

HEROES **MAKE** AMERICA

PROSPECTUS



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The Manufacturing Institute's Heroes MAKE America initiative is committed to making today's military heroes tomorrow's manufacturing leaders.

Veterans often possess valuable skills and qualities, such as discipline, teamwork, leadership and problem-solving abilities, making them well-suited for manufacturing and supply chain careers.

Connecting veterans with opportunities in manufacturing not only benefits veterans but also contributes to the growth and success of the industry. By tapping into veterans' unique talents and experiences, manufacturing companies can enhance their workforce and create a more diverse and inclusive environment. Furthermore, Heroes MAKE America can help raise awareness within the military community about the rewarding career paths available in our industry.

Our signature training programs provide integrated certification and career-readiness training in partnership with local technical and community colleges to prepare transitioning service members, veterans, National Guard, reservists and military spouses for rewarding manufacturing careers.

Heroes MAKE America continues to expand its reach into the veteran community, promoting manufacturing careers in the United States, building connections between the military community and the manufacturing industry and providing employers exposure to a reliable stream of skilled military talent.

Since 2018, Heroes MAKE America has issued more than 6,400 industry-recognized certifications, achieved a 90% placement rate among graduates in more than 350 companies in 48 states and introduced more than 12 million individuals from the greater military community to manufacturing careers through social media, VA newsletters and virtual and in-person industry events.

By supporting Heroes MAKE America, your company will help integrate veterans into manufacturing careers, which is a commendable way to recognize and leverage the skills and dedication of those who have served in the military.

The Benefits of Supporting Heroes MAKE America Include the Following:

✔ Supporting HR, Communications, CSR and Public Relations Objectives

Demonstrates an organization's commitment to closing the skills gap and improving perceptions of manufacturing careers

✔ Positive Brand Association

Aligns your organization with a brand that attracts universal positive sentiment

✔ Targeted Visibility

Provides exposure for your organization to high-value, high-apptitude military-connected job seekers interested in manufacturing careers

✔ 100% Tax Deductible*

Makes a cost-advantage investment in your brand reputation among manufacturers and the military community

CONNECT WITH A DIVERSE WORKFORCE

83%

from minority populations
(race and gender)

60%

with some post-secondary education

39%

with 10+ years in the military

22%

who identify as female

*The Manufacturing Institute is a nonprofit organization organized under Section 501(c)(3) of the U.S. Internal Revenue Code. Heroes MAKE America support may be deductible. Not to be perceived as tax advice, please consult your tax adviser.

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★ HEROES MAKE AMERICA SUPPORT LEVELS

NATIONAL UNDERWRITER | \$250,000 – \$1,000,000+ (Limited Availability)

Heroes National Underwriters are industry leaders supporting those fighting to protect our freedoms as they transition to rewarding manufacturing careers. Preparing our nation's heroes for their civilian careers is not just the right thing to do—it strengthens our industry.

The MI will work closely with your organization to integrate your philanthropic and business priorities into a plan of engagement to maximize the value of your commitment to the program.

**National Underwriter Supporters have access to all Platinum level deliverables.*

PLATINUM LEVEL SUPPORTER | \$125,000+

- Participation in the Heroes MAKE America Advisory Committee (one-year term)
- Priority host for up to three virtual Heroes Connect: Military to Manufacturing events
- Standard participation in up to three virtual career fairs (breakout room only)
- Premier signage at two Heroes MAKE America on-site career fairs
- Premier supporter for one customized virtual Veteran Learning Series event
- Priority invitation to participate as a panelist or speaker at a Heroes MAKE America regional or virtual event

SILVER LEVEL SUPPORTER | \$50,000+

- Participation in the Heroes MAKE America Advisory Committee (one-year term)
- Priority host for up to two Heroes Connect: Military to Manufacturing events
- Standard participation in up to two virtual career fairs (breakout room only)
- Premier signage at one Heroes MAKE America on-site career fair

BRONZE LEVEL SUPPORTER | \$25,000+

- Priority host for one Heroes Connect: Military to Manufacturing event
- Standard participation in one virtual career fair (breakout room only)

ALL HEROES MAKE AMERICA SUPPORTERS RECEIVE THE FOLLOWING:

- **Career Page Link:** A link to your company's career page placed on the Heroes MAKE America website
- **Employer Spotlight Events:** Priority host for SkillBridge Employer Spotlight events
- **Resume Distribution Spreadsheet:** Premier access to Heroes MAKE America resume distribution spreadsheet
- **Plant Tours:** Priority access for on-site facility tours (within 60 miles of training installations)
- **Recognition:** Logo placement on Heroes MAKE America collateral, social media channels and the website
- **Proud Supporter:** Heroes MAKE America "Proud Supporter" badge to add to your website

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KEY TERMS: HEROES MAKE AMERICA INITIATIVE



Heroes MAKE America SkillBridge Training Program

Heroes MAKE America builds connections between the military community and the manufacturing industry. This program provides integrated certification and career-readiness training in partnership with local community colleges to prepare transitioning service members, veterans, National Guard, reservists and military spouses for rewarding careers in manufacturing. It also provides manufacturers and supply chain companies with a pipeline of uniquely qualified candidates to interview for potential jobs.



Heroes MAKE America Advisory Committee

The Advisory Committee meets quarterly to discuss program strategy, execution, progress, industry needs and workforce challenges. Members will also serve as program spokespeople as appropriate. Members will serve a minimum of a one-year term.



Resume Distribution Spreadsheet

The spreadsheet contains a digital pipeline of Heroes participants, veterans, National Guard, reservists and military spouses seeking employment and is updated and emailed monthly to supporters. In addition, this searchable list includes available start date, location preferences, experience and industry-recognized certifications earned.



Career-Readiness Training

Engage with Heroes students via customized in-person or virtual career training events. These events support service members as they transition to the civilian workforce and focus on resume writing, mock interviews and application preparation.



Heroes Connect—Military to Manufacturing

This virtual platform can facilitate introductions between manufacturers seeking talent with Heroes participants and others in the greater military community interested in pursuing industry careers. These events are 60 minutes long, and supporters will receive registrant contact information and a recording of the event.



Facility Tours

Facility tours allow Heroes MAKE America participants to meet with your recruiters and veteran leaders to learn about your company and employment opportunities. Tours are usually two to three hours long, and facilities are typically within a 60-mile radius of Heroes in-person training locations.



Vets to Manufacturing Career Fairs

These regional or virtual events can facilitate connections for manufacturers and supply chain companies to engage directly with the military community to enhance their hiring opportunities. Supporters will receive registrant contact information.



www.themanufacturinginstitute.org

As the 501(c)3 nonprofit workforce development and education affiliate of the National Association of Manufacturers, the Manufacturing Institute elevates and advances solutions to support the industry's skilled workers and advance modern manufacturing.

The MI's mission is to build, diversify and strengthen the manufacturing workforce for individual opportunity, community prosperity and a competitive manufacturing industry. The MI relies on contributions from corporations, foundations and individuals to support our mission.

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