



**TRADE INSTITUTE
OF PITTSBURGH**



2023 ANNUAL REPORT





Shawn Stubbs, Alumni Council, Leroy Mabins, Director of Programs, and David Jardini, Board Chair.

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***Bert Robertson**

BOARD MEMBER

*Joined the board in 2023

OUR MISSION

The Trade Institute of Pittsburgh’s mission is to empower men and women with significant barriers to employment through skill building and career opportunities.



Women students at Thanksgiving Celebration.

“We need more women in the trades. TIP is helping to grow our numbers and giving us the confidence and skills to join unions, construction jobs, and other related fields. When another woman is on a job site, we are so excited to run into each other! I did not expect to love this work so much!”

—KAYLA, TIP MASONRY ALUM



FROM THE
EXECUTIVE DIRECTOR
DONTA GREEN

“We are making a difference in the lives of our students and our neighborhoods. The health of our communities depends on the overall health of each citizen.”

Dear TIP Friends and Supporters,

I’m delighted to share that 2023 was another successful year of growth at TIP! Our core masonry and carpentry programs graduated unprecedented numbers, with 91 total graduates. Through Project Reach, an initiative that provides opportunities for our students to contribute to the well-being of our neighborhoods, we completed five community masonry projects that provided experiential learning for our students and helped to beautify our communities.

2024 marks the kick-off of our next three-year strategic plan with the theme “Deliberate Expansion, Looking Outward.” We are prepared to expand the mission of TIP across many dimensions, including serving more students across all programs and increasing access to mental health supports, to help more men and women with barriers to employment succeed in the workforce and life. Some of the additional initiatives we have planned include:

- Deepening our alumni program to offer more value-added workshops
- Designing a hybrid training model for collaborative training
- Launching a workforce transportation program to ensure access to quality careers
- Launching TIPX, a paid training opportunity for students with barriers that persist beyond the core program

Of course, we couldn’t do it without YOU. We are exceedingly grateful that you are part of our community and for all the ways you support us. To quote Mr. Rich, who leads our masonry school, you have “showed up and showed out” in so many ways: volunteering, donating, praying, sharing our mission, and encouraging people to attend and support our programs. Thank you for creating opportunities for our students to join the workforce with good-paying and sustainable jobs. Their success means a healthier, thriving hometown for all of us.

We truly appreciate your contribution to the organization’s mission and look forward to working with you in 2024!

Warm regards,

A handwritten signature in black ink, reading 'Donta Green', is located at the bottom of the letter.

HIGHLIGHTS



Carpentry students install their shed final project with masonry instructor Mark Schoedel.

“I learned a lot when it comes to bricklaying and also gained self-discipline from having to get up and be somewhere every morning. TIP helped me gain the confidence to continue my education after graduation.”

—DEVIN
2023 MASONRY GRADUATE

PROGRAM MASONRY

In our core program, students spend eleven weeks moving through a series of stations where they learn how to brick point, lay brick to the line, and more. Each station is progressively more difficult to increase participants’ skills and develop confidence.

PROGRAM CARPENTRY

TIP’s carpentry program is a seven-week training course open to students who have completed the first half of the masonry program and have the aptitude and interest in advanced training. Participants learn the basics of building practices and the practical use of power and hand tools in a safe and skilled manner. The primary method for developing these skills is the construction of a shed.

PROGRAM PROJECT REACH

During the second half of the masonry program, students have the opportunity to work in the field on a variety of masonry projects, ranging from retaining walls to brick pointing.

Project Reach beautifies and revitalizes under-resourced neighborhoods. Since TIP students come from many of these communities, Project Reach provides a powerful opportunity for our students to re-establish their relationship with their community.

PROGRAM

SKILLS TO WORK AND SKILLS TO THRIVE

A crucial component of the TIP program is the mental health and life skills support students receive. TIP's Life Coach offers students a safe place to share their stories and be vulnerable. The entire staff is working to ensure the students have all the tools they need to succeed.



PROGRAM

LICENSE TO DRIVE

92% of our students do not have driver's licenses when they enter TIP, and many, although eligible to obtain a license, have fines and fees that create barriers to license attainment. TIP's case manager works diligently with eligible students to ensure that they obtain a driver's license upon graduation. This is a critical step in securing good-paying employment.

PROGRAM

WORKFORCE HOUSING

By providing short-term housing, students and alumni experiencing housing insecurity or at risk of homelessness can stabilize, save money, and prepare for independent living.

2023 STATS:

- 75 Permits and Driver's Licenses Attained
- 91 Students Graduated at \$19+/hr.
- 3% Recidivism

“When I first started, I did not like Circle - now it's my favorite part of the day. It puts me in a good mindset: hearing what everyone is grateful for and sharing their stories. We all go through stuff, we're in it together. I love building walls! I love when a wall is done, and I can take a picture and tell people, “I did that!”

—JASMINE

2023 MASONRY GRADUATE

HIGHLIGHTS

STRATEGIC PLAN UPDATE

DELIBERATE EXPANSION: LOOKING OUTWARD

- TIP worked with JCA Consulting, LLC for the final six months of 2023 to prepare, create, and implement a three-year strategic plan.
- The strategic plan aims to deepen and expand TIP's reach through multiple dimensions while staying aligned with TIP's vision and mission. Each goal from the plan represents new ways to connect men and women to living-wage careers.

TRADE INSTITUTE OF PITTSBURGH STRATEGIC PLAN 2024-2027

1

GOAL #1

Touch More Lives

Increase the number of students TIP enrolls and graduates by 25% annually

2

GOAL #2:

Address Barriers that Persist After Graduation

Ensure all graduates are prepared for a successful career

3

GOAL #3

Expand the Range of Career Paths for TIP Students

Increase the career options for TIP students post-graduation

4

GOAL #4:

Make TIP'S Core Competencies Available to Partner Organizations

Help eliminate barriers to employment for the wider community (others who are not TIP students)

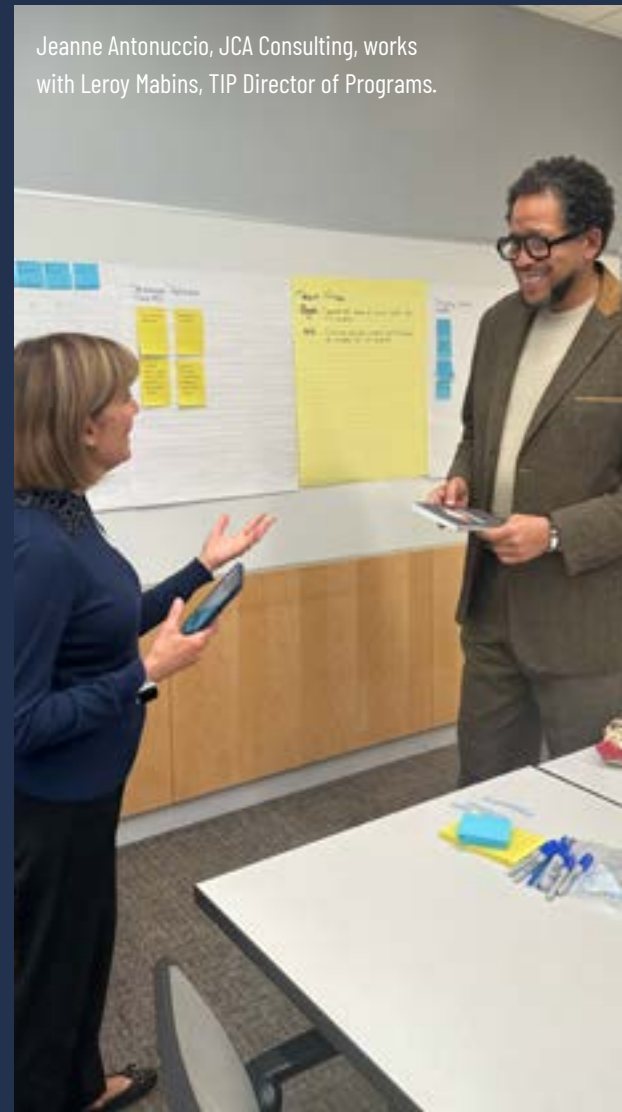
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GOAL #5:

Explore Optimal Ways to Replicate TIP'S Success

Discover the potential for expanding the TIP model to different locations

Jeanne Antonuccio, JCA Consulting, works with Leroy Mabins, TIP Director of Programs.





SPECIAL EVENTS

JUNETEENTH

In 2023, we launched our community Juneteenth celebration on the grounds of TIP in partnership with our landlord, Bridgeway Capital. The afternoon began with guest speaker Mayor Ed Gainey and featured local food, dance performances, games, bounce houses, and African drumming.



Mayor Ed Gainey and Councilman Khari Mosely join TIP staff and students for Juneteenth.

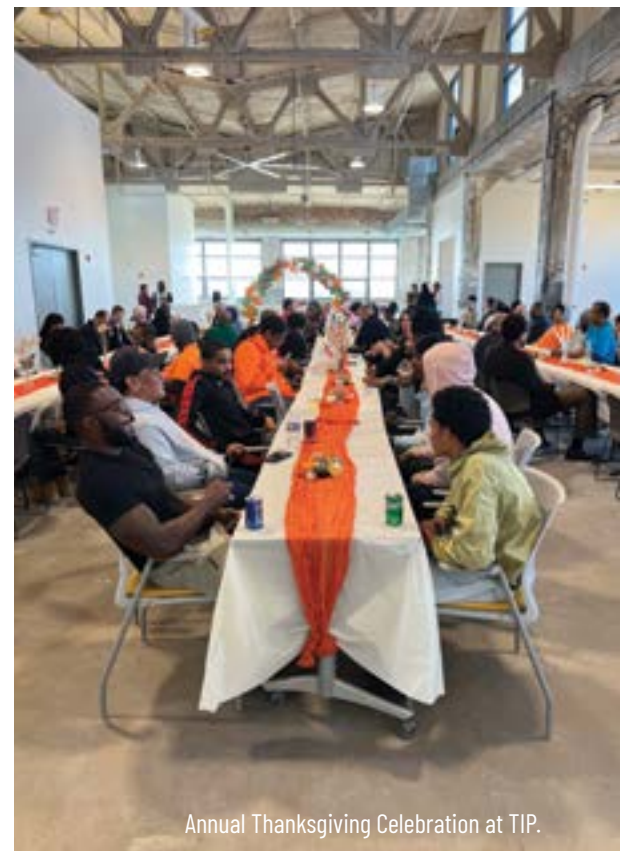
“Our Juneteenth event not only serves to honor this meaningful holiday, it is an opportunity for us to celebrate with our neighbors and the wider East End community where many of our students live or grew up.” —**DONTA GREEN, EXECUTIVE DIRECTOR**

WALL OF FAME CEREMONY

The annual event honors graduates who have continued a successful path beyond one year. They are recognized at the ceremony and receive an award, and their photo hangs on the Wall of Fame at TIP. The Wall reflects how hard work, dedication, and proper support empower TIP students to launch their careers confidently.

THANKSGIVING

Thankfulness is at TIP’s foundation; it is one of the organization’s core competencies. Staff and students start the morning at TIP together in “Circle” to acknowledge what they are grateful for. Gratitude Circle has been a tradition from the start of TIP, as has the annual Thanksgiving celebration with staff, students, board members, and special guests.



Annual Thanksgiving Celebration at TIP.

HIGHLIGHTS

ALUMNI PROGRAM

In 2023, the TIP Community Engagement Coordinator created a 10-person Alumni Advisory Council. Its members provide feedback and recommendations to improve all aspects of the organization. The Council has monthly meetings and helps plan events to engage alumni, offer continuing education, and provide networking opportunities.



Alumni Council Members Lance Chatman, Derek Darwin, James Francis, Latausha Kendrick, David Pharr, Tyrik Reid, and Shawn Stubbs. Not pictured: Tex Sith, Asia Griffin, and Robert Wertz.



“TIP has been the most inspirational and helpful experience. “Inspirational” because to watch different people from different backgrounds become whole new people, grow, and be successful. “Helpful” because TIP pays attention to what you need the most in your life such as driving lessons, workshops on life skills (credit, budgeting, business, math classes), and more.”

—ASIA GRIFFEN
ALUMNI COUNCIL

“When I graduated, I took all the TIP skills and knowledge about how to be successful and doubled my annual income. TIP continues to reach out and make sure I am ok.” —JAYMIR TAYLOR, ALUMNI



TIP provided one-on-one support to 91 alumni last year and held 10 free financial literacy alumni workshops.



TIP alum attend "How to Start a Business" workshop.

FREE FINANCIAL LITERACY CLASS FOR TIP ALUM
SECURE THE BAG: LIFE, MONEY, LEGACY.
 LED BY MICAH LARSON VICE PRESIDENT, EQUITABLE ADVISORS

MICAH WILL HELP YOU LEARN:

- HOW TO BUDGET
- HOW TO SAVE AN EMERGENCY FUND
- HOW TO PAY DOWN DEBT
- HOW TO SET FINANCIAL GOALS
- HOW TO IMPROVE YOUR CREDIT REPORT AND SCORE

CLASSES ARE 6 PM TO 7:30 PM
JULY 12TH
AUGUST 9TH
SEPTEMBER 13TH
OCTOBER 11TH

FOR MORE INFORMATION CONTACT MS. KENYA AT 412-916-8982

FREE FINANCIAL LITERACY CLASS FOR TIP ALUM
SECURE THE BAG 2 LIFE, MONEY, LEGACY.
 LED BY SALOAM BEY CREDIT POWER LLC

SALOAM WILL HELP YOU LEARN:

- THE FIVE COMPONENTS THAT MAKE UP YOUR CREDIT REPORT
- HOW TO BOOST YOUR CREDIT SCORE IN 30 DAYS
- HOW CREDITORS AND LENDERS DETERMINE YOUR CHARACTER ON PAPER
- HOW TO SAVE MONEY AND BUILD YOUR CREDIT AT THE SAME TIME
- HOW TO USE A CREDIT CARD

CLASSES ARE 6 PM TO 7:30 PM
NOVEMBER 7
DECEMBER 12

FOR MORE INFORMATION CONTACT MS. KENYA AT 412-916-8982



TIP received a 2023 Best Places to Work in Western PA Award by the Pittsburgh Business Times.



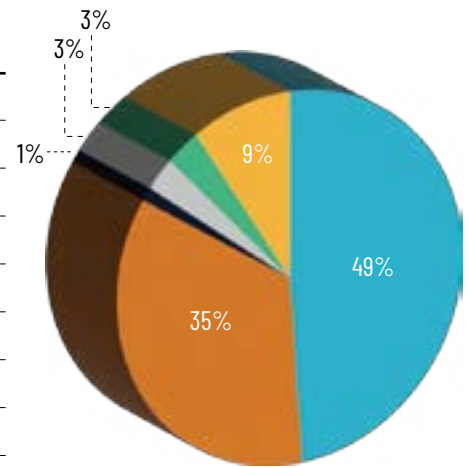


FINANCIAL SUMMARY AT A GLANCE

We are proud to report that we continued to diversify and increase revenue streams in 2023. We nearly DOUBLED our revenue, growing from \$1,529,759 in 2022 to \$3,016,740 in 2023. This financial health will enable us to grow our programs, serve more students, and carry out our strategic initiatives over the next three years.

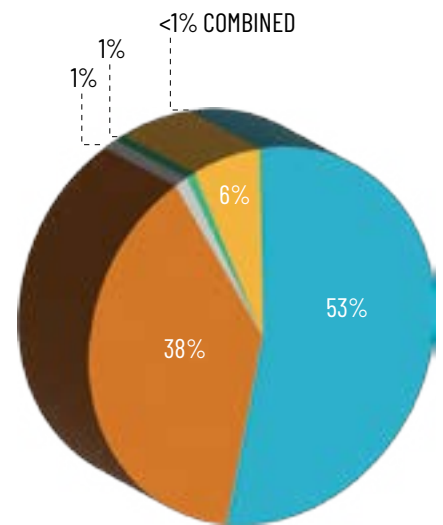
2022 REVENUE

FUNDING SOURCE	TOTAL
GRANTS	\$752,500
GOVERNMENT	\$533,419
CORPORATE	\$12,970
SCHOLARSHIPS/PEP	\$48,200
PRODUCT SALES	\$49,345
INDIVIDUAL	\$130,625
RENTAL INCOME	\$2,700
	\$1,529,759



2023 REVENUE

FUNDING SOURCE	TOTAL
GRANTS	\$1,583,893
GOVERNMENT	\$1,155,812
CORPORATE	\$42,777
SCHOLARSHIP/PEP	\$5,000
PRODUCT SALES	\$42,731
INDIVIDUAL	\$177,400
IN-KIND DONATIONS	\$485
MISC	\$4,443
RENTAL INCOME	\$4,200
	\$3,016,740



2023 CORPORATE PARTNERS AND EMPLOYERS

#1 Cochran Automotive

Bridgeway Capital

Burns Scalo Real Estate

Carpenters Union
Local 432

Laborers' Union
Local 373

PennDOT District 11
Employees and
Diversity Committee

Turner Construction

UPMC Health Plan

Wilke CPAs and
Advisors



2023 FUNDERS

3M

ACTION Housing, INC

Allegheny Foundation

Appalachian Regional Commission

East End Church

EQT Foundation

Goodwill DHS

Henry L. Hillman Foundation

KeyBank Foundation

Laurel Foundation

McCune Foundation

Nicely Ridge Foundation

Opportunity Fund

PA Dept of Community & Economic Development

PA Dept of Human Services SNAP

Partner4Work

Pittsburgh Foundation

PNC Foundation

Redevelopment Authority of Allegheny County

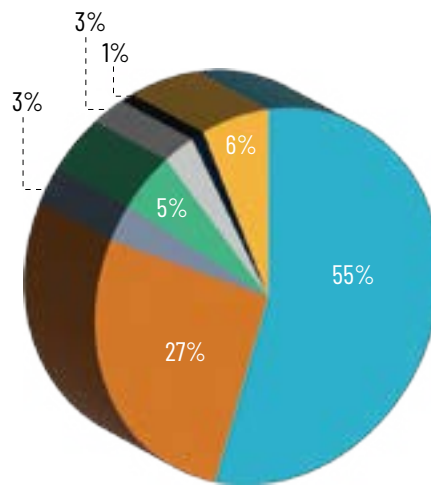
The Hear Foundation

Tippins Foundation

Voices Underground

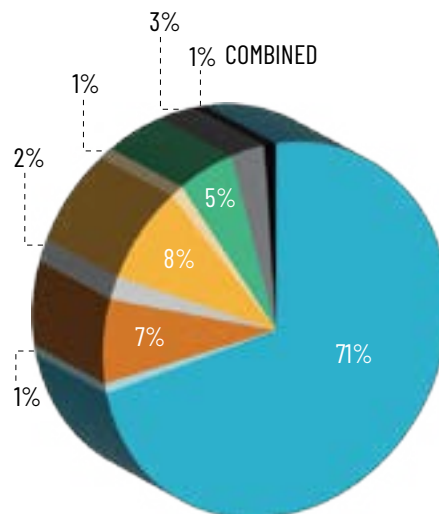
2023 EXPENSES BY PROGRAM

PROGRAM	
MASONRY	\$872,198
CARPENTRY	\$424,096
HOUSING	\$54,017
TIPX	\$77,817
ALUMNI	\$51,529
STRATEGIC INITIATIVES	\$18,000
ADMIN	\$102,649
	\$1,600,308.58



2023 EXPENSES BY CATEGORY

EXPENSE CATEGORY	
PAYROLL & STAFF	\$1,139,681
EQUIPMENT	\$8,784
FACILITIES	\$111,278
OFFICE	\$ 28,417
PROGRAM	\$135,547
TRAVEL & ENTERTAINMENT	\$4,921
COMMUNICATION	\$17,902
MARKETING	\$81,174
PROFESSIONAL SERVICES	\$49,803
INSURANCE	\$19,966
BANK FEES	\$1,795
MISCELLANEOUS	\$1,035
	\$1,600,308





**TRADE INSTITUTE
OF PITTSBURGH**

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