

SHRM FOUNDATION OVERVIEW 2021



EMPOWERING | INSPIRING | TRANSFORMING

PURPOSE: Elevate and empower HR as a social force

MISSION: Mobilizing the power of HR and the generosity of donors to lead positive social change impacting work, workers and the workplace.

VISION: A world of work that works for all

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SHRM FOUNDATION CORPORATE SUPPORTERS!*



JPMORGAN CHASE & CO.



CERIDIAN

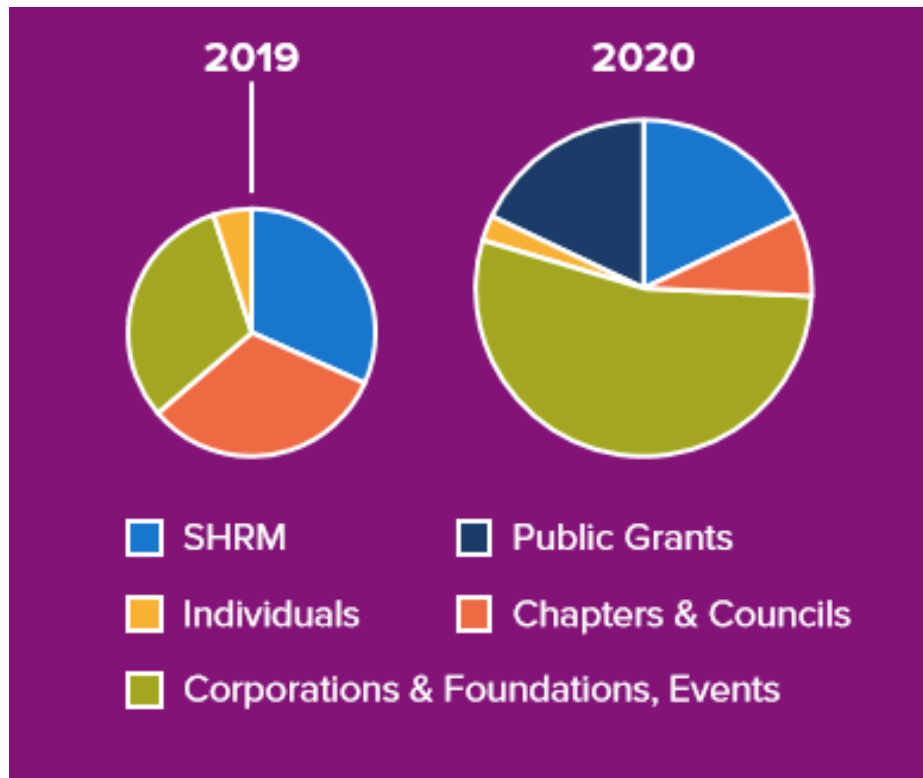


*partial list of supporters and partners

CHAPTER AND STATE COUNCIL SUPPORT

THANK YOU TO EVERY CHAPTER AND STATE COUNCIL FOR YOUR SUPPORT!

Critical Funding Support





CONGRATULATIONS

to the top 10 fundraising SHRM State Councils
and top 25 fundraising Chapters!



2021 SHRM FOUNDATION STRATEGIC PROGRAMMATIC PRIORITIES



WORKPLACE MENTAL HEALTH AND WELLNESS strategies, tools and resources, especially in the wake of a global pandemic, times of social unrest and economic instability

BUILDING INCLUSIVE WORKPLACES ensuring that untapped pools of talent such as veterans, people with disabilities, and people with criminal records are included in the restructured workplace and can thrive in the recovering economy

SKILL BUILDING preparing people for today's and tomorrow's workplace

SUPPORTING EMERGING HR PROFESSIONALS AND STUDENTS through engagement, scholarships and mentorship strategies

WORKPLACE MENTAL HEALTH & WELLNESS



The SHRM Foundation, One Mind at Work, and Psych Hub have joined together to launch "Mental Health and Wellness in the Workplace," an initiative to engage HR professionals in education and training opportunities to lead mental health and wellness change in the workplace. Psych Hub is the world's most comprehensive online platform for mental health education.

The initiative aims to promote a culture of acceptance around returning to the workplace and the rising mental health issues as a result of the COVID-19 pandemic. Access the digital hub for targeted HR professional resources.

BUILD INCLUSIVE WORKPLACES

VETERANS AT WORK INITIATIVE



Attract, hire and retain members of the military community



Certificate Program

Access educational resources and actionable tools to build equitable HR programs that are inclusive of veterans & military spouses.

A free certificate program worth 10 PDCs upon completion



Digital Toolkit

High quality, no-cost resources focused on veteran hiring for HR professionals.

Access best practices, case studies and research to guide a successful employment experience across each step of the employee life cycle.



Ambassadors

HR professionals teaching employers how to engage and integrate the military community into their places of work.

Volunteer HR leaders to serve as force multipliers in combatting the significant and negative financial impact COVID-19 and other significant barriers have created to employment opportunities for transitioning service members, veterans and military spouses.

BUILD INCLUSIVE WORKPLACES

GETTING TALENT BACK TO WORK INITIATIVE



DIGITAL TOOLKIT

Library of the latest research, resources and tools to help dispel misconceptions and provide practical tactics on building a more inclusive workplace for people with criminal or conviction records.

SELF-ASSESSMENT

Provides HR professionals and business leaders access to a customized report informed directly by their demographic information and interests.

CERTIFICATE PROGRAM

Designed for HR professionals, hiring managers, and front-line supervisors to confidently hire from this talent pool. 10-hour eLearning program, Free PDC credits.



BUILD INCLUSIVE WORKPLACES

EMPLOYING ABILITIES AT WORK INITIATIVE



Upcoming in 2021

- Expanded development of launched Digital Toolkit of Resources
- Evidence-Based Solutions that equip HR professionals, employers, and business leaders to reach untapped talent
- Continuing Learning Opportunities on the case for Disability Inclusion

*In 2021, SHRM Foundation will be exploring new opportunities to develop and launch high-quality, evidence-based disability inclusion programs and resources. Join our mailing list to get the latest **Employing Abilities @Work***

SHRM HR REGISTERED APPRENTICESHIP PROGRAM

**It Just Works.
For Everybody.**

The SHRM Foundation's HR RAP is a US Department of Labor Registered Apprenticeship program to prepare untapped talent and upskill incumbent workers for careers in HR.

This "learn and earn" model has on-the-job training and educational requirements that leads to higher productivity, increased retention and a diversified talent pool.



18-24-month program
leading to the SHRM-CP



PDCs for SHRM members
participating in the program

hrapprentice.org/



REACHING OUR GOAL ROLE FOR CHAPTERS

Get members to hire an apprentice

- Encourage this proven talent development tool to close skills gap and employ diverse talent

Create two communities of practice

- Employers - to develop and share best apprenticeship practices
- Apprentices - to learn from each other

Build a mentorship resource

- Help apprentices learn and build a professional network



SUPPORTING EMERGING HR PROFESSIONALS AND STUDENTS



2021 Scholarships, Grants, and Awards

Inspiring, Educating, & Empowering Leaders Through Scholarships, Grants, and Awards

280+

Academic,
certification and
professional
development
scholarships
awarded in 2020

NAME OF AWARD	APPLICATION OPENS	DEADLINE <small>*Extended Deadlines</small>	INTENDED AUDIENCE
SHRM-CP or SHRM-SCP Certification Grants #1	Jan. 5, 2021	Feb. 10, 2021	Pros & Emerging Pros
Annual Conference & Exposition Award	Jan. 5, 2021	March 10, 2021	Pros & Emerging Pros
Workplace Policy Conference Award	Jan. 19, 2021	Feb. 24, 2021	Emerging Pros
Academic Scholarships Undergraduate and Graduate	Jan. 19, 2021	March 31, 2021*	Emerging Pros
Advisor Impact Award	Jan. 19, 2021	March 31, 2021*	Emerging Pros
Michael R. Losey Excellence in HR Research Award	Jan. 19, 2021	March 31, 2021*	Pros
Susan R. Meisinger Fellowship for Graduate Study in HR	Jan. 19, 2021	March 31, 2021*	Emerging Pros
Undergrad HR Exploration Award	Jan. 19, 2021	March 31, 2021*	Emerging Pros
Foundation Mission Implementation Award	Jan. 19, 2021	March 10, 2021	Pros
Mentor of the Year Award	Jan. 19, 2021	March 10, 2021	Emerging Pros
Inclusion Conference & Exposition Award	Feb. 2, 2021	May 19, 2021	Pros & Emerging Pros
Student Membership Award	Feb. 2, 2021	May 19, 2021	Emerging Pros
SHRM-CP or SHRM-SCP Certification Grants #2	May 4, 2021	June 9, 2021	Pros & Emerging Pros

DRIVING EVIDENCE-BASED SOLUTIONS



Beneath the Surface

RESEARCH REPORTS *(Inclusive of Covid-19 impact)*



Unlocking the Potential of the Veteran Workforce

INSPIRE HR PROFESSIONALS TO BUILD INCLUSIVE WORKPLACES



SHRM Foundation and the Entertainment Industry Foundation (EIF) developed a [PSA](#) to bring awareness to the contributions people with autism, intellectual, and/or developmental differences (IDD) can bring to the workplace through employment and leadership opportunities.



SHRM Foundation and Comcast NBC Universal developed a [PSA](#) for Veteran's Day to raise awareness of how veterans and their families—to this day—remain an underemployed pool of talent in the American workforce.



VOLUNTEER LEADERSHIP SUPPORT MEMBERSHIP ENGAGEMENT

Your Feedback:
Provide more tools
and resources for
YOU to leverage
programs and
share what
Foundation support
means for members



\$13,366,770
ad value
326
outlets
21,922
airings
255,970,091
audience



Employing Abilities @Work PSA

\$500,000
ad value
campaign in progress



Veterans at Work PSA



RECIPIENT STORY

Neshay Robinson
Recruiter, Assistant,
EDED Community Improvement Inc.
"One day I hope to be able to be a blessing to other struggling up and coming HR professionals that are trying to reach their goals. I promise to pay this forward! Thank you for your generosity!"

THANK YOU TO ALL OUR PARTNERS. WE COULD NOT DO THIS WITHOUT YOU.

SHRM FOUNDATION | 2020 IMPACT REPORT