



READY BY 21

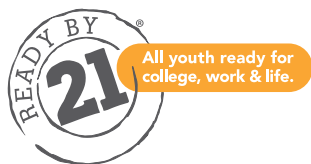
The Challenge

All young people need to grow up healthy and strong, equipped to excel in school today and in the jobs of tomorrow. American business competitiveness and economic prosperity depends on a skilled and prepared workforce. But too few young people are entering adulthood and the workforce with the skills they need to sustain employment and thrive. Business leaders agree that youth are unprepared for the demands of the workplace and they do not possess the skills to succeed at work and to maintain and increase their productivity and output. Business leaders possess the power, the influence and the platform to change the odds for youth and help keep America competitive in the challenging global economy.

The Solution

Ready by 21® is a strategy that helps communities improve the odds that all youth will be ready for work, college and life. It is also a strategy that meets leaders where they are, challenges them to think and work differently and helps them progress further and faster to deliver results for youth. For the business community, it offers youth a range of opportunities to learn and develop skills that will prepare them to succeed in school and begin a productive working life.

Corporate Voices for Working Families is part of the Ready by 21 National Partnership, a group of prominent national organizations working to ensure that all youth are Ready by 21. Corporate Voices fulfills its mission of improving the lives of working families through the Ready by 21 Partnership by engaging business leaders to invest in and view workforce readiness as a business imperative. Using the Ready by 21 strategy, Corporate Voices enables business leaders to actively participate in strengthening the incoming workforce in their communities, and in turn helps community leaders work effectively and efficiently with business.



Founding & Managing Partner

The Forum for Youth Investment

Signature Partner

United Way Worldwide

Mobilization Partners

American Association of School Administrators

Corporate Voices for Working Families

The National Collaboration for Youth

The National Conference of State Legislatures

Search Institute

Technical Partners

Child Trends

Community Systems Group

David P. Weikart Center for Youth Program Quality

The Finance Project

The Gallup Organization

nFocus Software

Results Leadership Group

SparkAction (formerly Connect for Kids)

Take Action. We need your voice!

Six ways to get involved in Ready by 21 during the 2010 Corporate Voices Annual Partners Meeting

1. **Participate in the Ready by 21 Networking Tables on Wednesday, May 5 at 3:15 p.m.**
2. **Attend the Ready by 21 Panel, Thursday, May 6 at 11:15 a.m., "The Workforce Readiness Pipeline: K-12 Education and Business Partnerships."**
Facilitated by Peg Walton, Senior Director of Workforce Readiness.
3. **Fill out and turn in the Annual Member Survey focused on Workforce Readiness.**
Please see a member of Corporate Voices' staff if you did not receive a copy or need more information.
4. **Join the Corporate Voices' Ready by 21 Working Group to become involved in Ready by 21 at the national level.**
Current members include Altria Client Services, Inc., Abbott, CVS/Caremark, Ford Motor Company Fund, Knowledge Learning Corp., Marriott International and TJX Companies.
5. **Contact Sara Toland or Jennifer Weber at Corporate Voices at stoland@corporatevoices.org or jweber@corporatevoices.org.**
They will help you become connected to Ready by 21 and the Ready by 21 Working Group.
6. **Visit the web for more information.**
www.readyby21.org & www.corporatevoices.org.