



RISING SUN

CENTER FOR OPPORTUNITY

www.risingsunopp.org

Rising Sun's Best Practices in Affirmative Recruiting

Introduction to Rising Sun

A premier non-profit organization working at the intersection of economic equity and climate resilience

- HQ in Oakland
- Office in Stockton
- 24 full-time employees



Rising Sun Center for Opportunity

Our Mission:
Building career pathways for economic equity and climate resilience.

We offer two programs & an extension program:

- **Opportunity Build**, a pre-apprenticeship job training program for adults (18+)
- **Climate Careers**, a youth program that offers residential energy efficiency installations (15-25)
- **Externship Program**, an extension of the CC program that places youth in paid



Climate Careers Recruitment

- Farmers markets
- Schools
- School districts
- Libraries
- Community events
- Food pantries
- Festivals
- Career Fairs
- Recruitment Events
- County Mailers

Opportunity Build Recruitment

- Alameda County Family Justice Center
- Alameda County Probation Department
- Oakland Housing Authority
- Trades Women Inc.
- Alameda County Social Services Agency
- Oakland Private Industry Council
- West Oakland Neighborhood Center
- Building Opportunities for Self Sufficiency
- Rubicon
- County Jails and Prisons

Climate Careers 2022 Statistics

- 94% of the 38 youth Energy Assistants employed in 2022, Climate Careers was their first green job
- 100% youth came from low-income households
- 92% of youth reported an increase in professional skill development
- 43% of youth plan on continuing to work in the clean economy

Opportunity Build 2022 Statistics

- 57 participants enrolled in OB
- 86% of participants graduated
- 71% of graduates have begun jobs or further training
- 100% came from low-income households
- 84% self-identified as people of color
- 63% self-identified as women or nonbinary
- 39% were justice system impacted individuals

Why We Do This/ Why Consider

- Opportunity; second chances
- The perspective, experience that both groups bring is enriching
- It's diversifying to the workforce
- Both groups are a pipeline to untapped talent, that aren't always exposed to this type of work or given the opportunity

Questions?

