



PER SCHOLAS

UNLOCKING POTENTIAL

CHANGING THE FACE OF TECH



ANNUAL REPORT **2024**



CELEBRATING 25,000 LEARNERS AS WE EMBRACE THE FUTURE

On the cusp of our 30th anniversary, we celebrate a major milestone—25,000 learners trained, and counting—as we embrace the promise and challenges ahead. Despite ongoing economic volatility, economists project that tech jobs will increase at twice the rate of overall employment in the next decade. While there is plenty of noise and anxiety about technology's potential ills, **Per Scholas** harnesses tech in service of transformation: to prepare individuals for the growing tech workforce, to bridge employers with a broader community of workers, and to scale opportunity and nurture progress for generations to come.

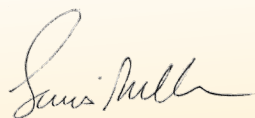
For nearly three decades, we have been helping people launch high-growth careers through in-demand technical instruction, robust professional development, holistic learner support, and connections to employers who need skilled workers. And we continue to refine and innovate ways to support learner success and ensure accessibility to our programs, including through our Career Accelerator suite of alumni services, Zero Percent Loan, satellite and rural training, AI-powered job search assistance, programs designed for veterans and their families, and more.

We provide all this at no cost to our learners, the vast majority of whom are historically underrepresented in tech, including women, people of color, and adults for whom a four-year college degree may be untenable. An expansive view of human potential and technology unites our team around a common purpose: to help people improve their lives while invigorating and diversifying the tech industry. Through our commitment to equity of opportunity and our belief that with the right conditions, everyone can thrive, this vision becomes tangible.

A more inclusive economy is not only good business, but also a blueprint for a better world—one that requires collective effort to build. We remain grateful for the generous investment of our partners and funders, whose support transforms our vision into reality. While space may not allow us to acknowledge every individual and organization, we recognize and celebrate you alongside each learner who has benefited from your support. It is a privilege to share this glimpse into the impact we've created together. Here's to propelling another 25,000 learners toward a brighter future.



Plinio Ayala
President and CEO,
Per Scholas



Lewis Miller
Co-Founder and Board Chair,
Per Scholas



“The knowledge that Per Scholas gives you, how they prepare you to come out into the world, to get a job... It's invaluable. It really stepped up my game a lot. It pushed me to continue going.”



MONIQUE HARRIS, Junior Programmer, PeopleShores PBC
Per Scholas Bronx Cybersecurity Graduate, 2023

UNLOCKING POTENTIAL FROM COAST TO COAST

Today, Per Scholas offers training across more than 20 major metropolitan areas in the United States, most recently opening in Buffalo, NY and Kansas City, MO.

PER SCHOLAS LOCATIONS

Per Scholas Locations as of October 2024

- Atlanta, GA
Baltimore, MD
Greater Boston, MA
Buffalo, NY
Chicago, IL
Greater Cincinnati, OH
Columbus, OH
Dallas, TX
Denver, CO
Detroit, MI
Houston, TX
Indianapolis, IN
- Kansas City, MO
Los Angeles, CA
National Capital Region
Newark, NJ
New York, NY
North Carolina
Orlando, FL
Philadelphia, PA
Pittsburgh, PA
Phoenix, AZ
Seattle, WA
St. Louis, MO



BY THE NUMBERS

In 2023, Per Scholas surpassed 25,000 learners trained since our founding in 1995—a testament to our ongoing commitment to expanding access to our training. We saw a 23% increase in learner enrollment compared to 2022, and a 57% increase in alumni enrollment in technical upskilling through our Career Accelerator initiative. In 2023 alone, 2,648 Per Scholas graduates launched careers earning more than \$127M in first-year wages.

2023 DIVERSITY PROFILE

87% of Per Scholas learners identify as people of color

43% of Per Scholas learners identify as women

MORE THAN 54% have less than a four-year degree as their highest level of education

2023 NATIONAL OUTCOMES

85% of Per Scholas learners graduated in 2023

MORE THAN 4.6k learners trained in 2023, both in-person & remotely

OVERALL ECONOMIC IMPACT

8:1 economic return for every dollar invested in Per Scholas

MORE THAN 2.6k alumni launched careers, earning an average of 3x their pre-training wage

1,052 alumni enrolled in upskilling opportunities to advance in their careers

25k learners trained since our inception, and counting!

PARTNERSHIP HIGHLIGHT: CDW

Since 2021, CDW has been a fantastic partner to Per Scholas in our shared mission to unlock potential for individuals and communities. In just a few short years, **CDW** has:

- > **Hired** Per Scholas alumni in Boston, Chicago, Houston and Phoenix into full-time roles ranging from Analysts to Networking Advisors, and invests in their continued career growth as a key component of their talent acquisition and retention strategy;
- > **Supported** Per Scholas learners through a dozen volunteer events, including mock interviews, site visits, guest lectures and panel discussions;
- > **Provided** grants to support our tuition-free training, matched employee giving, and supported Per Scholas' events; and
- > **Provided** guidance and leadership, with executives serving on Advisory Boards in Chicago, Dallas, and New York, and on our National Board of Directors.

Per Scholas Chicago alum Gabriel Val is one example of the partnership's success. Transitioning from a background in environmental science to pursue technology career opportunities through his training with Per Scholas, Gabe landed a job after graduation at CDW supporting a well-known technology partner, where his earnings significantly exceeded his pre-training salary. Together, Per Scholas and CDW are increasing access to opportunity, building a more diverse technological workforce, and expanding economic opportunity for all.



PROPELLING LEARNERS TOWARD A THRIVING WAGE

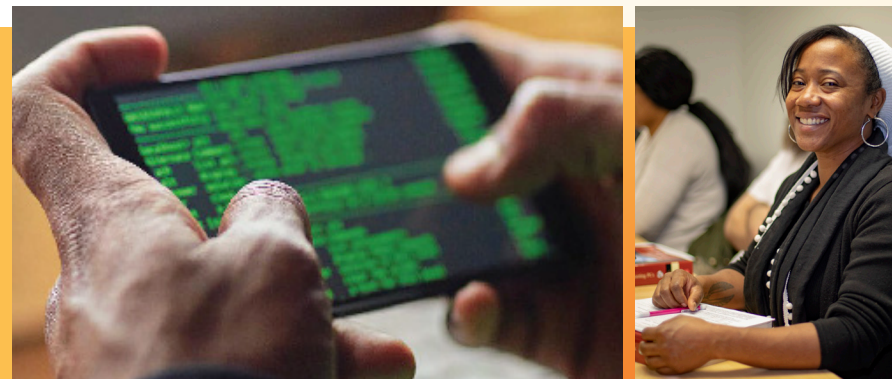
Upskilling is imperative to stay competitive in a rapidly changing tech career landscape. Per Scholas' **Career Accelerator** is designed to help alumni advance further and more quickly in their careers through technical upskilling, coaching, digital career plans, networking, and other professional development resources. In 2023, a record 1,052 Per Scholas alumni enrolled across 35 classes. Early results show that Per Scholas alumni who complete an upskilling course earn an average of \$4,100 more than those who do not.

With foundational support from the **Apollo Opportunity Foundation**, we are now scaling this initiative to enroll more than 4,000 ambitious technologists in 2024 and 2025 and to continue innovating new curricula, including launching Per Scholas' first AI-focused course: AI Prompt Engineering. Our goal is to put more alumni in manager seats—so that they can hire the next generation of Per Scholas graduates to fill their vacant positions.

HARNESSING AI TO ACCELERATE JOB ATTAINMENT

In 2023, we watched AI take the world by storm and began exploring how to harness this technology on behalf of our learners and mission. Per Scholas has launched an advisory committee consisting of CTOs and CIOs at a diverse cross-section of companies to provide real-time feedback on how Generative AI is reshaping the tech workplace. Our in-house curriculum team is adopting AI into all our immersive and alumni training, and we are launching Per Scholas' very first AI-focused course, initially for alumni.

We are also examining how AI can streamline processes and enhance staff capacity across Per Scholas. In partnership with **Salesforce**, we are creating a custom resume and cover letter generator that will draw from across our databases to help learners create technically focused resumes more quickly. We're also working with **AdeptID** to build an AI-powered talent matching tool that will help us to surface the best candidates for roles employers are looking to fill, thanks to support from the **Charles Koch Foundation** and other funders.



EXPANDING ACCESS TO CAREER PATHWAYS

In 2023, a partnership with **Google** and **Social Finance** enabled us to pilot an optional, outcomes-based **Zero Percent Loan**, allowing learners to borrow up to \$3,000 while in training, with repayment deferred until they earn at least \$40,000/year. With support from the **Annie E. Casey Foundation** and the **Charles Koch Foundation**, Per Scholas has successfully piloted the Loan across eight campuses, and is expanding the Loan org-wide by the end of the year. Early results are promising, indicating higher enrollment and graduation rates. Additionally:

- > Per Scholas **Vets in Tech** will support 1,000 veterans and military spouses to launch technology careers over the next three years.
- > Since launching our rural training in partnership with **Wilkes Community College** in North Carolina, we have trained 144 learners. With support from the **BlackRock Foundation**, we are expanding into Western North Carolina in partnership with Asheville-Buncombe Technical Community College and others.
- > We continue to grow our **satellite model**, which enables learners to attend live Per Scholas courses remotely at partner organizations in our existing markets. Per Scholas is planning to launch at least **10 new satellite classrooms over the next three years**.



TRANSFORMING THE TECH INDUSTRY THROUGH DIVERSITY, EQUITY, INCLUSION & CULTURE

Diversity, equity, inclusion, belonging, and culture are part of our DNA at Per Scholas. We support learners from wide-ranging backgrounds, hire instructors and staff who reflect and understand the communities they serve, and remain steadfast in our commitment to strength in difference.

Per Scholas Diverse by Design empowers, engages, and collaborates with industry leaders to center diversity and equity in the tech industry. With the support of **CGI**, **Capgemini**, **Comcast NBCUniversal**, **Google**, and **TEKsystems**, we foster cross-industry dialogue and host events that advance socially impactful business practices.

We embrace these values from within. More than half of our employees identify as women and more than 70% as BIPOC. Together, we represent more than 500 unique backgrounds and life experiences. We celebrate that diversity through meaningful Employee Inclusion Group programming, and we find common purpose in our commitment to a world where these differences enrich us.

SCALING OPPORTUNITY FOR A BRIGHTER FUTURE

We are fortunate to be at the heart of an exciting, transformative industry. As Per Scholas approaches its 30th anniversary, we reaffirm our commitment to building a brighter future by expanding opportunities in the world's fastest-growing employment sector. Technology promises a more connected world, and while we cannot predict its exact path, this vision—along with 29 years of experience and the adaptability, curiosity, and innovation that tech requires—guides us forward. Your support empowers us to face the challenges ahead and unlock our collective potential.

BOARD OF DIRECTORS

Thanks to the contributions of our Board of Directors, Regional Advisory Boards, and our Diverse by Design Advisory Board, our programs are stronger, our courses surpass industry standards, and our national expansion is extending our impact across the country.

Wale Akinwande
S&P Global

Ami Ariel
G-Way Management

Plinio Ayala
Per Scholas

Dwayne Brown
Accenture

Kevin P. Brown
Ernst & Young LLP

Kristen Chard
Google

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Bregal Sagemount

Jean Hill
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Indy Reddy
PGIM Investments

Rick Rioboli
Comcast

Ian Schaad
Ian Shrank
Nonprofit Lawyer

Gregory Sills
Apollo Global Management LLC

Sanjay Sood
CDW



“Per Scholas really solidified my pathway into entering the technology industry. It has allowed me to build the sort of life I want for myself and my future.”

STEVEN REYES, IT Support Specialist, Medcor
Per Scholas Chicago IT Support Graduate, 2023
U.S. Army Veteran



PARTNERS POWER OUR WORK

Thanks to our generous network of partners and supporters for helping us change the face of tech, and for unlocking transformative career opportunities for our learners across the United States.

FOUNDERS CIRCLE

Allstate Foundation
Apollo Global Management
Ascendium Education Group
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Franklin County Board of Commissioners
Google
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The Harry and Jeanette Weinberg Foundation
Lever for Change
Ian Schaad and Ina Kim-Schaad
MacKenzie Scott
State of Missouri
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CHAMPION PARTNERS

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Workday
Zgaljic Family

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Marie Elise Young

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TE Connectivity Foundation
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Toolbox Foundation
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United Way of Metropolitan Dallas
Upwork
US Department of Homeland Security
West Baltimore Renaissance Foundation
WorkSource Montgomery

Partners listed based on contributions received between July 1, 2023 - June 30, 2024.

MAJOR PARTNERS

American Idea Foundation
Arizona Public Service Company
The Barker Welfare Foundation
The Bernard F. and Alva B. Gimbel Foundation
Carl B. and Florence E. King Foundation
CDW
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Motorola Solutions Foundation
Panasonic
Pennsylvania Department of Human Services
PIMCO
Siemer Family Foundation
Stainman Family Foundation
Valley of the Sun United Way
Wilf Family Foundations
Year Up

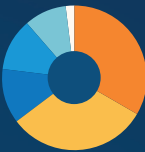
OPPORTUNITY PARTNERS

Accenture
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Ami Ariel
Arizona Coyotes Foundation
Arman Roy Foundation
Barbara & Christopher Brody
Byron and Alice Lockwood Foundation
Capgemini
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City of Newark
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New York City District 34 - Council Member Jennifer Gutiérrez
New York City District 35 - Council Member Crystal Hudson
New York City District 36 - Council Member Chi Ossé
New York City District 45 - Council Member Farah Louis
New York City District 8 - Council Member Diana Ayala
The Norcliffe Foundation
Nisha Patel
Philadelphia Youth Network
Plymouth Rock Assurance Foundation
PNC Foundation
Christian Holmes & Emily Polidoro
Lara Porter
Rick Rioboli
Robert S Browne Family Fund
Ian Shrank
Eric Simonson
Society for Information Management Detroit
David Speert
Splunk, Inc.
State of Arizona
Jonathan Stross & Alison Wong
Sutphin Family Foundation
TryMe.co
Unum Group
Lisa & Bryan Watson

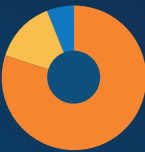
FINANCIALS 2023

In 2023, more than 80% of Per Scholas' spending went directly to program costs. Per Scholas received four stars, the highest rating from Charity Navigator for financial stability, accountability, and transparency - for the 11th year in a row.



REVENUE \$82.71M

- 33.59% Individuals
- 31.36% Foundation
- 12.08% Sales
- 11.79% Corporations
- 9.46% Government
- 1.72% Other



EXPENSES \$62.08M

- 80.07% Program
- 14.09% Admin
- 5.84% Fundraising

EOY NET ASSETS:

\$41,779,825

PROGRAM NAME	EXPENSE
National Direct Program Support	\$16,893,502
New York	\$9,968,365
Columbus	\$2,746,620
National Capital Region	\$1,846,991
Enterprise Talent Solutions	\$1,758,707
North Carolina	\$1,681,263
Dallas	\$1,437,225
Greater Boston	\$1,409,063
Newark	\$1,381,107
Baltimore	\$1,278,741
Atlanta	\$1,047,376
Philadelphia	\$974,633
Pittsburgh	\$973,958
Detroit	\$855,942
St. Louis	\$827,827
Greater Cincinnati	\$784,714
Chicago	\$756,945
Phoenix	\$730,695
Los Angeles	\$629,799
Seattle	\$556,239
Indianapolis	\$542,735
Orlando	\$533,382
Houston	\$96,876
Total, Program Expenses	\$49,712,685



“

I wanted to really challenge myself mentally and prove to myself that I could do this... It's put me in a better position. I'm in a whole new career and am so happy with my choice to attend Per Scholas! ”



KELLI WASHINGTON, App Developer, Insight Global
Per Scholas Atlanta Cybersecurity Graduate, 2023
U.S. Military Veteran



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