Great Jobs KC

BUILDING A STRONGER KC ONE

life

AT A TIME



2025 ANNUAL REPORT

community

This last year, we not only impacted individual lives, but we also continued to build partnerships across Kansas City and beyond, collaborating to support the Scholars we serve.

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This report contains data and analysis for our 2025 Fiscal Year (July 1, 2024 - June 30, 2025).

Great Jobs KC

KC Scholars

college scholarships up to $50,000 for students and adults

great job making $45,000 or more with benefits

Great Jobs KC

tuition-free job training in high-demand fields

FROM OUR CEO, EARL MARTIN PHALEN

This year, we witnessed the extraordinary power of community. As we've continued to expand our reach across Kansas City with our signature programs, which provide up to $50,000 toward a college degree or tuition-free job training in high-demand industries, we've also grown our partnerships across the community. Behind every Scholar's journey are the Advocates, support teams, Career Resources Managers, partners, and generous donors who make success possible. Their guidance, resources, and unwavering belief help our Scholars navigate challenges, stay motivated, and achieve life-changing goals. Because of this collective support, we've grown our impact: more Scholars graduating, more careers launched, and more lives impacted. This is more than progress; it's a movement of hope, excellence, and opportunity. Thank you for being the driving force behind our mission.



our scholarships fuel dreams and empower futures

181 **COLLEGE SAVINGS MATCH**

9th-grade students awarded up to $1,400 toward college with a 1:1 savings match and incentives.

901 **TRADITIONAL SCHOLARSHIP**

11th-grade students awarded up to $50,000 to attend one of our KC Scholars College Network partners.

152 **ADULT LEARNER SCHOLARSHIP**

adults awarded up to $50,000 to attend any of our KC Scholars College Network partners.

1,234 **TOTAL SCHOLARS AWARDED**

new KC Scholars College Network partners

MidAmerica Nazarene University

Ottawa University

Pittsburg State University

Truman State University

to view all of our college partners visit
greatjobskc.org/scholarships/#colleges

KC Scholars scholarships



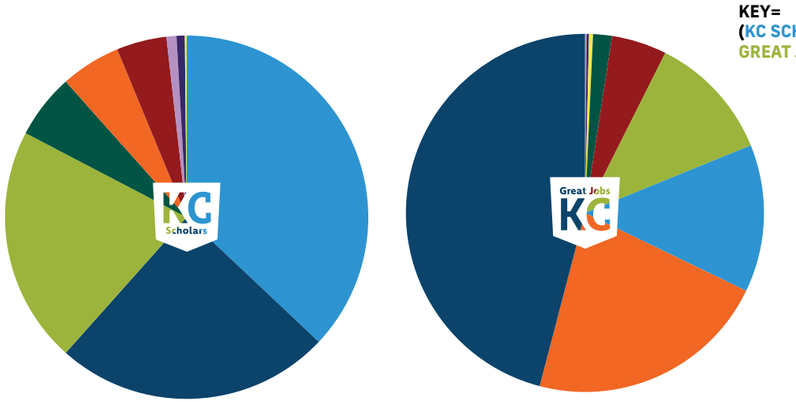
71%

TRADITIONAL SCHOLARSHIP GRADUATION RATE EXCEEDING NATIONAL AVERAGE

who are our new Scholars

1,234 KC Scholars

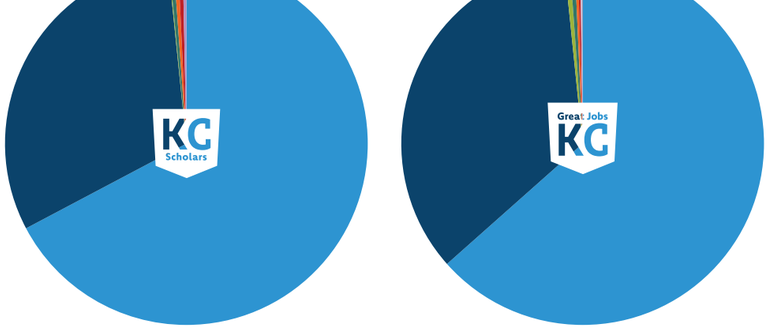
3,874 Great Jobs KC Scholars



KEY=
(KC SCHOLARS,
GREAT JOBS KC)

race of Scholars

- HISPANIC OR LATINO (37%, 13%)
- BLACK OR AFRICAN AMERICAN (25%, 46%)
- WHITE (21%, 11%)
- ASIAN (6%, 2%)
- RACE/ETHNICITY UNKNOWN (5%, 22%)
- MULTIRACIAL (TWO OR MORE RACES) (4%, 5%)
- PREFER NOT TO ANSWER (<1%, <1%)
- NATIVE HAWAIIAN OR PACIFIC ISLANDER (<1%, <1%)
- AMERICAN INDIAN OR ALASKA NATIVE (<1%, <1%)



gender identity of Scholars

- FEMALE (67%, 63%)
- MALE (31%, 35%)
- OTHER (<1%, <1%)
- GENDER NON-CONFORMING (<1%, <1%)
- PREFER NOT TO ANSWER (<1%, <1%)
- TRANSGENDER MALE (<1%, <1%)
- TRANSGENDER FEMALE (<1%, <1%)
- GENDER IDENTITY UNKNOWN (<1%, <1%)

who are Great Jobs KC Scholars

opportunity

"An education (and opportunity for financial security) should be available to everyone, no matter what"

— Ewing Marion Kauffman



THE POWER OF SUPPORT: MAURICIO'S STORY

The support of our Scholar Advocates provides the security in knowing that everyone's path is different and a pivot is not a failure, but a new opportunity. This is Mauricio's story...

Mauricio, a recipient of a KC Scholars Scholarship in spring 2022, enrolled at the University of Kansas (KU) in the fall of 2023. As a first-generation college student, he faced challenges when he discovered that living on campus created difficulties at home, leading him to consider dropping out of college. During an in-person check-in with his Scholar Advocate, Danielle, Mauricio shared his concerns. Danielle provided him with alternative options that would allow him to support his family while still pursuing his education.

Mauricio made the significant decision to change his academic path from KU to Johnson County Community College (JCCC) to pursue a degree in Construction Management. He opted to first earn an associate's degree, as the schedule and course load would be more manageable while working to help his family. Since his decision was made too late to enroll in classes for spring 2025, Danielle connected him with our Great Jobs KC Job Training Program so he could get enrolled. Through our program, he earned a certificate in Construction Fundamentals, which provided him with a valuable credential to earn more while supporting his family. This certification also reinforced his commitment to his new career path.

With the support of his Scholar Advocate, his new certification, and his family, Mauricio enrolled at JCCC for the fall 2025 semester. His story is an excellent example of how life circumstances can change a person's future, but with the right support, his educational journey remains on track. The ability to adapt and provide flexibility, personalized scholarship support, and job training credentials, like those offered by Great Jobs KC, is crucial to ensuring a path to success for Scholars, like Mauricio.

empowerment

how we are different: support

We stand apart by providing one-to-one Scholar Advocate support and critical support services — including transportation and technology — exactly when our Scholars need them. We support Scholars from both programs from awarding through graduation and into their first year of employment. This support ensures that they can stay in their program and keep moving forward.



Danielle, Scholar Engagement Manager



Kaydee, Scholar Advocate - Special Projects



Judith, Career Resources Manager



Tiana, Senior Scholar Support Specialist

In the stories of this report, these staff members are integral to breaking barriers and supporting our Scholars on their journeys to success.

THE POWER OF SUPPORT: NEVAEH'S STORY

The support of our Scholar Support Resources team shows our Scholars that challenges and obstacles don't have to derail success. This is Nevaeh's story...

For many Scholars, a career path is not free of obstacles. Great Jobs KC's mission is to ensure the success of its Scholars, regardless of the challenges they may face. The program provides each Scholar with a one-to-one Scholar Advocate, whom they can contact for assistance whenever needed. This support system enables Scholars to achieve success in situations where they might otherwise have given up. One of the key resources available to Scholar Advocates is the Scholar Support Resources department.

Great Jobs KC has numerous partnerships with community organizations and is supported by generous donor funding. This allows the program to provide resources to Scholars facing life challenges. Whether a Scholar is dealing with transportation or technology issues, or needs help with tutoring or course supplies, the Scholar Support Resources team can connect them with the necessary resources to stay on track and finish their programs.

Nevaeh, a Certified Nursing Assistant (CNA) Scholar, faced both technology and transportation challenges during her training program. Through partnerships and generous donors, Great Jobs KC was able to provide her with a laptop and a gas card so that she could concentrate on her training. With the help of Tiana, Senior Scholar Support Specialist, Nevaeh was able to overcome the obstacles in her path and finish her training. Nevaeh successfully secured a job as a CNA at Brookdale Senior Living. Great Jobs KC recognizes that life presents unexpected challenges and that by removing these obstacles, it can create futures that might not have been possible otherwise.

SUPPORT SERVICE REQUESTS FULFILLED

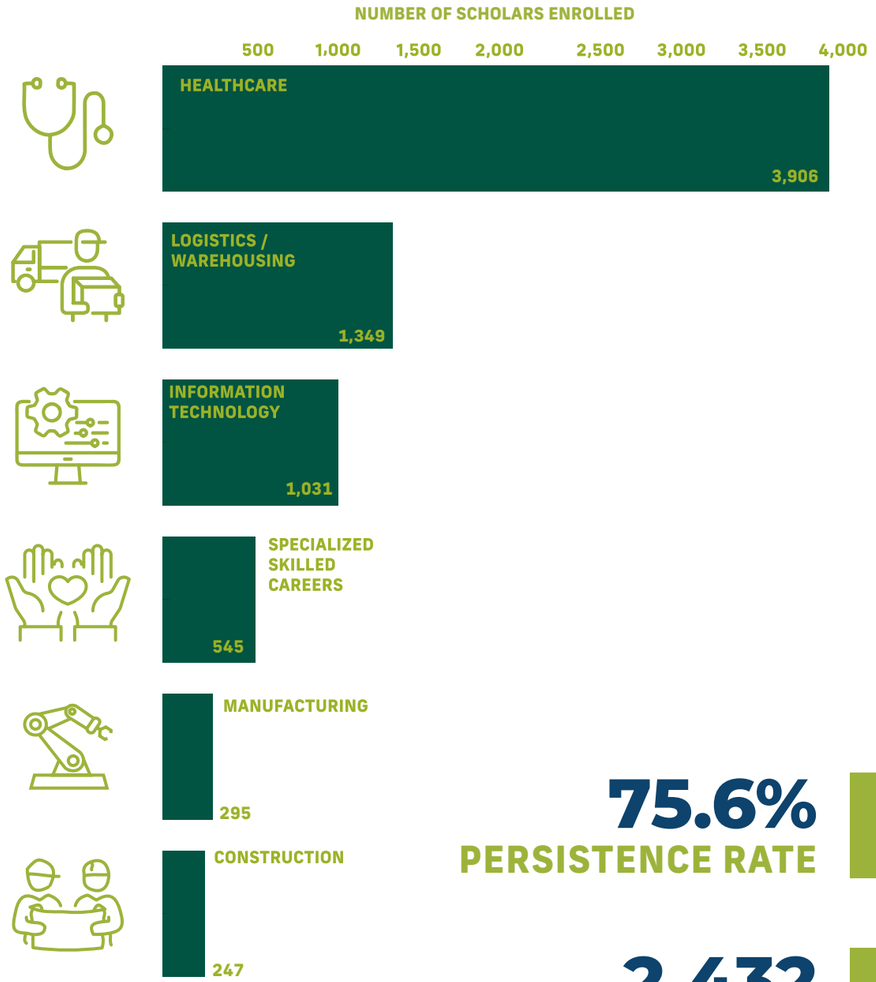
1,117

TOP SUPPORT SERVICES REQUESTED:

1. transportation (74%)
2. technology (21%)



job training industries



75.6%
PERSISTENCE RATE

2,432
SCHOLARS EMPLOYED SINCE PROGRAM LAUNCH

Great Jobs KC **job training**

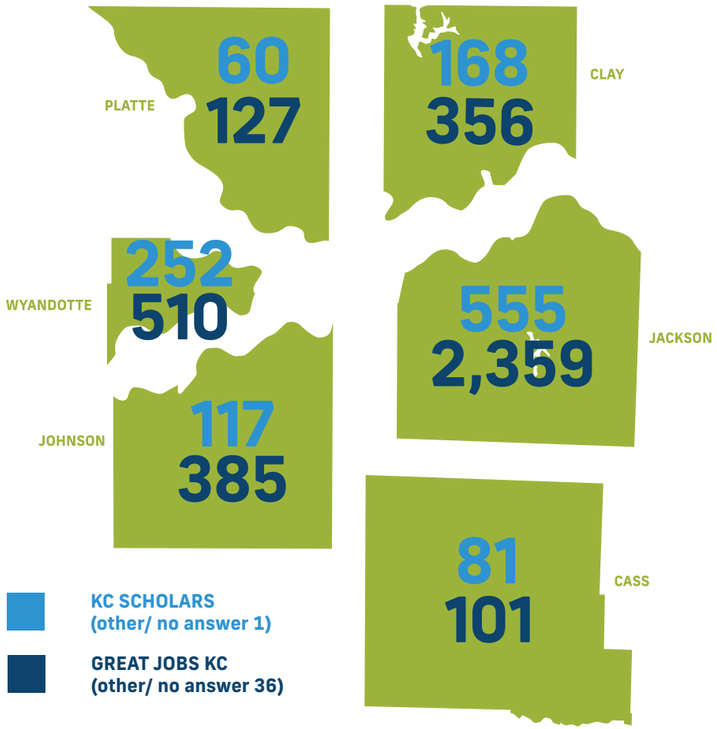


176%

AVERAGE SALARY INCREASE OF SCHOLARS WHO COMPLETE JOB TRAINING

our programs, paired with our skills workshops, equip Scholars with the knowledge and resources they need to achieve their goals and succeed

Scholars by county



where are Great Jobs KC Scholars

determination

"Our community's strength lies in the determination of those who overcome obstacles in their commitment to building a better future. By investing in their potential, we are not just helping individuals; we are actively strengthening the foundation upon which our entire community thrives."

— Tammy Edwards, Great Jobs KC Board Chair



THE POWER OF SUPPORT: AALIYAH'S STORY

The support of our Scholar Advocates provides the guidance Scholars need to find their future based on their interests, skills, and opportunities and then champions them through whatever they encounter on their way to success. This is Aaliyah's story...

Despite a series of significant life challenges, Aaliyah was able to successfully complete her training and secure a job in the medical field, thanks to the persistent support of her Scholar Advocate, Kaydee.

Aaliyah first connected with Community Services League to explore options in the medical field after they had previously helped her obtain her Phlebotomy Technician License. They directed her to Great Jobs KC to learn what opportunities existed to help her in achieving career medical certifications. She was impressed by the detailed and personalized guidance she received, particularly from Kaydee, who listened to her career goals and provided the various options available to her.

Throughout her journey, Aaliyah faced numerous setbacks, including the loss of her home and belongings due to a robbery, and later, her job. She also became seriously ill and her mother suffered a heart attack, which caused her to miss the start of her Certified Nursing Assistant Program in September. She felt "defeated" and "depleted," but the consistent encouragement and check-ins from Kaydee were a source of great comfort.

Determined to move forward, Aaliyah enrolled in an accelerated Certified Nursing Assistant Program at Mid-America College of Health Sciences in January 2025. She passed all her exams with an A and scored 98/100 on her State Exam. On January 28, 2025, the same day she received her license, she was hired as a Certified Nursing Assistant at Beacon of Hope Hospice. She is the first person in her company's history to be hired without prior experience. Aaliyah credits Great Jobs KC and the consistent support from Kaydee for her ultimate success, stating that she doesn't know where she would be without them. She now has a full-time job in healthcare, a new furnished home, and is working towards becoming an RN.

this year we launched and expanded Scholar support programs that encourage community and build marketable skills

33 ambassadors held
13 events across
4 campuses

The KC Scholars Ambassador Program, a pilot this year, provides our Scholars with an opportunity to step up and lead while fostering community among fellow Scholars on campus.

4 alumni focused events

Our Alumni Program provides a chance for graduates of our programs to continue learning, networking, and giving back even after they launch their careers.

1,098 workshops

Our workshops equip Scholars with the life and career skills they need to succeed.

- time management
- career skills
- money & stress management
- workforce skills

thank you to our summer event sponsors

EWING MARION KAUFFMAN FOUNDATION

KANSAS CITY ROYALS FOUNDATION



2891

MEMBERS JOINED THE GREAT JOBS KC ALUMNI PROGRAM

190 scholarship reviewers

The collaboration of volunteers and partners enhances the work of Great Jobs KC, strengthening our impact by ensuring Scholars have the guidance and resources they need to succeed.



"As a reviewer, I have been amazed by the potential of Kansas City's youth and this organization's role in making college accessible to thousands of students in our region."

— Joshua Kaplan

177 total donors

Thank you to all our partners whose support helps us open doors, remove barriers, and create life-changing opportunities for the people of Kansas City.

Great Jobs KC partners

collaboration

"Strong collaboration and partnerships between Great Jobs KC and over 100 community programs, regional employers, and training providers create a ripple effect of support and synergy, building a workforce ecosystem that sustains growth and fosters economic stability. At the KC Chamber, we believe wholeheartedly in the systemic change that can come from Great Jobs KC."

— Joe Reardon, President & CEO of the KC Chamber

48 training partners

29 employer partners

24 community partners

26 college network partners

127 total partners

THE POWER OF SUPPORT: DAKOTA'S STORY

The support of our Career Resources Managers equips Scholars with the skills and practice they need to approach their job search and interviews with confidence and the patience to find the right fit for them. This is Dakota's story...

Dakota was inspired to become a Sterile Processing Technician to support surgical procedures and be a crucial link for doctors and nurses in the operating room. She enrolled in a Sterile Processing Technician Program at the University of Central Missouri through the Great Jobs KC Job Training Program, completing her training in July 2024.

After her training, Dakota began her job search and was paired with Career Resources Manager, Judith Simmons. Dakota described Judith as "incredible", noting that she revised her resume, provided weekly updates and job leads, and shared links to applications to streamline the process. Although Dakota found the job search and interview process frustrating at times, Judith was "very hands-on" with interview preparation. Judith helped Dakota see her own value and potential and encouraged her to never give up, which was integral to her success.

After an eight-month job search, Dakota secured a position as a Sterile Processing Technician at Swope Health, one of Great Jobs KC's partner employers. Judith will continue to check-in with Dakota throughout her first year on the job to ensure her continued success.

success

one life at a time has become thousands of lives when we work together.

6,602 scholarships awarded + **10,667** job training Scholars = **17,269** lives impacted since 2016

over 670,000 individuals in the kansas city area are unable to make ends meet.

the demand for our programs is growing. continued support is needed to meet the needs of our community.

3,831

INDIVIDUALS WERE UNABLE TO ENROLL IN OUR PROGRAMS THIS FISCAL YEAR DUE TO LACK OF FUNDING.

help us continue to build a stronger KC



THE POWER OF SUPPORT: TYONI'S STORY

The support of our generous donors creates life-changing opportunities for Scholars looking to pursue their dreams of a stronger future. This is Tyoni's story...

In 2019, Tyoni was awarded a KC Scholars Scholarship. As a first-generation college student from a single-parent household, the Scholarship was a source of great relief, allowing her to afford college.

Tyoni started at Kansas State University (K-State) in the Fall of 2020. Throughout her time at K-State, her KC Scholars Team provided support and guidance when her coursework felt overwhelming, or when her future plans were uncertain. When she faced academic difficulties, they offered understanding and grace, helping her get back on track.

After earning her degree in Journalism & Mass Communications, Tyoni was able to rely on the continued encouragement of our Career Resources Team which gave her hope for job opportunities. Through her hard work and commitment to success, she was able to secure her current role as the Community Relations Manager with Sleepyhead Beds, a local Kansas City nonprofit. The knowledge that KC Scholars was there to support her until she reached her goals gave her continued confidence that she would realize her dreams.

Knowing that KC Scholars was there to provide support both financially with tuition funding, and holistically with her Scholar Advocate, Scholar Support Services, and Career Resources Manager, Tyoni was able to earn her degree and dedicate herself to her nonprofit career and give of her passion and skills to make a real difference in our community.

Tyoni recently celebrated her one-year anniversary in a career she loves. Her future plans include earning a master's degree while gaining more career experience, which will allow her to achieve her dream of becoming a Director of Communications or Executive Director.



A STRONGER KANSAS CITY
MEANS A COMMUNITY WHERE

everyone

HAS THE OPPORTUNITY
TO BUILD A STRONGER FUTURE.

greatjobskc.org

Great Jobs KC