



# Transforming Opportunity

2021 Annual Report



# Letter from the CEO and Chair of the Board

Dear Friend,

The past year was a deeply challenging one, with wars and conflicts, climate and health disasters. These crises left millions of people seeking new refuge and underscored the importance of including newcomers in our workforce and seeing immigrants and refugees not as problems, but for the unique assets that they bring to our societies.

**Here’s just one of the many refugee job seeker journeys that touched us deeply in 2021:**

Ivana was a journalist in Sudan and then South Sudan, known for courageously bringing to light the stories of women displaced during war. She came to the United States seeking safety while pregnant and with a young son. Her first home was a shelter in New York.

Like many immigrant women, Ivana found low-wage work as a home health aide. The shifts were irregular and poorly paid, but allowed her to secure an apartment for her family, where we visited her on a cold, rainy day in February. Even as she juggled child care and loneliness, Ivana’s fighting spirit was hard to miss, as was her passionate determination to regain professional work that was a critical part of her identity. Ivana used any moments she found, at night or on

weekends, to work with Upwardly Global staff and volunteers on job skills training and networking, and to start her own online radio program.

The job search process is an emotional one, especially when you are isolated in a new country without a social network or support. Ivana’s spirits soared when she applied for professional roles, but two successive rejections in the final rounds brought her way down. However, she is nothing if not resilient; she continued with her day job for basic needs, as well as her engagement with Upwardly Global.

Just a few weeks ago, Ivana joined our thousands of alumni. Minutes after she finally received a job offer from an organization to which we had introduced her, Ivana reached out, elated, to let us know about her new role. She will be a case manager for women who have faced violence and battle poverty, a way to engage her transferable skills and passion. And she will at last earn a family-supporting wage for herself and her boys. Ivana’s struggles meant so much to the individuals who connected with her, and her joy was something to witness.

This past year, hundreds of stories like Ivana’s motivated the Upwardly Global staff, board



Ivana Mousa, a journalist from South Sudan, enrolled in the Upwardly Global program in 2021.

and greater community to work with unceasing dedication to support immigrants and refugees. Harnessing the passion of this community, building meaningful employer and funding partnerships, and leveraging technology drive our vision to transform opportunity for millions more.

While individual stories ground us in doing this critical work, several events dominated headlines in 2021 and changed the way we view the world and the workplace.

**AMONG THE MOST IMPACTFUL**

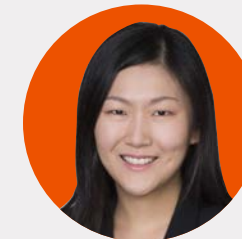
- **Address**  
Gaps in Our Country
- **Support**  
Refugees in Crisis
- **Strengthen**  
a Diverse Workforce

Even as 2022 promises many new challenges and the greatest refugee crisis since World War II, we feel fortunate to do this work every day, and are so honored to be doing it alongside you.

Sincerely,



Jina Krause-Vilmar  
*President & CEO, Upwardly Global*



Tammi Ling  
*Chair, Upwardly Global Board of Directors*

PART 1

# Filling the Gap & Supporting Communities



Still reeling from the job losses brought on by the COVID-19 pandemic, which lingered into 2021, Upwardly Global sought to shift the narrative and transform opportunities for foreign-trained immigrants and refugees waiting on the sidelines. In 2021, we saw a seismic shift in the U.S. labor market, as employees demanded better working conditions, higher wages and better benefits.

Likewise, employers struggled to find millions of skilled workers in key industries: health care, accounting, business logistics, engineering and finance. Seeing an opportunity to shift focus to untapped and overlooked labor markets, Upwardly Global mobilized. In 2021, Upwardly Global sought out new partnerships with corporations and policy leaders, while internally expanding its team to connect more deeply with job seekers and assist them in restarting their careers in the U.S.

Upwardly Global built exemplary training models with Google, Microsoft and Cummins—including our industry-based volunteer training cohort pilots, which we are now expanding. We worked with Accenture and the Berkeley Institute for Data Science to address skill building in high-need areas.

## BY THE NUMBERS



AVERAGE SALARY

\$66K



PROGRAM PARTICIPANTS

1,870



JOB SEEKERS RESKILLING

993



ECONOMIC IMPACT

\$43M



PLACEMENTS IN STEM FIELDS

53%



COUNTRIES OF ORIGIN

101

## FOCUS ON HEALTH CARE PATHWAYS TO SUCCESS



Dr. Jacky Petion, a physician from Haiti who joined the NewYork-Presbyterian-Upwardly Global program. He was recently placed in a full-time position in the Pulmonary Division.

Even before the pandemic stretched into 2021, we knew that the U.S. was facing a troubling dearth of medical workers. Estimates suggest that before the end of the decade there will be a shortage of over 2 million health care workers, while more than 260,000 immigrant and refugee health care workers remain at the sidelines. Realizing that skilled immigrant labor could help fill the gap, Upwardly Global sought alternative pathways for medical professionals to support frontline needs, and ways to expedite medical relicensing in regions throughout the country.

By mid-2021, Upwardly Global and the NewYork-Presbyterian Hospital system formed a groundbreaking model and new partnership that would allow Upwardly Global's internationally trained immigrant

job seekers to receive paid internships and mentorship. The model addresses staffing needs with a new, diverse pool of talent; equips our medical system to have a greater, more equitable impact on health access and outcomes in underserved communities; and offers alternative career pathways for immigrants with international credentials and experience.

During the first part of the pilot, we engaged 50 Upwardly Global job seekers with backgrounds in health care, technology and administration to work at the hospital; many of them have received extended terms of service and full-time jobs. In 2022, our hope is this model can be adopted and duplicated in other regions and career fields throughout the country.

## NURSE FROM TUNISIA FILLS CRITICAL STAFFING NEED AT CHICAGO HOSPITAL

Jawad, a nurse from Tunisia, describes his first three months in the U.S. as walking in a dream; he could not believe he was here.

He worked in warehousing and then as an Uber driver, but establishing a professional career proved daunting. Despite shortages in health care workers and the need for bilingual nurses, Jawad faced a long and complicated relicensing path.

"Immigrants don't know how high the expectation is and when they fail, they become discouraged," Jawad says. "They have lost time. They become overwhelmed. They just stop."

Upwardly Global provided Jawad with clear information, contacts, and the support he needed to cross the finish line.

Today, Jawad works as an ICU nurse at a leading Chicago hospital. For his current employer, his license couldn't have come soon enough. During the pandemic, there was one point when a floor of the hospital was facing a shortage of over 20 nurses. Jawad offers valuable insight into how we might optimize foreign talent to meet this demand.

While the lack of navigational support is a barrier, Jawad still sees immense value in the U.S. system, which he still says "puts freedom above all else."





**“I’m proud to be a woman in tech. Every day, I go to work knowing that I’m advancing innovation that will help put this country on a path to economic recovery.”**

**Yulia Mukhlavea**  
Upwardly Global Alumna

## YULIA’S STORY

Yulia moved to the U.S. with her family almost three years ago. She thought that she had everything necessary to find a job: a master’s degree in computer science and 12 years of relevant experience with international and American companies.

She was born in Azerbaijan, but had also lived and worked in Russia and Poland. In each of those countries, Yulia was a minority: a woman working in the male-dominated tech industry. The same holds true in the U.S.: Women make up 47% of the workforce here but hold just 25% of computing jobs.

Yulia never bought into the idea that her gender should hold her back. But when she arrived in the U.S., there was an unlucky coincidence: She had a gap in her work experience due to extended maternity leave, plus the recent immigration. For months, she sent out resume after resume but never heard back. After breaking barriers in other countries, Yulia felt like she’d hit a huge wall in the U.S.

Connecting with Upwardly Global was a game-changer. Yulia’s coach helped her rebuild her network and reformat her resume, and after several rounds of

interviews, she found herself with not one but *three job offers!*

Yulia has been thankful to have a steady job during the pandemic, and she’s proud to be a woman in tech.

## PART 2

# Stepping Up in Crisis

## Supporting Afghan Allies + Refugees



During the summer, U.S. armed forces ended their mission in Afghanistan after more than 20 years. The withdrawal left thousands of Afghan allies vulnerable to the Taliban as they assumed control. Nearly 100,000 of our Afghan allies made their way through the summer and fall of 2021 to military or other safe-haven sites throughout the U.S. Upwardly Global quickly mobilized, forming partnerships with these sites to offer humanitarian aid and career support to Afghans.

Some 20 to 30% of evacuees have professional training and are proficient in English. We need their skills and talent in the U.S. workforce.

Our goal over the next 18 months is to provide 1:1 career coaching services to 1,400 Afghans and access to our job readiness and learning management system to an additional 5,000.

In 2022, we along with our Afghan allies entered a new stage of rebuilding. The thousands that were evacuated have now left their safe-haven sites and are being resettled in communities across the country. Upwardly Global is continuing to work to ensure workforce development and inclusion, while also lifting up their stories through narrative, storytelling and media engagement.

**“Seeing the incredible work of Upwardly Global and CEO Jina Krause-Vilmar gives me hope and joy as these families begin a brand-new chapter.”**

Senator Chris Coons (D-DE)

## BY THE NUMBERS



### CAREER TRAINING AND CENTERS

# ALL 6 BASES

Upwardly Global set up career centers and offered training for Afghans on the military bases where new evacuees arrived.



### RAPID-RESPONSE PORTAL VISITS

# 3,500

OCT. 2021-EARLY 2022

Launched our Afghan rapid-response portal with job readiness e-learning pathways for all English-proficient Afghans, and added up/reskilling courses.



### PLACEMENTS

# 150

AND COUNTING SINCE FALL 2021



### LIVE JOB SESSIONS

# WEEKLY



### IN-KIND HUMANITARIAN SUPPORT

# \$1M

Provided humanitarian support to address immediate short-term needs—leveraging significant goodwill and partnerships with Accenture, Bloomberg, the Lawrence Foundation, the Afya Foundation, and the Jewish community in Westchester and NYC.



### AFGHAN JOB SEEKERS

# 1,200

AND COUNTING SINCE AUGUST 2021

Provided humanitarian support to address immediate short-term needs in our full coaching, skilling and networking program, plus thousands more accessing our resources.



Jina Krause-Vilmar, Upwardly Global CEO & president, appears on CBS News in August 2021 to discuss the Afghan evacuation and the need for workforce integration.

“Now more than ever, resources are required to ensure newcomers entering our country under dire circumstances have the tools needed to integrate and restart their lives in the U.S.”

Upwardly Global CEO Jina Krause-Vilmar

## LOOKING AHEAD: SOLIDARITY, SUPPORT & OPPORTUNITY

Turbulence causes migration; we are currently seeing the largest refugee crisis since World War II due to war in Ukraine.

We are handed a choice: We can embrace immigrants and offer them the support they need to regain agency and contribute to their new homes. Or we can demonize them, relegating them to poverty and isolation and building up walls of exclusion.

Upwardly Global and thousands of you—our partners, donors, volunteers and alumni—chose to support inclusion and to take an active role in building solidarity and transforming opportunity. We have our work cut out for us as we look to deepen our impact and to scale our work to millions of new immigrants and refugees.

The United States has announced it will accept 100,000 displaced people fleeing the conflict in Ukraine. Refugees fleeing Ukraine have been met with humanitarian concern and care in Europe. We believe



differentiated support for workforce reentry—which benefits immigrants and the societies in which they settle—must be a critical component of resettlement planning, funding and coordination.

Many refugees from Ukraine have professional backgrounds; some 60% of Ukrainian women have a bachelor's degree or higher.

Upwardly Global is committed to offering workplace skills to immigrant professionals coming to the U.S. Our goal is to ensure that refugees get jobs at their skill level. Over the years, we have served over 500 Ukrainian job seekers and we are connecting to community organizations and services.

Yet we have seen time and again that even when the will for immigrant and refugee inclusion is strong, the implementation is often lacking. This is a moment to ensure together that we connect good intentions with expertise to ensure strong implementation. That means coordinating among those engaged in workforce training, including refugees themselves, employers and the government, and ensuring that the voices of those impacted are centered in conversations and programs.

Upwardly Global is all-in at this moment and committed to offering help and connecting those eager and able to support with those for whom this moment means everything.

We are excited to collaborate with you and activate and expand our community to get involved with this work:

- Connecting with partners in immigrant and refugee support to create referral pipelines for our free career resources program
- Coaching newcomers with expertise and care, and through individualized, self-paced learning
- Supporting career pathways to jobs that pay family-supporting wages; offering upskilling, reskilling and support relicensing when needed for workforce integration
- Sharing career resources broadly with coalitions, organizations and individuals who are sponsoring new refugees
- Activating hundreds of companies and volunteer mentors to offer jobs, industry expertise and open networks while deepening their ability to integrate and appreciate immigrant contributions
- Building funding partnerships that support strong work and innovation to deepen and expand services



Upwardly Global CEO Jina Krause-Vilmar and staff gather with Upwardly Global community members in April 2022 to discuss support for Ukrainian refugees.

“For most immigrants and refugees, arrival in the U.S. is a time-sensitive and watershed moment. We soon have to choose if we want to continue to work in our area of expertise or enter the job market in an unrelated profession as nonskilled workers to make a living. Upwardly Global’s support in this critical juncture of our life has enormous multi-generational impact on our career, our children, and the communities we live in.”

**Dr. Mohammad Sediq Hazratzai**

Principal Investigator at the Public Health Institute  
Visiting Professor at the University of California, Davis  
Upwardly Global Alumnus

**PART 3**

# A Stronger and More Diverse Workforce

During the spring of 2021, Upwardly Global launched a campaign that featured the strength, courage and talent of our women-powered job seeker workforce. We disseminated their stories on digital platforms and encouraged volunteers, supporters and friends to share their own stories, while raising awareness of the realities facing immigrant and refugee women restarting their careers in the U.S.

Upwardly Global’s Diversity, Equity and Inclusion Employer Working Group is made up of over 60 corporations working together to co-create solutions to integrate immigrant and refugee talent into our workforce.

**KEY HIGHLIGHTS INCLUDE**

- Emergency briefing for employers on Afghans (held in Sept. 2021)
- Employer Action Guide on Afghans, informing corporations of skills and abilities of population
- Returnship peer learning group—brought together small group of employers to ideate around a set of best practices for hiring diverse talent through alternative hiring methods, such as mid-career internships



It has been a long road, but Greisy Espinosa, an Upwardly Global program alumna from the Dominican Republic, is now a VP at Goldman Sachs.

## BY THE NUMBERS

 PARTNERSHIPS WITH COMMUNITIES OF COLOR

43

 PARTICIPANTS FROM COMMUNITIES OF COLOR

74%

 VOLUNTEERS

720

 FEMALE PARTICIPANTS

47%

 RESULTING JOB SEEKER CONNECTIONS

1,115

 PARTICIPANTS WHO ARE REFUGEES

34%



“So pleased to be part of this community today and to partner with you to bring opportunity to immigrants and refugees. We need their innovation, their talent, their power and their joy! The partnership with Upwardly Global is one of the key ways we are furthering this vision.”

2021 Upwardly Global Gala Honoree Shaun E. Smith, Senior Vice President and Chief People Officer, NewYork-Presbyterian

## PART 4 Building Our Community

In order to break down the barriers that prevent immigrant and refugee professionals from integrating into our professional workforce, we need a strong and growing community of individuals committing to elevating these issues and making positive change together.

Upwardly Global hosted gatherings that brought together thousands of volunteer experts, employers, donors and partners, job seekers and alumni throughout the year to build understanding and connection and to

meaningfully move the needle on immigrant employment. We worked with hundreds of individuals to share privilege and knowledge and to learn from our immigrant and refugee clients in turn. The Transforming Opportunity Gala in September celebrated our work together and some of the most outspoken advocates of this work, and raised critical funds. In 2022, we are committed to further engaging and growing the UpGlo Community with a community-wide participatory Gala and an in-person event in New York.



## PART 5

# In the News

Upwardly Global's fast deployment to support Afghan evacuees and our continued focus on immigrant health care professionals sitting on the sidelines made headlines in 2021. With renewed interest in the Afghanistan evacuation from news media, Upwardly Global sprang into action, positioning itself as an expert on the topic of workforce integration.

Our community is so often invisibilized: Shedding light on their humanity and abilities, and inspiring a broad range of people to positive action, lie at the heart of our communications goals and is a critical part of our work.

Here are a few of the highlights:

 CBS NEWS    TIME     MSNBC

 UNIVISION     n p r     PBS

HOUSTON★CHRONICLE    The Salt Lake Tribune

 RATIONAL MIDDLE    The Work Place    THE Texas Signal

 LONGREADS    Human Resource Executive    Empowering conversationZ

SOCIAL MEDIA IMPRESSIONS

# 5.22 Million

## PART 6

# Financials

Unaudited 2021 Numbers

EARNED REVENUE

\$128,941

INDIVIDUAL CONTRIBUTIONS

\$772,881

SPECIAL EVENTS &  
OTHER REVENUE

\$1,539,375

GOVERNMENT  
GRANTS

\$1,332,965

CORPORATE/FOUNDATION  
CONTRIBUTIONS

\$8,094,946

IN-KIND  
CONTRIBUTIONS

\$1,858,721

TOTAL REVENUE

\$13,727,829

TOTAL EXPENSES

\$8,647,996

*\* The funds raised in 2021 are allowing Upwardly Global's ramp up of our Afghan response and support, employer partnership, mentorship and Jobversity work; much of this spending is reflected in the 2022 budget.*

## Funding Partners

Accenture  
The Achelis & Bodman Foundation  
Amazon Smile Foundation  
Anonymous (13)  
Apollo Global Management  
The Applebaum Foundation  
Association of Chartered Certified Accountants (ACCA)  
AT&T  
Bank of the West  
Blue Ridge Community College  
BMW  
BNY Mellon  
Boston Consulting Group Inc.  
The Morris & Gwendolyn Cafritz Foundation  
The Carson Family Charitable Trust  
Chicago Foundation for Women  
Circle of Service Foundation  
Cisco Foundation  
City and County of San Francisco  
Office of Economic and Workforce Development  
City of Takoma Park  
Colonel Stanley R. McNeil Foundation, Bank of America, N.A., Trustee  
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Office of Refugee Resettlement (ORR)  
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Western Union Foundation  
The Wonderful Company  
Workday Foundation  
Workday, Inc.  
World Education Services  
Zakat Foundation of America  
Zuora Impact Fund

**“One way that our Global Talent Acquisition Team moves us farther along in our DE&I journey is by ensuring that diversity, equity and inclusion are embedded in every step of the talent acquisition process and by consistently fostering meaningful relationships with proven diversity partners—like UpGlo—that enable our team to find, engage and attract top diverse talent into our ranks.”**



**Sergio R. Santos**  
DIVERSITY PROGRAM LEADER,  
GLOBAL TALENT ACQUISITION,  
CUMMINS

**“Coming from an immigrant household, I’ve seen firsthand the challenges immigrants face, as well as the resilience and grit with which they meet them. I’m proud that through Google.org funding and training like the Google Career Certificates, we’ve been able to support Upwardly Global to better serve immigrants and refugees with the tools they need to increase their economic mobility.”**



**Hector Mujica**  
HEAD OF ECONOMIC OPPORTUNITY, GOOGLE

## Top Donors

**\$25,000+**  
Ravi Chanmugam and Christina Lucas  
Rosalyn Chen and Tom Chavez  
Sy Kaufman  
Walder Charitable Fund  
Wendy Zimmermann and Steve Cutler  
The Scarlet Feather Fund

**\$15,000–\$24,999**  
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Phyllis M Freed  
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Charlotte Gerstner Bernal and David Bernal  
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Barry Altshuler  
Keira Armstrong  
Matthew Aucoin  
Yacine Benziani  
Krishan Bhatia  
Daniel Bruner  
Matthew Calligaro  
Pamela Carlton  
Zeke Carnes-Mason  
Lily Chow  
David Applegate and Barbara Chubb  
Jean Chung  
Brent Combest  
Scott and Daniela Crofton  
Paul Davison  
Karishma Desouza  
Juanita Diaz  
Thang Do  
Amra Sabic-El-Rayess and Tamer El-Rayess  
Colin Emerson  
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Tori Travers  
Roman Tsunder  
Veronique Tzevelekis  
Danny van Velzen  
Andy Wen  
Sally Winter  
Martin and Jenelyn Wyspianski

**“America was built largely by immigrants, so it is vital that we rally as a community and a nation to support immigrant and refugee inclusion. One of the best ways to do that is by easing the transition to work, allowing newcomers to quickly restart their lives and transition to independence. I’m proud to support Upwardly Global and mobilize members of the Vietnamese American community to do the same—to help Afghan refugees and all newcomers.”**



**Minh-Thu Pham**  
UPWARDLY GLOBAL DONOR

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# Thank You

We are grateful to all who support our vision of a United States where immigrants are seamlessly integrated into the fabric of our country, and are recognized for the value they add to it.



505 Eighth Avenue, Suite 1704  
New York, NY 10018

[upwardlyglobal.org](http://upwardlyglobal.org)  
[info@upwardlyglobal.org](mailto:info@upwardlyglobal.org)