



**Maine needs to attract 75,000 people to the talent pool over the next 10 years.
Boots2Roots is on the front lines of this effort.**

Maine's workforce needs talented employees.
Separating military members need meaningful employment.

Boots2Roots' mission addresses both of these needs for Maine.

Boots2Roots (B2R) prepares active duty military members and their families to successfully transition from active duty military service to living and working in Maine, and provides a pipeline of quality talent for Maine employers.

B2R is the *only* organization in Maine specifically focused on proactively preparing soon-to-be veterans up to a year *before* they come to Maine.

Primary Program Goals: That our Teammates (candidates) will:

- Find well meaningful employment within two months of arriving in Maine
- Remain in their first post-military job for at least one year

Results:

- More than 68 new Teammates and their families now live and work in Maine
-- Resulting in over 100 new workforce members (Teammates+spouses+working-age kids)
- Employment rate: 85% within 2 months of arriving in Maine, 100% within 5 months of arriving
- First year retention rate: 90%
- Teammates are employed at more than 50 companies across Maine from Presque Isle to Berwick
- More than 50% of our Teammates are not originally from Maine, nor is their spouse
- B2R is providing a pipeline of new, high-quality talent for Maine employers
- Maine reaps a significant return on investment (over \$260k) within 1 year of Teammates arriving

Workforce Efforts: In partnership with Maine's Department of Economic and Community Development, Live and Work in Maine, other state agencies, and Maine businesses, Boots2Roots is working to not only reach those active duty military members who are planning to transition to Maine, but to generate interest in others who are not currently focused on Maine.

This will put Boots2Roots in a position to attract highly trainable and reliable new veteran employees to Maine.

B2R seeks to partner with great Maine companies who know the value transitioning military members bring to their organizations and who are dedicated to addressing Maine's workforce supply challenges.

***An investment in Boots2Roots is an investment in Maine's future.
Help us make Maine the home of choice for transitioning military members!***

www.boots2roots.org

Programs & Services: 78% Fundraising: 16% Management & General: 6%

Mar 2020