:** the capacity to feel appreciation about one's life and efforts.

17.65% increase

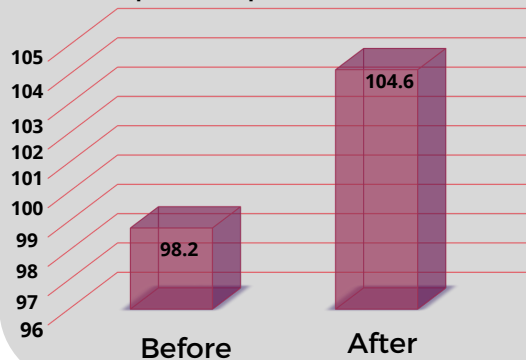
Effectiveness

**Effectiveness:** the capacity to generate results.

**Decision Making:** the capacity to select the most effective option.

**Influence:** the capacity to motivate and involve others.

Total EQ scores, averaged, pre and post-intervention



"Twin Cities Rise is a remarkable organization that helped me to turn my life around. The coaches were incredibly kind and supportive, and their Empowerment training helped me to rebuild my confidence and self-esteem. Now, I have the power of choice, and I can seek out the right job for me, rather than settling for less. Thanks to TCR, my past no longer determines my future, and I am deeply grateful for the staff's impact on me and my family."

-Linda Pittman

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"I learned how to maneuver my emotions, no matter what the circumstances may be." -Faysal



"The Emotional Intelligence training has made a huge difference. I no longer react the way I used to, and I am modeling this change for the children". - Gary



## IMPACT GOALS

- Serve 60 employers throughout the state of Minnesota.
- Support up to 50 employees at each site with Empowerment Transformative Workshops, meaning up to 3,000 total staff within the State.
- Complete enhanced youth curriculum, content, LMS learning, and dedicated mobile app.

Using Empowerment concepts with entry-level workers can align organizations with these strategies to improve stakeholder trust in Empowerment Institute initiatives.

### TCR Outcomes

- TCR reaches and influences a wider audience beyond its typical scope.
- Transform workers lives, as well as the clients to seeing that investing in impactful Empowerment initiatives beneficial to workers wellbeing and performance.
- The market for Business-to-Business emotional intelligence training allows for high margins and potential follow up sales.

### Participant / Client Transformations

- Increased retention and engagement for frontline workers.
- Empowerment will improve both the lives of workers and the customer service experience of the employer.
- Fostering an inclusive company culture to improve brand reputation and performance.