



## 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.



### EDUCATION, TRAINING & CAREER READINESS

Young adults gain the knowledge, skills and credentials needed to pursue meaningful career opportunities.

### YOUNG ADULTS & HOLISTIC SUPPORT

As co-creators of their futures, young adults are supported by **Funding** for access, **Wellness** for stability, and **Community** for connection.

### CAREER PATHWAYS & WORKFORCE ENGAGEMENT

Young adults connect with employers, mentors, and opportunities, aligning their skills with workforce needs.

## 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.

## WHY INVEST

- On average, companies spent \$4,700 to recruit entry-level talent in 2022.<sup>3</sup>
- According to recent state data, approximately one in five young workers leaves their jobs each quarter.<sup>4</sup>
- Replacing early-career talent can cost more than 40% of their salary, or \$17,500 on average.<sup>5</sup>
- Connect with opportunity youth as they grow and move into the workplace—creating a talent pipeline.

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.

## 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](mailto: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  
Allina Health  
Appetite for Change  
APi Group  
Blaze Credit Union  
Bridgemakers  
Children's Minnesota  
Community Members  
for Environmental  
Justice  
Daniel Shannon  
Speaks

Don't Shoot Guns,  
Shoot Hoops  
Dr. Raj, Metro State  
ECMC Foundation  
ECMC Group  
ECMC's The College  
Place  
GrowthIQ  
Hired  
Imagine Deliver  
Jamf  
Jutaposition Arts

Knutson Construction  
McGough Construction  
Minneapolis Community  
& Technical College  
Minneapolis CTE  
Minneapolis Foundation  
Minneapolis School  
District  
Minneapolis Business  
Partnership  
Minnesota Nursing  
Association  
Minnesota Twins

Minnetronix  
Mortenson  
Construction  
Northstar Digital  
Literacy  
Planet Fitness  
Polar Semiconductors  
Project Pride for Living  
Ramsey County  
Real Time Talent  
Revo Health  
Roots Wellness  
Saint Paul College  
Seagate

St. Mary's Health Clinic  
Stories Behind the  
Menu  
Summit OIC  
The Y  
Tundra Ventures  
Union 49  
University of  
Minnesota  
Urban Ventures  
White Bear Lake  
School District  
Wilson Image

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.