THIS IS KINEXUS

One person. One Business. One Community at a time.













A Letter from Our CEO

Welcome to Kinexus Group.

We are committed to inspiring positive economic change one person, one business and one community at a time. Our purpose requires vision, innovation, persistence and partnerships. Kinexus Group, like every organization, has an origin story. Ours began in southwest Michigan over five decades ago. Back then, we ran a small federal job training program in Benton Harbor. Today, we are a multi-faceted non-profit serving people, businesses and communities in nearly every corner of Michigan. As the complex issues in our rapidly changing world have evolved, so have we so we can rise to meet those challenges. This means that we have a devoted, talented team working around the clock serving and meeting the needs of employers of every size and sector, youth and job seekers, and rural and urban communities.

As we emerge into a new post-Covid world, we are witnessing historic structural changes in our economy. A shrinking workforce, battered by the "Great Resignation" and shifting personal career priorities and preferences, business closings, unprecedented acceleration of automation and a significant increase in business start-ups are the new, complex challenges and opportunities we face. Solving these problems, and capitalizing on the opportunities, will require new, innovative approaches.

We know we can't do this alone. So, we look beyond the walls of our organization to see who should be at the table solving these challenges with us. We ask the tough questions so we can solve tough challenges together and are willing to put in the work to see that change happens. On the following pages you will see several examples of our work. It ranges from alternative education to nationally recognized dropout prevention programs that help students shed barriers to graduation; to working with companies to automate, and to attract, retain and retrain their number one resource – people. We work with thousands of employers and tens of thousands of people each year to create value for whomever utilizes our broad array of services for personal and business growth. We measure what we do – that's how we know we are getting the job done.

Who is Kinexus Group? We are the group that helps your family members get their education, your neighbor's business grow, and we're the ones who are pushing every community in Michigan to be better. We exist to win the war for talent, build a more competitive place, and knock down barriers that stand in the way. We look forward to working and winning with you.

Todd Gustafson

President and Chief Executive Officer Kinexus Group



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Our Purpose

Our family of organizations share one purpose: We are committed to inspiring positive economic change, one person, one business and one community at a time. The Kinexus Group, a statewide non-profit, headquartered in southwest Michigan, created a family of organizations that are aligned with the organizational vision and purpose to solve the complex 21st Century economic and workforce problems beleaguering Michigan. The Big Three challenges are: 1) A declining population, 2) An aging population, and 3) An educational skill gap. The organizations are independently governed, diversely funded, focus on workforce, economic and community development, and serve unique geographical footprints across the state.















OUR FAMILY OF ORGANIZATIONS





We believe in hiring talented, hard working, change agents. We have a culture that puts an emphasis on leadership and teamwork to get the job done. Over the last five years, Kinexus Group has been recognized nationally by the Nonprofit Times as one of the nation's Best Nonprofits to Work For. We were also named one of Crain's Cool Places to Work in 2016 and one of MiBiz Magazine's Best- Managed Nonprofits in 2015.

NPT's BEST NONPROFITS TOWORK FOR \star 2021 \star

NPT's BEST NONPROFITS TOWORK FOR $\star 2020 \star$











Economic Impact

- Statewide -

JOB LOSSES HAVE BEEN MASSIVE

Through Sept of 2021 $272,000 \rightarrow 6.1\%$ Michigan lost $272,000 \rightarrow 6.1\%$

THE STATE'S LEISURE AND HOSPITALITY SECTOR HAS BEEN CRUSHED BY COVID

Through Sept of 2021 Michigan lost $73,100 \rightarrow 16.8\%$

of leisure and hospitality small businesses report a "moderate" or "large" negative impact as of Oct 20 "large" negative impact as of Oct 20211

SMALL BUSINESSES IN GENERAL HAVE BEEN SEVERELY IMPACTED BY COVID¹

of small businesses permanently closed statewide as of Oct 2021

of small businesses statewide reported revenue declines in the last week as of Oct 2021

Economic Impact - Statewide -

UNEMPLOYMENT CLAIMS REMAIN ELEVATED¹

115,415



3.42M

active UI claimants statewide

unique UI claimants for claims created since 3/15/20



The state's $81.40_0 \rightarrow 41st$ ranking in the nation

Note: All data is courtesy of the Michigan Dept. of Technology, Management, and Budget (DTMB) unless otherwise noted.

^{1 -} Source: Michigan Dept. of Labor and Economic Opportunity. Accessed November 5, 2021.

^{2 -} In the 2018-2019 school year - the most recent year for which national data is available.

Economic Impact - Berrien, Cass, Van Buren -

EMPLOYMENT HAS PLUMMETED

In Sept 2021 down 5.376 workers 4.20 decline from Sept 2019

Hiring

UNEMPLOYMENT CONTINUES TO BE ELEVATED

Unemployed workers as of Sept 2021 $5.625 \rightarrow 25.8\%$ increase from Sept 2021 from Sept 2019

LABOR FORCE HAS SHRUNK TO HISTORIC LEVELS

In Sept 2021 127,892 \longrightarrow 3.2% decrease from Sept numbers

4th Lowest Level EVER Recorded in the Area

Economic Impact - Berrien, Cass, Van Buren -

SAGGING LABOR FORCE **PARTICIPATION RATE**

In Aug 2021 | $\begin{array}{c} \text{Aug 2021} \\ \text{estimated} \\ \text{at a mere} \end{array} \begin{array}{c} 57.70 \\ \text{o} \end{array} \rightarrow 2.0 \\ \begin{array}{c} 0 \\ \text{o} \end{array} \begin{array}{c} \text{drop from} \\ \text{2019} \end{array}$

RETIREMENT RISK IS HIGH FOR BCVB

Residents ages 55+ $99,239 \rightarrow 19\%$ higher than the national average

REGIONAL EDUCATIONAL PIPELINE IS SHRINKING

Postsecondary graduates in 2020 1,658 — 21 % lower than five years prior lower than



- Business Solutions -

The Michigan Works! Business Team assists employers by understanding their needs and working to address their challenges. Whether it is workforce related, infrastructure or expansion needs, our team develops solutions through grant funding and strategic partnerships. We work closely with employers, educational providers, as well as the non-profit and government sectors to ensure continued success for employers in southwest Michigan.

The Business Solutions Team includes the following services:

- We host multiple employer-based consortiums in core sectors. These consortiums work together to
 identify, strategize, and solve complex problems. An example of this is the Healthcare Apprenticeships
 Consortium's Certified Nursing Assistant Registered Apprenticeship. Multiple employers helped build a
 curriculum that addresses talent needs and allows individuals from many walks of life to pursue indemand credentialing.
- Our team provides continuous support to local employers so they can retain their team. This service
 increases retention, safety, and productivity. The Business Resource Network, or the LINK, has helped
 1,500 local employees and their families solve barriers like transportation, childcare, and finances, all
 of which prevent them from being fully engaged in work!
- We collaborate with area partners to host career exploration events, bringing anywhere from 10 to over 2,000 area students together to provide hands-on exploration, facility tours, and internships. These events create a talent pipeline for area businesses.
- We help create and manage apprenticeships for companies looking to develop a long term workforce. We are closely aligned with the US Department of Labor.

Going PRO Talent Fund 1725 Employees 8 Sectors \$1.97M Awarded

Eagle Technologies Group has worked with Michigan Works! for the past three years. In the timeframe, they have helped us grow our business by more than double. In April 2014, we had 85 teammates. As of today's date we employ 185 teammates, and we are still growing. I'd recommend Michigan Works! to any employer with hiring or training needs."

- Dorothy Bild, Human Resource Manager, Eagle Technologies Group



- Talent Solutions -

The Michigan Works! Talent Team works to develop the local workforce and build a talent pipeline to meet current and future employers' needs in Berrien, Cass, and Van Buren counties.

- Our free services connect local talent and job seekers with the advocacy, training, and informational tools they need to succeed in the workforce.
- Michigan Works! One-stop service centers deliver workforce development programs and services tailored to the community's local needs for Berrien, Cass, and Van Buren Counties to help job seekers find sustainable employment.
- Michigan Works! offers a variety of free services to job seekers at almost any level, including career coaching, professional workshops, access to technology, and Career Interest Assessments.
- Referrals to Community Resources, employment planning, Barrier Removal, Basic Employment Skills Development, Refine Basic Employment Skills.

 We offer scholarships for classroom training in high-demand occupations and on-the-job training opportunities.

Our long-term outcome is attracting, retaining, and developing talent to support economic growth and vitality in Southwest Michigan.

From March 1, 2020 to March 1, 2021 - We assisted:

74,328 customers

Virtually or in person during the Coronavirus pandemic with various services, including:

- Unemployment assistance
- Career services
- Apprenticeship enrollment
- Employment
- Training
- School
- Workshops
- Resume building assistance



James Lewe contacted us for assistance in getting his CDL-A certification and license. We helped him enroll in the CDL-A training program through Lake Michigan College in partnership with Tri-Area Trucking and paid for his tuition. A day into training, James suffered an unexpected medical issue and was hospitalized for a couple of days. This was a difficult turn for him both physically and mentally but that did not stop him. James was able to start again and successfully completed the program the following month. In addition, he was offered a driving position prior to even finishing his training. Once he passed the classroom and driving portion our team paid for his CDL-A license, supplied him with the required pants and steel-toe boots as a supportive service available to him throughout the program. James has since accepted a new position at XPO Logistics as a Driver Sales Representative.



- Offender Success -

Offender Success is a statewide program operated in partnership with the Michigan Department of Corrections that assists recently paroled offenders transitioning back into society. Our Offender Success covers the counties of Berrien, Cass, Van Buren, Kalamazoo, St. Joseph, Calhoun, and Branch counties.

We focus on four different types of services for individuals that are reintegrating:

- Job Placement
- Residential Security
- Health and Behavioral Health
- Social Support



Since April 2017, our Offender Success program has placed over

600 individuals into employment with over

 $250 \; \mathsf{employers}$



When Ardis Lee was released into the community he was homeless, jobless, and didn't have the means to remove barriers keeping him from reintegrating into society as a contributing community member. Through our Offender Success program, Ardis was provided work clothing and a link to a business willing to provide a temporary on-the-job training opportunity. Ardis not only secured and maintained full-time employment, he also purchased his own vehicle and found a place of his own to live. That's not where the story ends. Ardis also started his own business and is currently on the waitlist for CDLA truck driving training at Lake Michigan College for their intended future program. Our team supported Ardis and gave him a fundamental platform to propel him to self-sufficiency.



- Adult Education -

Adult Education assists students 16 and up with earning a GED. Our certified teachers have over forty years of experience in education. Students are provided an individualized learning plan and work at their own pace in our learning labs or remotely. Self-paced learning options allow students to achieve their GED on a timeline that is best for them. In addition to education, we are located in the Michigan Works! building which allows students to get connected to workforce resources. All Michigan Works! Services, including Adult Education, are free of charge. We pay for GED training, GED practice tests and GED tests. We can also assist students with technology and transportation while enrolled.

29%

of currently enrolled
Adult Education
students are
participating in
Michigan's Futures for
Frontliners Program





Steven Brant originally began his GED journey back in 2001, but due to several barriers, he was unable to obtain his credential. In September of 2018, he enrolled in our Adult Education program while he was working for a residential cleaning service. When he enrolled, his scores were at a 5th grade level for math and a 7th grade level for reading. Steven came into class every day for help in math primarily and would occasionally receive assistance on other subjects. Steven also used our online study platform, GED Academy, to study at night and on weekends. Through hard work and perseverance, Steven Brant was able to not only earn his GED, but he raised his math and reading scores to the highest level possible, a 12th grade level. This once shy, quiet man without a high school equivalency certificate is now credentialed, enrolled in a local community college, employed full-time in a customer service based position and very outgoing and confident.



BridgeAcademySWM.org

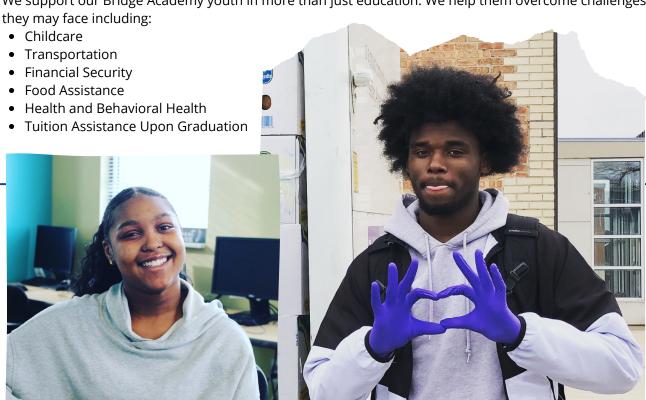
It's in our name. We exist to bridge the gap between education and employment for Southwest Michigan vouth.

The Bridge Academy of Southwest Michigan may be a brand new Public School Academy, but its origins span more than a decade of experience in Southwest Michigan to provide students with the skills and knowledge needed to succeed in and out of the classroom.

Originally founded by Michigan Works! Berrien, Cass, Van Buren in 2010 as a partner program through various local school districts, the previous version of Bridge Academy has served hundreds of students in the tri-county area.

Now as a newly authorized public school academy, Bridge Academy of Southwest Michigan is launching as a 9-12 high school, offering a no nonsense approach to graduation attainment, wrap-around support services and meaningful career exploration opportunities to the tri-county area. The academy is still located inside the Michigan Works! Berrien, Cass, Van Buren facility in Benton Harbor, allowing youth to access a variety of additional resources and support.

We support our Bridge Academy youth in more than just education. We help them overcome challenges





BentonHarbor YouthBuild.org

YouthBuild is a national program funded in part by the Department of Labor and Youthbuild Benton Harbor is one of 260 individual programs nationwide. We serve young adults between the ages of 16-24 that are in need of a GED or high school diploma.

While earning their GED, they also receive vocational training, specifically in construction or healthcare. Our participants leave with education and a valuable set of skills they can take with them to the workplace. In addition to education and training, we also offer wraparound services such as access to transportation, food, childcare, and many other services to ensure success for each individual we serve.



DeAsia Sandifer came to us looking for help in entering the medical field. DeAsia enrolled in our program and we assisted her in strengthening her educational background, enrolled her in our CNA program where she successfully became a Certified Nursing Assistant. In addition, we also helped her with her soft skills and prepared her for her interview. DeAsia is now gainfully employed locally as a CNA earning \$15.00 an hour.



Since the beginning, the YouthBuild program, has served approximately

375 individuals

We have assisted with barrier removal such as:

- Transportation
- Clothing
- Shoes
- Other support services

We have also provided soft skill training, mentoring, Certified Nursing Assistant (CNA) training and certification as well as construction and construction safety training.





Youth Solutions inspires and connects youth to achieve a future beyond imagination.

Since 2008, through our premier program, Jobs for Michigan's Graduates (JMG), over 22,000 youth and young adults have successfully learned the life skills necessary to succeed in education, employment, and in life. We've developed solutions that provide young people with the desire for an education, the experiences that prepare them for a job or career, and the tools to realize their potential. In addition to JMG, we have two new services, Youth Solutions Select and Digital. By expanding our services and deepening the JMG model, we will increase the impact on youth around the state through an open-entry, open-exit model that expands the continuum down to middle school and up to 24 months post-graduation.



OurYouthSolutions.org

Youth Solutions' premier program, Jobs for Michigan's Graduates has a

90%+ graduation rate

nine years running and over

84% of our youth

have gone on to either postsecondary education, employment or the military five of the past seven years





TeKeidra Masters knew at a young age that she wanted to be a surgeon, but she didn't know how to get there. She entered the Jobs for Michigan's Graduates (JMG) program her junior year in high school, not really understanding what the program was or how it could benefit her. Now, as a Benton Harbor High School Class of 2020 graduate and first-generation college student attending Valparaiso University she has expressed the importance of the JMG program in helping her chart her path in order to reach her ultimate goal, to become a surgeon.

Tekeidra served as the captain of the softball team and was a senior tutor with Upward Bound. She is also very involved with the Boys and Girls Club and was named the 2020-2021 Midwest Regional Youth of the Year. At Valparaiso University, Tekeidra is studying biology and chemistry and serves as the Secretary for the Black Student Organization. She is passionate about helping others and her community. While attending Valparaiso University, she is also an intern at Youth Solutions, helping to amplify the youth voice in everything we do as an organization. TaKeidra had the honor of delivering the keynote speech for Lake Michigan College's Martin Luther King Jr week-long celebration. Her speech at the opening ceremony can be found here.



MarketVanBuren.org







Market Van Buren has principal responsibilities for economic and community development throughout Cass and Van Buren Counties. We connect people, investments, and organizations with strategies and services that improve the quality of life and economic conditions in our region. We develop strategies that will allow our communities to thrive by addressing needs related to workforce, community, and business development. We work collaboratively with regional organizations to maximize economic growth.

SINCE INCEPTION HELPED

208

NEW JOBS

646
JOBS

SUPPORTED INVESTMENT OF

\$32M

IN FACILITIES & EQUIPMENT



\$61.32M

FOSTERED

ECONOMIC IMPACT



Of the 30+ small businesses we directly supported during COVID shutdowns and recovery efforts, all but one have managed to keep their doors open and continue serving our community. We supported local businesses by connecting them with \$112K in grants and facilitating the issuance of \$240K working capital loans.



The Manufacturing Growth Alliance (MGA) is a membership-based organization that provides services to help manufacturers build smart, lead strong, and establish a pathway for future growth. Our services drive solutions that will make manufacturing in Michigan the most competitive and prosperous in the nation.

We serve all sectors of manufacturing, including but not limited to food, plastics, automotive, beverage, electronics, etc. Our team is committed to listening and building the right level of services to help small manufacturers with internal operations and growth strategies.

The Manufacturing Growth Alliance has established a pipeline of

1,816 small manufacturers

across the state in all industries. We routinely communicate with the small manufacturers in the pipeline, which has resulted in next step engagements with nearly 500 manufacturers across Michigan.

The engagements range from manufacturers registering for webinars, one-on-one communication and many of the small manufacturers becoming MGA network or paid members. As a start-up organization, we are positioned to have great success in the upcoming year.



Manufacturing is evolving at a fast pace.
Digital technologies offer manufacturers
solutions to workforce challenges,
opportunities for increased productivity and
will keep them globally competitive. Michigan
launched the industry 4.0 initiative to help
small manufacturers be equipped with
knowledge and resources to adopt industry
4.0 technologies.

The Manufacturing Growth Alliance (MGA) and the Economic Growth Institute (EGI) launched a Regional Industry 4.0 Program for three areas of the state: Upper Peninsula, Northeast Michigan and Southwest Michigan. The program focuses on outreach, awareness and education, financial and operational analysis, and project implementation.







Michigan Celebrates Small Business

MichiganCelebrates.org

Michigan Celebrates Small Business (MCSB) is the most prestigious small business awards program in the state of Michigan. The program brings together the resources of collaborative partners and supporters so that they may raise the profile of small businesses in Michigan, build a network of entrepreneurial companies, and tell the stories of successful, growing Michigan entrepreneurs. Kinexus Group was the managing partner for the 2021 Gala and will be hosting again in 2022. The awards categories for the 2021 Gala were Michigan 50 Companies to Watch, Michigan 50 Distinguished Alumni Awards, SBA Michigan District Awards and Best Small Business Recognition.

ECONOMIC IMPACT IN 2020

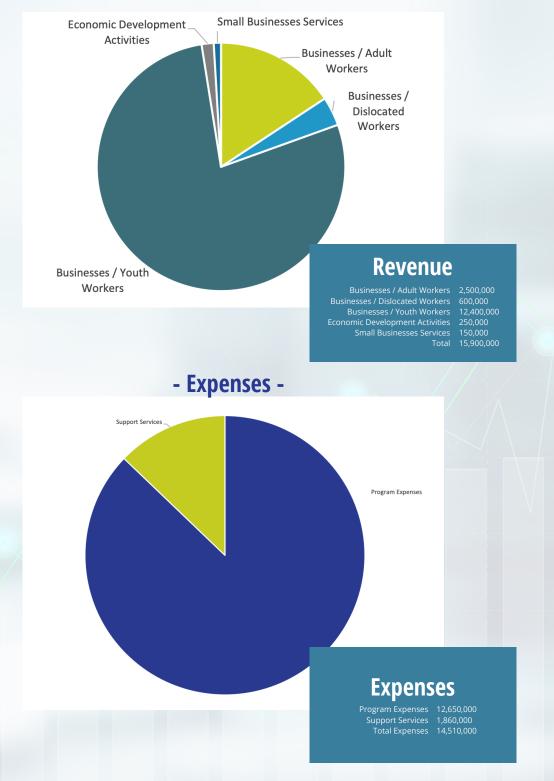
- \$304M in total annual revenue
 - 12% increase in total annual revenue compared to 2019
- 2,371 full-time equivalent employees
 - o 2,120 in Michigan 251 out of state
- 577 net new jobs projected for 2021
 - o 553 in Michigan 24 out of state



Financials

- Revenue -

As a 501(c)(3) nonprofit organization, we attract public and private sector funding sources to provide solutions for a wide array of business, workforce, and community challenges. Individual donations. grants, fee-for-service projects, social enterprises, and legislatively directed funding are among the ways in which we fund our work.









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MICHIGAN WORKS! > Berrien • Cass • Van Buren

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Locations | Websites | Social Media

Kinexus Group 330 W. Main St. Benton Harbor, MI 49022

Paw Paw Service Center 32849 E. Red Arrow Hwy, #100 Paw Paw, MI 49079

Cass County Admin Building 120 N Broadway Street Room 219 Cassopolis, MI 49031

Benton Harbor Service Center 499 W. Main St. Benton Harbor, MI 49022

Next Level Tech Center 315 East Main Street Benton Harbor, MI 49022

Niles Southwestern Michigan College Campus • Administration Building 3890 US-12 Niles, MI 49120



















OurYouthSolutions.org































