

# WILL YOU BE A HOPE HERO?

THE HOPE  
PROGRAM II  
Work. Grow. Sustain.



"When I saw HOPE's very own Linda coming around the corner with the computer, I started crying. To know that HOPE was still there for me means a lot. I've had a lot of setbacks, but now at least I don't have to worry about how I'm going to keep learning."  
**Shonda S.**

## Solving a Digital Crisis

The COVID-19 crisis has put our dependence on technology into sharp focus. We go online to earn a living remotely, search for resources to keep our families safe, connect with loved ones, and learn new skills as we shelter in place. Sadly, too many of our neighbors, including HOPE students and graduates, do not have computers or internet access at home. For those who face economic inequality, now exacerbated by the global pandemic, the digital divide is devastating.

HOPE stepped in to bridge this gap. When COVID-19 forced us to close our physical doors, we quickly innovated to deliver our services remotely. And we went into the community to deliver laptops and mobile hotspots to students, graduates, and their families at home.

### Today, these New Yorkers are logging on and connecting with HOPE to:

- Enroll in HOPE's award-winning job training (now virtual) to prepare for a shifting labor market
- Receive one-on-one support from our wellness team in managing stress, anxiety, and grief
- Secure food, equipment, and other basic needs
- Apply for financial relief and set up remote banking to safely receive paychecks
- Attend new online training on the changing nature of workplace safety
- Earn industry-recognized job certifications
- Receive one-on-one resume and interview coaching
- Secure job placements in essential fields such as food delivery, healthcare, solar installation and others for those comfortable working at this time



"Before coming to HOPE, I had never used a laptop before in my life. HOPE-taught me how to use Google, Gmail, and Word. Now, I'm excited to get back to it with the Chromebook they lent me - class starts back up again on Monday!"  
**Robert N.**

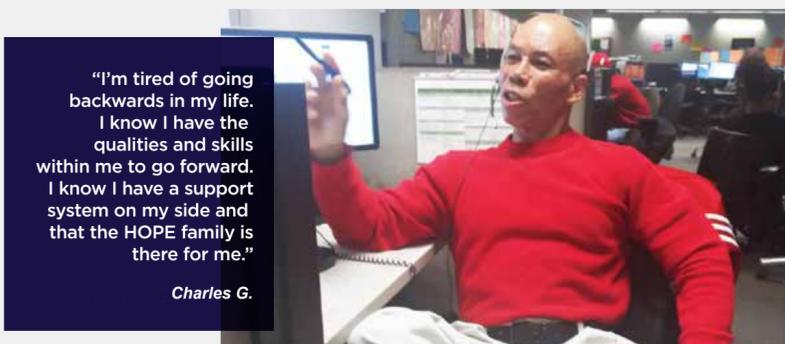
## A Story of HOPE During Troubled Times

Charles, with six felony convictions and 25 years behind bars, came to HOPE determined to gain the skills and support he needed to thrive in the workforce and turn his life around.

On his first day, Charles was daunted by his past, but the energy and love he felt from the HOPE team motivated him. Charles excelled in the program, earning fifteen industry-recognized certifications and maintaining a perfect attendance record. This helped him to land a position at a leading New York City bakery. He'll never forget how proud he felt when management looked past his background and entrusted him with locking up each night.

Unfortunately, when the bakery closed in the wake of COVID-19, Charles lost his job. Having remained connected to HOPE since his graduation, and remembering HOPE's motto—"When you're HOPE, you're HOPE for life"—he knew where to turn. With HOPE's support, Charles quickly secured a new job as a 311 operator, helping New Yorkers navigate the crisis. He loves that his new job gives him the opportunity to improve his active listening skills and help others.

▶ Watch the full video here: [bit.ly/charles\\_hopehero](https://bit.ly/charles_hopehero)



"I'm tired of going backwards in my life. I know I have the qualities and skills within me to go forward. I know I have a support system on my side and that the HOPE family is there for me."  
**Charles G.**

## HOPE Communities are Hard Hit

HOPE serves men and women across the city who are especially vulnerable to the economic effects of coronavirus. They live in the hardest hit areas. Unfortunately, many residents in these communities lack quality health care and continue to work in jobs deemed essential. We are not only reading this in the news, but seeing the impact firsthand. Here's a letter from one of our Bronx graduates:

Dear HOPE Family,

During this unprecedented time, our Bronx borough has been slammed hard. I've seen so many of my neighbors suffer. It is beyond heartbreaking as it's hitting so close to home.

I have also watched my favorite businesses close and life has come to a standstill. Currently, I am working in a job deemed essential but am undergoing a two-week mandatory quarantine. Now more than ever, I realize that saving is everything as you don't know what tomorrow will bring. I'm grateful that HOPE taught me financial literacy skills and helped me open my own bank account—I feel prepared.

From the bottom of my heart, HOPE has been amazing in giving me and my fellow grads the tools and resources to prepare for this. It's something that will never be forgotten. Keep transforming lives the same way you have with mine.

-Ivelisse P., Age 27

HOPE has a citywide impact. In fact, 37% of our jobseekers live in Brooklyn, 30% in the Bronx, 15% in Manhattan, and 13% in Queens

## Become a HOPE Hero

We need you—our HOPE family—to come together at this critical moment to help us raise \$350,000 by May 31st. If you are in a position to give, please make a donation today to support our ongoing work during this crisis. Every dollar counts.

Give online at [bit.ly/hopeheroes20](https://bit.ly/hopeheroes20) or  
Text "HopeHero" to 443-21 to make a gift today.

**\$5,000** - Supports one-on-one coaching for 15 jobseekers as they navigate layoffs amid the COVID-19 crisis.

**\$2,500** - Supports our virtual Job Club Hotline where jobseekers receive personalized one-on-one coaching to help land jobs.

**\$1,000** - Supports 40 hours of continued online learning for a jobseeker including a custom workshop on safety precautions for those working during COVID-19.

**\$600** - Supports delivering a Chromebook and hotspot to a student or graduate so they can stay connected, job search, and bridge the digital divide.

**\$250** - Supports one-on-one resources and mental health counseling for a jobseeker during a time of heightened anxiety and fear.

**\$120** - Supports one month of meals for a jobseeker as they shelter in place.

**Donate by May 31st and double your impact. HOPE's generous Board of Directors will match every donation, dollar for dollar, up to \$145,000.**

Even as all of our lives have been disrupted by this crisis, the communities served by HOPE are the hardest hit. Health, livelihoods, and much more are on the line for the 7,500 New Yorkers we serve.

**We need heroes more than ever before.**

HOPE empowers New Yorkers to build sustainable futures through comprehensive training, jobs, advancement and lifelong career support.

▶ Visit [bit.ly/amessageofhope](https://bit.ly/amessageofhope) to watch an urgent message from our Executive Director