

NRF FOUNDATION®

NRF FOUNDATION® RISE UP™

The RISE Up program offers training and credentials that teach foundational skills necessary for workplace readiness and career success, from customer service and sales to inventory management and profitability.

- 500,000+ people have earned a RISE Up credential
- Alliances with 1,250+ training partners across America
- Developed in collaboration with over 20 retailers with real-world examples



RISE Up's Purpose

Perception Gap: Influence learners and training providers to view retail as not only offering a job, but also a career path

Interest Gap: Built interest in obtaining a retail job and finding a career in the industry

Skills Gap: Provide job seekers the necessary skills to be successful and an accurate understanding of the work they will be doing



RISE Up's Value

Leverage local, state and national workforce system: Thousands of job-readiness organizations have access to more than \$1 billion to prepare jobseekers with and upskill America's workforce

Keep pace with competing industries: The restaurant and hotel industries have extensive industry recognized credentials which are used to promote, attract and develop their workforce

Increase applicant flow: Increase awareness to job-readiness organizations of your brand and available jobs

Diversify applicant flow: Make connections to a variety of specialized job-readiness organizations that may not initially consider your jobs



GREAT FUTURES START HERE.



BOYS & GIRLS CLUBS
OF AMERICA

National Partnership

The NRF Foundation and Boys & Girls Clubs of America are working together to ignite and inspire young people with career opportunities in retail.

We integrated Retail Industry Fundamentals curriculum at Boys & Girls Club locations to help youth develop basic customer service skills, build an understanding of the retail industry and learn best practices for interviewing so they can land that important first job.

Retail partners will bring the curriculum to life by providing real world examples, role playing, mock interviews, resume building assistance, mentorship and so much more.

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COLLEGE AND UNIVERSITY MEMBER PROGRAMS

- 100+ NRF University Member schools
- Membership includes access to NRF resources, networking opportunities and NRF Foundation scholarship competitions
- Each university can have a student ambassador, serving as the liaison between the NRF Foundation and their school to foster the development of retail advocates, boost student participation in NRF Foundation programs and connect retailers with top talent.





SCHOLARSHIPS

NRF Foundation scholarships empower students to enhance their education, experience retail in real-world settings and make valuable connections in the industry, all while earning tuition awards along the way

More than **\$4.4 million** have been awarded through NRF Foundation scholarships

2020 NRF FOUNDATION NEXT GENERATION SCHOLARSHIP FINALISTS

NRF FOUNDATION® SCHOLARSHIPS

Next Generation Scholarship

- Individual case competition that recognizes the most promising future leaders in retail
- The top award is \$25,000 with four runners-up awarded \$10,000 each

Student Challenge

- Team business case competition that offers students real-world retail case experience
- Teams earn the chance to present pitches to leaders from retail's biggest companies, with the top team earning a \$6,000 tuition scholarship for each team member

Free for all college and university students, NRF Foundation All Access connects retail professionals with the next generation of talent, helping students build extraordinary careers with insights from the people who power retail

Through this virtual, online programming, students:

- Discover the depth and breadth of career paths in the retail industry
- Increase their understanding of employment trends in the industry
- Build skills that are in demand by employers

NRF FOUNDATION[®]
ALL ACCESS

- Over **2,000 students** participated
- Over **4,000 views** of our on-demand content
- Over **100 hours** of content delivered

NRF FOUNDATION[®]
ALL ACCESS

Talent Acquisition Group (TAG)

- Open to most senior talent acquisition executive of any retail company
- Networking opportunities and exchange of ideas
- Works collaboratively to promote retail as an attractive and long-term career path
- Meets twice a year normally
- Monthly calls currently