

Advancing Careers in Retail

Helping Communities Organize Retail

Industry Partnerships

Our Mission

The National Fund's mission is to drive practices, policies, and investments that enable workers to succeed in good jobs, provide skilled workers to employers, and promote prosperous communities.

Our Model

Through the support of a national network of regional funder collaboratives, the National Fund invests in an employer-driven model of industry partnerships that enables communities to prepare individuals with in-demand skills, connect companies to trained employees, and generate a stronger workforce and economy.

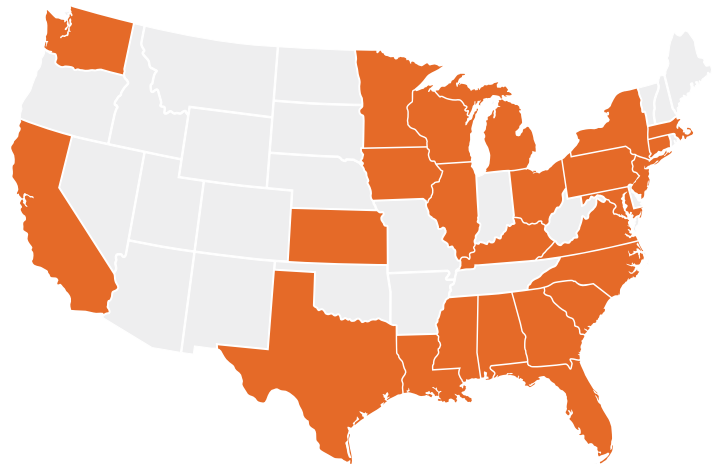
Our Results

Over the last decade, the National Fund has:

- Helped approximately **67,500 job seekers and 25,000 incumbent** workers across industries to develop new skills and find a good job;
- Assisted participants in securing **65,000 industry approved credentials**;
- Leveraged its \$26 million investment to generate **\$315 million in aligned or matched investments from 700 local funders**;
- Organized **2,000 employers in 70 active industry partnerships**.

Our Network

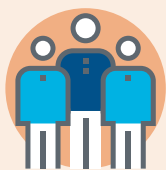
The National Fund is a network of 33 regional collaboratives and 70 active industry partnerships operating in 26 states across a wide range of sectors including manufacturing, retail, hospitality, healthcare, and information technology.



Opportunities in Retail

Employing over 48 million Americans¹, the retail and adjacent service sector industries have a large footprint in our nation's economy. With low barriers to entry and potential for advancement, opportunities exist to engage workers and employers to address turnover, create a talent pipeline, and positively impact regional retail economies.

Open Positions



600,000 open retail jobs²

Career Starter



32% of first jobs are in retail³

Retention Savings



\$9b estimated turnover costs⁴

1. National Skills Coalition, *Foundational Skills in the Service Sector*; 2. Bureau of Labor Statistics, August 2017; 3. National Retail Federation, *First Jobs Report*; 4. FSG, *Investing in Entry-Level Talent*.

With funding from Walmart, the National Fund is working with three local funder collaboratives to form industry partnerships in retail and adjacent sectors to promote and advance the needs of frontline workers.

Seattle, WA

SkillUp Washington, a workforce funder collaborative at the Seattle Foundation, is launching the Center for Onboarding and Advancement in Retail (COAR).

Dedicated to promoting the skills of frontline workers in the retail sector, particularly opportunity youth, immigrants and refugees, COAR will result in an industry partnership in and around Westfield-Southcenter Mall. The work will be led by Port Jobs, a non-profit workforce development intermediary, in partnership with Educurious, the City of Seattle's Office of Economic Development, the Workforce Development Council of Seattle-King County, the King County Department of Community of Human Services and the Community Center for Education Results.

Port Jobs will conduct an initial regional scan of the retail industry during the first year of the project, and work with COAR partners to identify and develop services to both employers and workers including employment readiness, retention support and career advancement.

Des Moines, Iowa

Central Iowa Works (CIW), an initiative of United Way of Central Iowa, is a workforce intermediary that helps employers recruit and retain skilled workers by creating pathways for job-seekers who need opportunities.

CIW will complete an analysis of retail employment in Central Iowa, a sector that currently employs nearly 40,000 workers. Through this analysis, CIW will focus on challenges in recruitment, turnover, and limited career advancement. Retailers will be provided strategies to improve recruiting, retaining, and advancing frontline workers.

CIW operates in both a large city and rural communities, presenting a unique perspective into those varying retail economies.

Baltimore, MD

The Baltimore Workforce Funders Collaborative is partnering with community-based workforce providers Civic Works, Humanim, and the Choice Program at UMBC to form the Baltimore Retail Industry Workforce Partnership, focused on raising the quality of employment in Baltimore's retail sector.

Under the Partnership, workforce experts will aid businesses in overcoming challenges to finding and retaining skilled employees while identifying resources, providing technical assistance, and facilitating peer learning to benefit frontline workers. By lifting up examples of business leaders who demonstrate business practices that benefit employers and employees, the Partnership aims to encourage more area businesses to recognize the value of investing in a skilled, engaged, and sustainable workforce.

The Partnership's comprehensive model—providing industry-driven technical assistance, connecting businesses to workforce training, and promoting socially responsible businesses will ensure equitable access to family-sustaining careers, strengthen Baltimore communities, and ultimately transform the local retail sector.

For more information, please contact Ana Hageage, National Fund Program Director, at ahageage@nationalfund.org.



The National Fund's Retail Effort
is Supported by:

Walmart 
Giving

About the National Fund for Workforce Solutions

The National Fund for Workforce Solutions is a national network promoting economic opportunity and prosperous communities through investment and innovation. Based in Washington D.C., the National Fund partners with philanthropy, employers, workers, public and private community organizations, and more than 30 regional collaboratives to invest in skills, improve systems, and generate good jobs. The National Fund supports civic and business leaders in promoting evidence-based practices and policies that build shared prosperity.

Learn more about the National Fund and its local partners at www.NationalFund.org

 @National_Fund  /NFWorkforce

 NFWSolutions

 1730 Rhode Island Ave #712, Washington D.C. 20036

 Phone: 202.223.8994