



**TRADE INSTITUTE
OF PITTSBURGH**

2024 ANNUAL REPORT

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Cover:
Alumni Honoree EJ Davis at
Wall of Fame Celebration

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**.



Amari and other graduates receiving their diplomas.

"I thought this was just a trade school, but I got a lot more than I expected in this program. It is a **symbol of hope**, and it paved the way for a bigger and brighter future." —AMARI, CARPENTRY GRADUATE



FROM THE
EXECUTIVE DIRECTOR
DONTA GREEN

**“Behind every
success story
is a trail of
opportunities
paved for
those who
will rise NEXT.”**

Dear TIP Friends and Supporters,

When I reflect on all we have accomplished and how we have achieved our 2024 goals and successes, it is primarily because of our incredible community of supporters. **Thank you** for being a part of our community.

We are in the business of moving people forward. We are laser-focused on how we can reach out and inspire others so they can thrive. We believe that if our students thrive, so will our communities.

How we achieve our goals is what sets us up for long-term success. While you review the report, you will see that we are focused on this mindset of empowering more people. Our strategic plan goals will deepen and expand TIP’s reach through multiple dimensions of expansion while staying aligned with our mission.

We cannot reach these goals alone. We appreciate your contributions to TIP’s mission and look forward to working with you in 2025!

Warm regards,

A handwritten signature in black ink that reads 'Donta Green'.



Alumni honoree and presenter, Samantha Ervin-Upsher (center), at the Wall of Fame Celebration.

SKILLS TO WORK & THRIVE



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.

CARPENTRY COMMUNITY PARTNER HIGHLIGHT THE CLEAN ENERGY CENTER

In the second half of 2024, our carpentry cohorts began working with our upstairs neighbors from the Clean Energy Center to build a diagnostic house. It's been an incredible learning opportunity for our students and a meaningful partnership with a fellow workforce training program.

The Clean Energy Center – Pittsburgh will focus on weatherization and building performance training, providing in-demand skills and certifications for both residential renovations and new home construction careers.

"It's been a true joy working with the TIP students and instructors on this project. Through dedication and discipline, each cohort has met the milestone goal towards project completion."

—KAREN BENNER
PITTSBURGH GATEWAYS
CORPORATION



TIP students and staff work with Karen Benner and Jack Wilson on a diagnostic house for the Clean Energy Center.

PROGRAM LIFE COACH

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.

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 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.

"The program is way more than learning how to lay brick or do carpentry — it is about the bigger picture. There is **value** in students learning to set goals and have accomplishments."

—KEVIN
CARPENTRY
AND TIPX



HIGHLIGHTS



JUNETEENTH

In 2024, we teamed up with the Homewood-Brushton YMCA, Family Centers Homewood, Trying Together, The Kingsley Association, and Pitt CEC Homewood to expand our celebration. Our East End Community Celebrates Juneteenth featured special guest speakers, local food, dance, poetry, music performances, bounce houses, and a hip-hop step class! TIP students, alumni, and volunteers from East End Church, Keybank, Wilke CPAs & Advisors, and the YMCA helped make the event a success.

WALL OF FAME CEREMONY

Our annual Wall of Fame Ceremony honors TIP graduates who have completed our program and have continued a path of success beyond one year. This year, the event became a gala with over 200 guests! It was a joyful evening celebrating our alumni honorees, community and employee partners, and supporters. We were inspired by a special presentation by Dr. Yusef Salaam. It was an evening to remember! Thanks to our generous sponsors, donors, and guests, we raised nearly \$60,000. We look forward to carrying this tradition forward with an even bigger celebration in 2025!





Alumni Council Members: Jon'e Walker Overton, Da'ron Bovines, David Pharr, Shadeed McKennon, George Ross, and Samantha Ervin-Upsher. Not pictured: Lea Hutson, Latausha Kendrick, and Derek Darwin.

ALUMNI PROGRAM

The Alumni Program is overseen by the TIP Community Engagement Coordinator who follows up with graduates monthly for a year following graduation to ensure they have what they need to succeed.

The Council has monthly meetings and helps plan events to engage alumni, offer continuing education, and provide networking opportunities.

An Alumni Advisory Council provides feedback and recommendations to improve all aspects of the organization.



“TIP opened doors for me to achieve my goal of working for the Union.”

—DESTIN
TIP 2024
ALUMNI
HONOREE

Dr. Yusef Salaam was the keynote speaker at the Wall of Fame Celebration. yusefspeaks.com

STRATEGIC PLAN UPDATE

TRADE INSTITUTE OF PITTSBURGH STRATEGIC PLAN 2024-2027

We are ahead of schedule, launching two major year one and year two initiatives in 2024!

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.

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 Beyond 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)

5

GOAL #5:

Explore Optimal Ways to Replicate TIP'S Success

Discover the potential for expanding the TIP model to different locations

TIPX

TIPX is our paid training opportunity for graduates with barriers that persist beyond graduation. Recent graduates who need additional training and time to take advantage of our holistic support, work with TIP staff to build and revitalize homes. We do this through partnerships with partners including Rising Tides Partners and Module.



"I am an excellent example of someone who came through TIP to eliminate my barriers to employment. Worried that my previous accolades would not outshine my criminal record, I needed a new plan and a future I could count on. TIP and TIPX were the answers." —EJ TIPX





Thanks to a \$450,000 investment from KeyBank Foundation, we launched the hybrid initiative in 2024.

“The program provides an opportunity to fill in-demand positions across greater Pittsburgh while building a diverse workforce that reflects the communities it serves.”

—VIC LAURENZA
KEYBANK WESTERN PENNSYLVANIA
MARKET PRESIDENT

HYBRID TRAINING PROGRAM

Our Hybrid Training Program is a collaborative hybrid training model for skill development in the trade industries and beyond. The program’s primary goal is to identify promising talent within TIP’s masonry and carpentry programs and provide them with specialized training alongside experienced professionals. This strategic approach expedites the transition from training to employment.

All hybrid participants receive holistic support services at TIP, including life coaching, financial wellness, driver’s education, and other support unique to their individualized service plan. Participants divide their training time between TIP and the employer partner, allowing them access to classroom and real-world experiences.

OUR NEXT: **WORKFORCE TRANSPORTATION**

To address strategic plan goals two and three we acquired a Workforce Transportation fleet of hybrid vehicles our graduates can sign out from TIP to drive to job sites. A persistent barrier our graduates face is not having a vehicle to get to job sites far from their homes and not on public transportation lines.



FINANCIAL SUMMARY AT A GLANCE

We are pleased to report that we continued to diversify and increase revenue streams in 2024. We more than **TRIPLED** our grant funding, growing from \$752,500 in 2023 to \$2,556,320 in 2024. Additionally, we grew earned revenue to \$233,581 through the launch of TIPX, and we continued to build our individual giving program. This financial health enables us to refine and grow our programs, serve more students, and carry out our strategic initiatives over the next two years.

2024 SPONSORS

Andrea Clark Smith

Baird Private Wealth
Management

Bridgeway Capital

David Jardini

Eastern Atlantic States
Regional Council of Carpenters

Eichenlaub LLC

Harris Masonry Inc.

Jendoco Construction
Corporation

Tentum Enterprises Inc

Turner Construction

Pennsylvania Laborers'
District Council

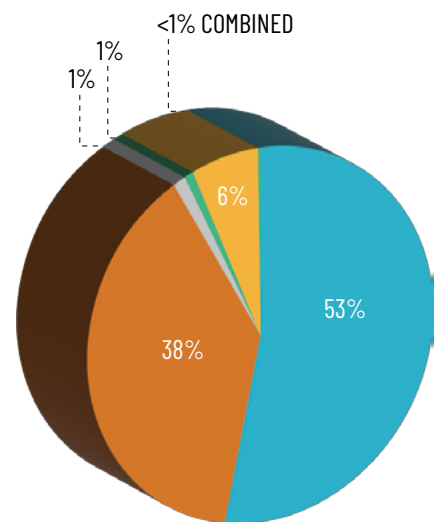
Reed Agnew

Wilke CPAs & Advisors

WMS Wealth Planners

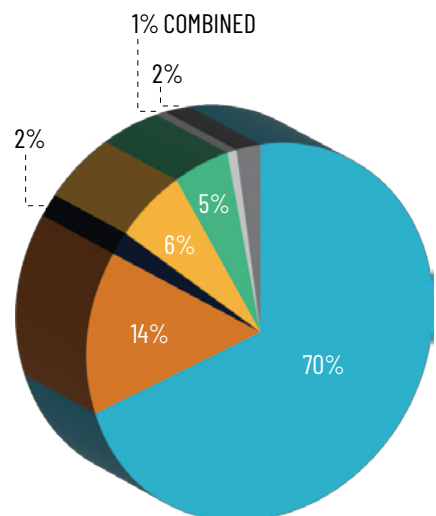
2023 REVENUE

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



2024 REVENUE

FUNDING SOURCE	TOTAL
GRANTS	\$2,556,320
GOVERNMENT	\$513,893
CORPORATE	\$60,354
SCHOLARSHIP/PEP	\$9,000
EARNED INCOME	\$233,581
INDIVIDUAL	\$173,754
IN-KIND DONATIONS	\$30,955
INTEREST INCOME	\$74,842
MISC	\$659
RENTAL INCOME	\$4,250
	\$3,657,608





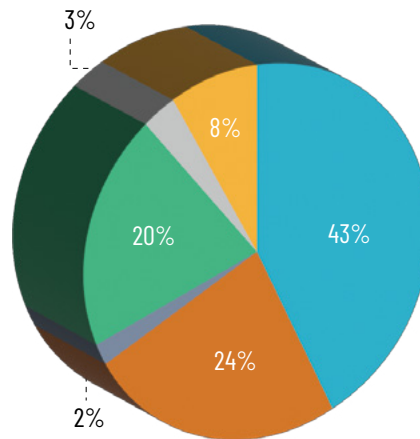
**TIP was awarded an
\$800,000
Lowe's Foundation
Gable Grant in December!**

"This grant will provide our students with the resources and support they need to excel in the trades, while connecting them with top-tier employer partners for seamless career transitions. This collaboration will not only elevate the lives of individuals, but also strengthen the trades workforce for years to come."

—DONTA GREEN

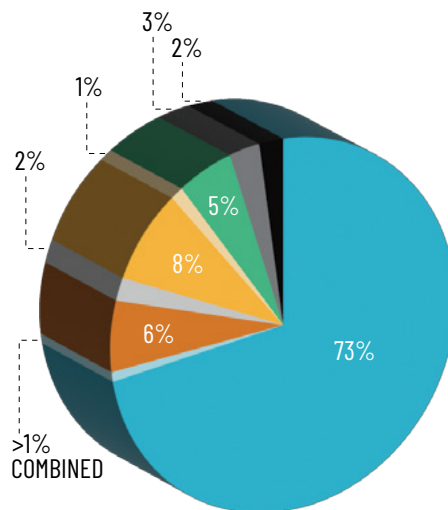
2024 EXPENSES BY PROGRAM

PROGRAM	
MASONRY	\$887,489
CARPENTRY	\$492,594
HOUSING	\$46,748
TIPX	\$415,451
ALUMNI	\$62,257
ADMIN	\$158,508
	\$2,063,047



2024 EXPENSES BY CATEGORY

EXPENSE CATEGORY	
PAYROLL & STAFF	\$1,496,915
EQUIPMENT	\$25,158
FACILITIES	\$117,556
OFFICE	\$32,946
PROGRAM	\$168,973
TRAVEL & ENTERTAINMENT	\$5,962
COMMUNICATION	\$14,690
MARKETING	\$107,924
PROFESSIONAL SERVICES	\$55,567
INSURANCE	\$33,698
BANK FEES	\$3,342
MISCELLANEOUS	\$316
	\$2,063,047



2024 FOUNDATIONS

Allegheny Foundation
 Amani Christian Community Development Corp
 American Endowment Foundation
 Bosch Community Fund
 Construction Advancement Program
 DEWALT
 East End Church
 Eden Hall Foundation
 EQT Foundation
 Hansen Foundation
 Henry L. Hillman Foundation
 James & Melanie Crockard Foundation
 KeyBank Foundation
 Lowe's Foundation
 McCune Foundation
 Nicely Ridge Foundation
 PNC Foundation
 POISE Foundation
 Roy A. Hunt Foundation
 Snee-Reinhardt Charitable Foundation
 Staunton Farm Foundation
 The Achill Island Foundation
 The Christine Cronenwett Family Foundation
 The Grable Foundation
 The Heinz Endowments
 The Pittsburgh Foundation
 Tippins Foundation
 United Way of Southwestern PA
 UPMC & UPMC Health Plan
 Voices Underground



**TRADE INSTITUTE
OF PITTSBURGH**

412 243 2970
7800 SUSQUEHANNA STREET
PITTSBURGH, PA 15208

tipgh.org