

SER

JOB S



2018 ANNUAL REPORT

FROM THE CEO



Dearest Amigos,

2018 was a year full of change, opportunity, growth, and discovery for SERJobs and we are grateful for your support as we begin this exciting new chapter!

Each day, SER has the privilege to meet and empower youth, adults, seniors, veterans, and returning citizens from challenged communities who are seeking a path to good jobs and brighter futures. Through SER's job training, coaching, and employment services, our clients forge pathways to discover their full potential, break cycles of poverty, and reach long-term financial stability.

I'm proud to share what you, along with other supporters, volunteers, community partners, and SER board and staff achieved in 2018. I hope you are inspired by the results and remember that your friendship, support, and partnership made new opportunities possible for thousands of individuals and families across the Greater Houston area.

Thank you for being a part of the journey and believing in the redemptive power of work!

With gratitude,

Sheroo Mukhtiar
Executive Director & CEO

2018 HIGHLIGHTS

People Served

3,645



SERJobs Debuts New Identity



Workforce Opportunity Center Opens

People served in
10 Counties

\$4.8 Million
in direct client
services provided

Leadership

Sheroo Mukhtiar joins as CEO



Job Placement Rate

76%



La Chamba Coffee & Careers

SER social enterprise brings quality cafe service and work experience opportunities to community

DEMOGRAPHICS



youth & young adults (ages 16-24) received education, occupational training, summer internships, job readiness, and employment services

1,401



1,037 juvenile and adult **ex-offenders** assisted with reintegration services



homeless individuals received employment, occupational training, and job readiness services

628

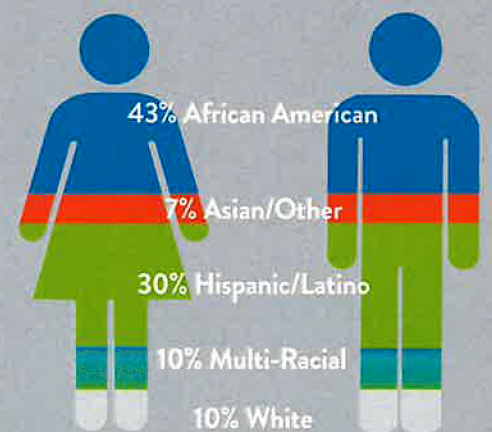


144 **veterans** helped back into the civilian workforce



individuals participated in **training**

782




43% African American
7% Asian/Other
30% Hispanic/Latino
10% Multi-Racial
10% White


Youngest client was born in 2002

AGE	16-24:	25-54:	55+:
	38%	51%	11%


Oldest client was born in 1943



1638
women

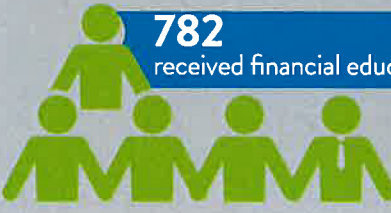


12
trans/
other




1995
men

782 received financial education



211 participated in one-on-one financial coaching

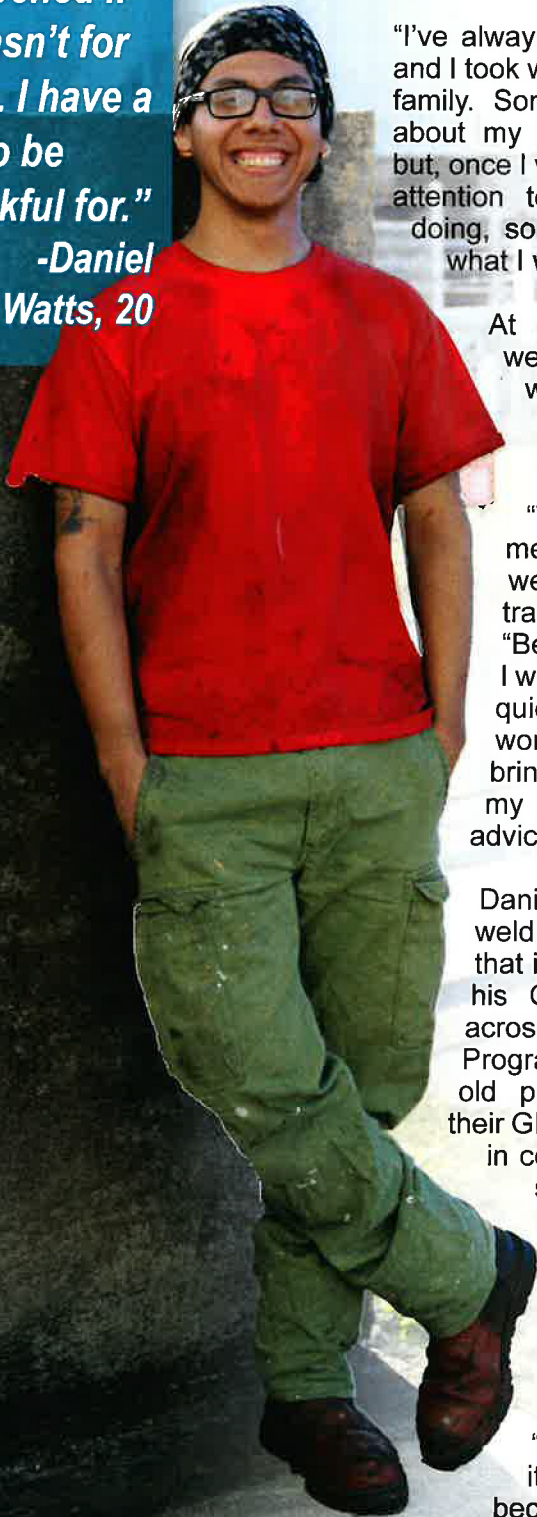


Percentage of clients

Annual household income at enrollment	Percentage of clients
\$0-10k	58%
\$10-20k	15%
\$20-30k	10%
\$30-40k	7%
\$40-50k	4%
\$50-60k	2%
\$60k+	4%

“None of this would have happened if it wasn’t for SER. I have a lot to be thankful for.”

-Daniel Watts, 20



Daniel Watts dropped out before starting high school so he could work full time to help support his single mom and two siblings.

“I’ve always hustled to get jobs, and I took what I could to help my family. Sometimes I had to lie about my age and experience, but, once I was hired, I really paid attention to what others were doing, so I looked like I knew what I was doing.”

At 18, Daniel found a well-paying job at a welding company and discovered his passion.

“The company hired me as a painter/welder, even without training,” said Daniel. “Because I enjoyed what I was doing, I picked it up quickly. But while I was working, my mom kept bringing up that I needed my GED, so I took her advice.”

Daniel wanted a future in welding, but at 19, agreed that it was important to get his GED first. He came across SER’s YouthBuild Program, where 17-24 year old participants can earn their GED while gaining skills in construction, earning a stipend, and helping to rebuild and repair housing in low-income communities in the Greater Houston area.

“To be honest, at first it was frustrating because it had been four years since I’d been in school and I had a lot to learn, but [SER GED Instructor] Mr. Sweeny was very patient and cared about us.

He made sure we were serious, and I respect him for that.”

During the construction component of the class, Daniel stood out.

“When we worked on rebuilding and repairing houses, a construction company manager saw my hard work and asked me if I wanted a job when I completed YouthBuild,” said Daniel, “but I didn’t take that offer because I had my mind set on welding. I really enjoyed it in the past and believe it has the potential to pay well.”

After earning his GED, Daniel’s career coach helped him come up with an action plan.

“[My coach] helped me get a scholarship to Industrial Welding Academy. I took two classes and plan to take a third class soon. During that time I also took a position at La Chamba for four months while I went to school at night.”

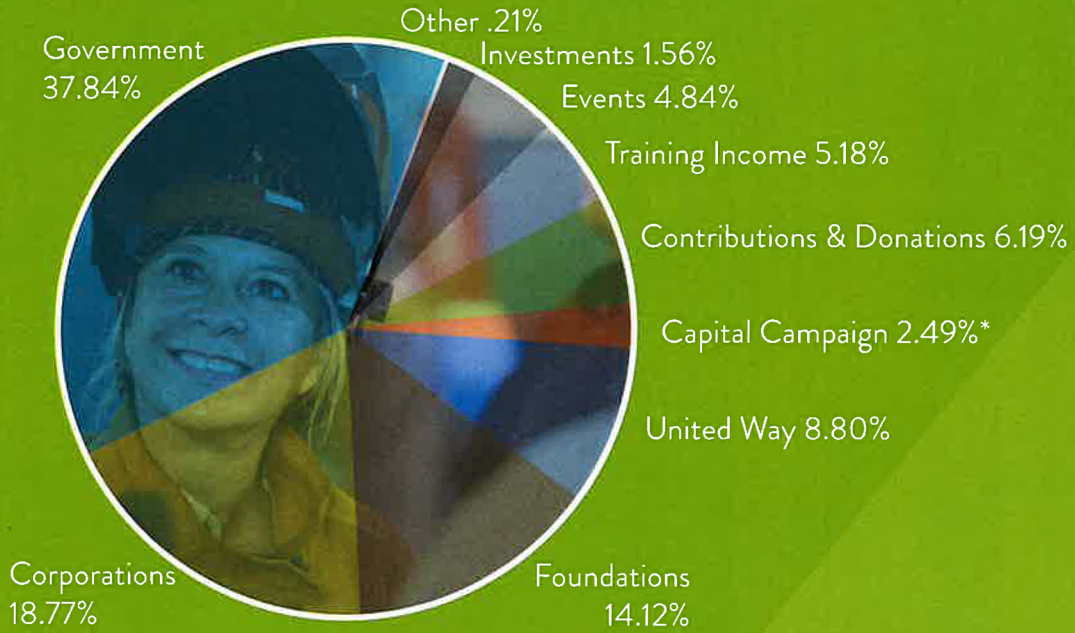
“After welding academy, I was able to get a job in the industry, and I am so thankful. Now I’m well paid, I appreciate my job, and I feel that they appreciate me.”

Now at age 20, Daniel is happily settling into his new life as a welder and a family man.

“I met a great girl at SER who is now my fiancée,” said Daniel, “she also took classes at the welding academy. We’ve been together five months now, and I’m ready to settle down. She [and her 2-year old son were] part of a package deal, and I love being a dad... None of this would have happened if it wasn’t for SER. I have a lot to be thankful for.”

FINANCIALS FY17-18

REVENUE: \$6,024,187*



*Revenue total and category breakout percentages are not inclusive of \$3,971,199 in government CDBG funds for new Workforce Opportunity Center



EXPENSES: \$6,016,434



Integrated into the Workforce Opportunity Center is La Chamba Coffee & Careers. La Chamba is SER's newest social enterprise - a fully functional cafe where SER students can gain paid work experience before transitioning into other employment opportunities. Every purchase at La Chamba goes right back into the community, providing opportunities for youth and young adults.

"La Chamba isn't just about serving people coffee. It's about inspiring youth and helping them to succeed in the long term."

-Jimmy Perez, La Chamba Manager



Workforce Opportunity Center Features:

- 22,000 Square Feet
- 3 Dedicated Classrooms
- 1 Multipurpose Room
- Orientation & Interview Rooms
- 3 Conference/Meeting Spaces
- History Room
- Community Computer Bank
- Warehouse

In July 2018, SER bid farewell to the agency's previous home at 201 Broadway along the Houston Ship Channel and moved in to SER's Workforce Opportunity Center at 1710 Telephone Road.



As part of a multi-year \$11 million capital campaign, SER purchased and renovated the 60+ year old building that was the original headquarters for Tellepsen Construction back in the 1950s. Renovation was not without its challenges though as the building's foundation had to be re-poured following damage from Hurricane Harvey.

The building is more than double the size of SER's previous facility and will enable the agency to more than double the number of people served annually.

This effort would not have been possible without the support of our generous funders, capital campaign cabinet, and project team. Thank you!

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WHERE
OPPORTUNITY
WORKS

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