



**E4 Youth is a bridge between the workforce of the future and companies seeking to change their corner of the world for the better.**



**“We enjoy being able to access their talent, including one of their students who is currently an intern.”**

—Nick Thomas, Group Account Director at Proof Advertising

**Help us build a talent pipeline of 10,000 youth who have the skills to thrive anywhere in the world.**



**“It really meant a lot to have these professionals and these big companies take time out of their day to help us grow in our professional careers.”**

—Savannah Garza, E4 Alumna, Marketing Manager at Visit Corpus Christi

## WHO WE ARE

E4 Youth is a nonprofit organization whose mission is to Engage, Empower, Educate, and Employ the young talent of color an equitable future demands—by ensuring that they are Seen, Heard, and Hired.

We offer youth programs, skills training, and career development to cultivate the next generation of creative and tech-savvy critical thinkers. In partnership with local schools, colleges, and community organizations, we open avenues for companies to build their future workforce while finding purpose in their communities.

E4 Youth is based in Austin, TX, with plans to expand to multiple cities and states.



Companies face growing challenges in recruiting, engaging, and retaining skilled workers.<sup>1,2,3</sup>

Companies that build **strong, diverse teams** are more successful:

- Companies with **highly engaged employees** are **23% more profitable**.<sup>4</sup>
- Companies with **diverse executive teams** are **36% more profitable**.<sup>5</sup>

### Notes

[1] Starnier, T. (2023). *HR's biggest post-COVID hiring challenge? The "widening" skills gap*. Human Resource Executive.

[2] Harter, J. (2023). *U.S. employee engagement needs a rebound in 2023*. Gallup Workplace.

[3] Gallup. (2023). *Indicators: Employee retention and attraction*.

[4] Harter, J. (2022). *Employee engagement vs. employee satisfaction and organizational culture*. Gallup Workplace.

[5] Dixon-Fyle, S., Dolan, K., Hunt, D.V., & Prince, S. (2020). *Diversity wins: How inclusion matters*. McKinsey & Company.

## WHAT WE DO

Our youth programs include—

### Get Creative Clubs

- Develop creative and employability skills, meeting weekly in school or after school

### Creative Leadership Academy

- Develop leadership skills and creative portfolios

### What Once Was (WOW)

- Create and curate stories in a mixed virtual and augmented reality platform
- Preserve local history and learn about and engage with local communities of color

### Internship Placement

- Provide mentorship and skill building

**“From day one, E4 Youth opened doors for me. It introduced me to incredible people, and it gave me opportunities that I wouldn’t have found anywhere else.”**

—Karina Mata, E4 Alumna,  
Content Engagement at VMLY&R

### Cultural IQ Coalition

If Cultural Capital is a stock market, youth are our futures. E4 Youth’s Cultural IQ Coalition has designed a measurement tool and tracker to help companies increase their cultural competency.



### When you partner with us, you enhance your Corporate Social Responsibility—

- Understand local culture and history through E4 Youth’s WOW platform
- Connect employees to local communities through mentoring youth of color
- Build a sense of belonging in the community where your company is located

## ACCOMPLISHMENTS

E4 Youth has served 10,000+ students, mostly students of color. We’ve forged a reputation as a robust pipeline for diverse talent and a force for good in the communities we serve.

**Our students connect with top companies**, including Lyft, What-A-Burger, Southwest Airlines, John Deer, Whole Foods, GSD&M, Butler, Frog Design, and Wieden+Kennedy.

### Our influence:

- Aspen Institute and HP Digital Equity Accelerator inaugural cohort member, 2022
- Featured sessions at South by Southwest, 2022 and 2023
- Lost in vending machine art installation, 2023 (valued at \$4 million in advertising reach)
- Featured in media such as Fox and AdWeek

The [Annie E. Casey Foundation](#) invested in E4 Youth as a Building Evidence to Advance Equity grantee to build evaluation capacity. Being evaluation ready means a program has the knowledge, skills, and practices to test the effectiveness of its services. E4 Youth has a solid foundation for evaluation based on its program logic model and fidelity tools to measure performance, and it is prepared for responsible and data-driven growth.