

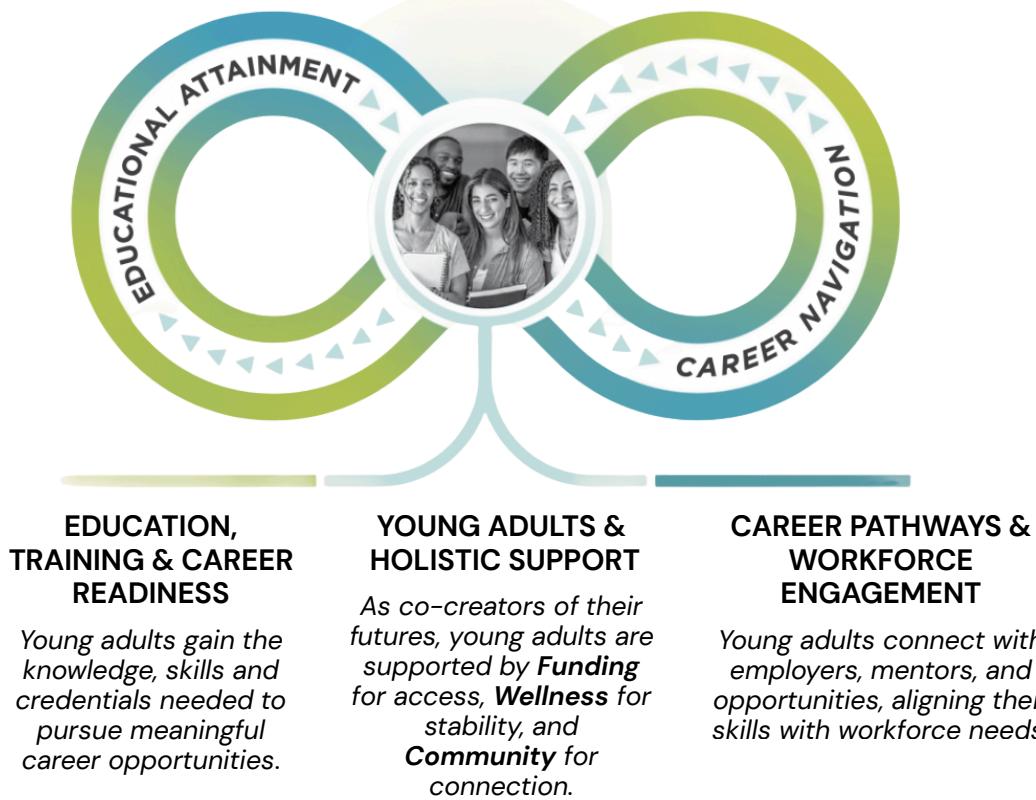


Driving Minnesota's Economic Future by Strengthening the Talent Pipeline



In the Twin Cities, more than **27,000 young adults ages 18-24** were disconnected from school and work in 2022. This means 8.4% of the incoming workforce in the metro is not on pathways that lead to stable, family-sustaining careers. Expanding the view to a statewide level, youth disconnection costs Minnesota taxpayers an estimated \$350 million annually. These young adults want to contribute—but face real barriers, including unfinished education, limited networks, a lack of access to stable employment or prior involvement with the justice system.

Co-Lab meets these young adults where they are and connects them to where they could go. Unlike other programs, Co-Lab is **co-created by young adults** from under-resourced communities. By bridging the gap between talent and opportunity, Co-Lab enables employers to tap into a motivated, often overlooked workforce while supporting young adults in thriving both at work and in life.



PROGRAM RESULTS

\$75k +

in direct pay to participants

95%

program completion rate, including their own future success plans

100%

of partners eager to return

75%

of participants left with greater confidence

92%

of participants felt Co-Lab helped them prepare for the future "quite a lot" and "greatly"

100%

of participants had access to 1:1 mental health sessions and a gym membership

SPONSORSHIP OPPORTUNITIES

RECRUITING TALENT IS COSTLY, AND KEEPING TALENT IS HARD

Co-Lab expands the talent pipeline by preparing young adults to explore high-demand careers and develop skills employers value. Co-Lab graduates bring commitment and resilience to their roles, their programs and their peers. They emerge with a stronger sense of belonging and belief in their ability to shape what comes next.

Sponsoring a Co-Lab cohort is a direct investment in the future of talent. With a \$125,000 commitment, your organization can underwrite a full 12-week program for 25 motivated young adults that will **offer your organization access to potential new hires while also elevating your brand and offering goodwill to the local community.** You can also engage by volunteering to deliver individual Co-Lab program components or joining at other sponsorship levels.

WHY INVEST

- On average, companies spent \$4,700 to recruit entry-level talent in 2022.³
- According to recent state data, approximately one in five young workers leaves their jobs each quarter.⁴
- Replacing early-career talent can cost more than 40% of their salary, or \$17,500 on average.⁵
- Connect with opportunity youth as they grow and move into the workplace—creating a talent pipeline.

SPONSORSHIP TIERS

**\$500-
5K**

Entry Tier

Includes signage and website recognition.

Contribute by funding a session's services, meals or a field trip.

**\$5K -
50K**

Middle Tier

Includes branding on materials and press recognition.

Support a community provider's paid services, such as access to 1:1 mental health or career navigation.

\$125K

Top Tier

Includes naming rights and premier recognition

Fund an entire 12-week Co-Lab cohort (25 young adults).

To Learn More: Contact Andrew Mueller at andrew.mueller@wilder.org

Watch Co-Lab's Impact: <https://vimeo.com/imaginedeliver/co-lab>

These Partners Have Collaborated with Co-Lab Since 2024

612 Jungle	Don't Shoot Guns,	Knutson Construction	Minnetronix	St. Mary's Health Clinic
Allina Health	Shoot Hoops	McGough Construction	Mortenson	Stories Behind the
Appetite for Change	Dr. Raj, Metro State	Minneapolis Community	Construction	Menu
APi Group	ECMC Foundation	& Technical College	Northstar Digital	Summit OIC
Blaze Credit Union	ECMC Group	Minneapolis CTE	Literacy	The Y
Bridgemakers	ECMC's The College	Minneapolis Foundation	Planet Fitness	Tundra Ventures
Children's Minnesota	Place	Minneapolis School	Polar Semiconductors	Union 49
Community Members	GrowthIQ	District	Project Pride for Living	University of
for Environmental	Hired	Minneapolis Business	Ramsey County	Minnesota
Justice	Imagine Deliver	Partnership	Real Time Talent	Urban Ventures
Daniel Shannon	Jamf	Minnesota Nursing	Revo Health	White Bear Lake
Speaks	Juxtaposition Arts	Association	Roots Wellness	School District
		Minnesota Twins	Saint Paul College	Wilson Image
			Seagate	

³ Society of Human Resource Management, 2022.

⁴ Minnesota Department of Employment and Economic Development (DEED), 2022 data.

⁵ Gallup Workplace, 2024; Minnesota Office of Higher Education, 2024.