



**MAYOR'S FUND  
FOR  
LOS ANGELES**

**FOR IMMEDIATE RELEASE**

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## **L.A. YOUTH: “FIND YOUR FUTURE” WITH NEW ONLINE TOOL**

*PLATFORM CREATED BY THE MAYOR'S FUND FOR LOS ANGELES AND JOB CASE HELPS YOUNG JOB SEEKERS CONNECT TO JOBS, EMPLOYERS, AND EACH OTHER*

**Los Angeles, CA** – The Mayor's Fund for Los Angeles (MFLA), an independent nonprofit organization that supports civic partnerships between the public, private and philanthropic sectors of Los Angeles, and [Jobcase](#), a social platform for the “future of work,” today announced the launch of the Find Your Future initiative, a new collaborative effort to engage and support young job seekers by increasing access to career info and directly matching young people to local jobs. The platform can be accessed at <http://findyourfuture.la>.

“Find Your Future is a public-private collaboration that puts career and job information directly in the hands of young jobseekers, increasing their access to jobs and to pathways for economic opportunity,” said Los Angeles Mayor Eric Garcetti. “This new resource empowers young Angelenos to create their own job search, enabling them to explore careers and to transition quickly into viewing and applying to related local jobs. Jobcase, our tech industry partner, delivered a powerful solution to support our young job seekers.”

The new online local jobs portal, donated by Jobcase and developed jointly with The Mayor's Fund for Los Angeles, provides an integrated platform that brings together several types of support:

- A comprehensive local job search, with instant-apply tools
- A browsable list of industries with information on related careers, including salary, skills, and room for advancement

- A brief self-assessment quiz that maps a user's results to matching industries and careers
- A dedicated online social media community, where young people can share questions, advice, and support

Research has demonstrated that job seekers are 25% more likely to find employment online than by other means. However, existing online resources are limited in their ability to address the specific needs of youth. Existing online tools provide massive quantities of listings for which youth may not be eligible. Sifting through them requires a degree of familiarity with keywords and online search that youth often lack. Through this platform, young job seekers have found jobs as pharmacy clerks, tour guides, as attendants in kids club and as customer service representatives making use of their bilingual skills.

"It's a privilege to work with Mayor Garcetti and the MFLA to empower young Angelenos, helping them to navigate their own future of work" said Fred Goff, Founder and CEO of Jobcase. "Mastering digital tools for a digital economy helps people to discover new pathways to opportunity, benefiting jobseekers, employers, and the local economy alike. It's all part of what the Mayor, Angelenos and Jobcasers already understand – we are stronger together. And, we are just getting started!"

Find Your Future is directly linked to [Mayor Garcetti's Hire LA's Youth initiative](#), and was developed with special consideration to the needs of "opportunity youth", young people between the ages of 16 and 24 who are neither in school nor working, with an eye on complementing the offerings of the city's brick-and-mortar YouthSource Centers. Focus groups comprised of youth in that age group contributed heavily to the development team's understanding of the problems faced by young jobseekers.

"From the beginning, this enterprise proceeded in a spirit of collaboration," said Jeremy Bernard, President & CEO of the Mayor's Fund for Los Angeles. "The youth input was gold."

"With Find Your Future, we have brought a state-of-the-art job search website within reach of the young Angelenos who will most benefit from having technology tailored to their needs," said Geoffrey P. Wharton, Senior Advisor to Mayor Garcetti.

"Thanks to Find Your Future I discovered my dream job—I want to go into business and be a realtor," said Edward Jackson, age 20, who participated in the development of the site in focus groups hosted by Para Los Niños, a non-profit organization that serves children and youth in Los Angeles through education and support. "Find your Future made me feel like my voice was heard, and I felt encouraged by seeing the other people in the process that were in the same place as me. They give me the help I needed to find my career path, express myself and become a better person."

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**About the Mayor's Fund for Los Angeles**

The Mayor's Fund for Los Angeles is a non-profit organization dedicated to improving life for all Angelenos. The Fund supports civic partnerships between the public, private and philanthropic sectors of Los Angeles. It facilitates the communication and collaboration vital to solving Los Angeles' most complex challenges. By leveraging the power of institutions and experts from across the city, the Fund helps create partnerships with the power to transform Los Angeles, making it a world leader in economic prosperity, efficiency, sustainability, and quality of life for all of its residents. A full list of the Fund's programming and partnerships can be found at <http://mayorsfundla.org>.

### **About Jobcase**

The Jobcase mission is to empower the world's workers. Jobcase.com is the free open-access social media platform where more than 100 million registered members manage all aspects of their work-lives. Jobcase technology also powers more than 100 job sites and many non-profit driven activities via its Jobcase network. Jobcase has emerged as one of the fastest growing technology companies in Boston and is an industry-affiliated partner of MIT's Computer Science and Artificial Intelligence Laboratory, CSAIL. Jobcase also provides pro-bono services for non-profit organizations who share in their mission of empowerment, such as with the Urban League and Generation West Virginia. For more information, visit [www.jobcase.com](http://www.jobcase.com) or contact LaunchSquad for Jobcase.