

# 2020 Impact Report

## BUILDING A WORLD OF WORK THAT WORKS FOR ALL

In response to the health, economic and social challenges that changed 2020, SHRM Foundation launched the Back to Work campaign. The Foundation is committed to prioritizing programs focused on addressing the most pressing workplace issues, driving solutions, and providing resources to mobilize the power of HR to lead positive social change in the workplace. These priorities include:



Building Inclusive Workplaces



Support for Emerging Professionals



Workplace Mental Health and Wellness



Skill Building: Preparing People for Today's and Tomorrow's Workplaces

## PRIORITIES IN ACTION



### GETTING TALENT BACK TO WORK

Creating supportive workplaces and equitable opportunities for people with previous justice system experience

**20,626**

total engagements with the digital hub

**300%**

increase in monthly traffic to the digital hub from April to November





## VETERANS AT WORK

Empowering HR professionals and inspiring business leaders to create more employment opportunities for military veterans, their families, and their caregivers

**18,000 certificates**

from the Veterans at Work Certificate

**4,772**

individuals impacted through Inclusion Captains

**3,852**

Employing Veterans Digital Toolkit downloads since launching in December



JPMORGAN CHASE & CO.

APOLLO

Bristol Myers Squibb



## HR REGISTERED APPRENTICESHIP PROGRAM

First ever registered apprenticeship program to foster and expand learn-and-earn opportunities to cultivate a new generation of HR leaders

2020 was the first year of a federal grant (2020-2023) from the Department of Labor for a Closing the Skills Gap program.



## EMERGING PROFESSIONALS @WORK

Strengthening workplace and cultivating the next generation of HR leaders

**3,757**

downloads of podcast series

Career Compass is an effort led by SHRM and SHRM Foundation to create free mentorship experiences for HR emerging professionals. We engage participants in a mentorship experience that includes trainings, discussions, and activities.





## MENTAL HEALTH AND WELLNESS IN THE WORKPLACE

Engaging HR professionals in education and training opportunities to lead change and increase acceptance for mental health and wellness in the workplace became a major priority in 2020, especially in the wake of the global pandemic, times of social unrest, and economic instability.

PsychHub™

ONE MIND  
atWork

BANK OF AMERICA



## DRIVING EVIDENCE-BASED SOLUTIONS AND RESEARCH

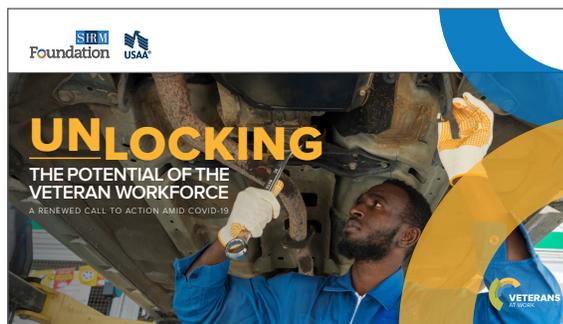
In partnership with SHRM, conducting research to inspire ideas and solutions for pressing issues in the workplace

SHRM Foundation and Walmart captured the experiences of employers in recruiting, hiring, and training workers from untapped talent pools because everyone benefits from reducing employment barriers and creating more inclusive workplaces.



Walmart.org

Together with USAA, in our ongoing effort to support the military community, we surveyed HR professionals on the increased challenges that veterans are facing to employment opportunities because of the pandemic. This research can inspire informed solutions to ensure the success of veterans and their families in workplaces.



USAA®

## DIVERSIFYING AND GROWING REVENUE



### FUNDERS\*:



\*partial list

## PARTNERSHIP REACH

### CHAPTER & STATE COUNCIL SUPPORT

**550+** chapters & councils  
**51** state councils

Our work with volunteer leaders and members is the core of what we do. Through our chapters' and state councils' support and leveraging our programs and resources, our reach extends into workplaces and communities across the globe. Together, we realize our shared vision of a world of work that works for all.

## FUNDRAISING PARTNERSHIP



Online technology platform for chapter and state council fundraising efforts

## SCHOLARSHIPS & AWARDS

**51** Scholarships  
**281** Awards

**\$500,000** Provided



### RECIPIENT STORY

**Neshay Robinson**

Recruiter, Assistant, EBED 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!"*



## VISIBILITY

### EMPLOYING ABILITIES @WORK

*In partnership with the Entertainment Industry Foundation and the Delivering Jobs Coalition*

SHRM Foundation and the Entertainment Industry Foundation 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.

**\$13,366,770**

ad value

**326**

outlets

**21,922**

airings

**255,970,091**

audience



Employing Abilities @Work PSA

### VETERANS AT WORK

*In partnership with Comcast NBC Universal*

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.

**\$500,000**

ad value

*\*Campaign in progress*



Veterans at Work PSA

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

