

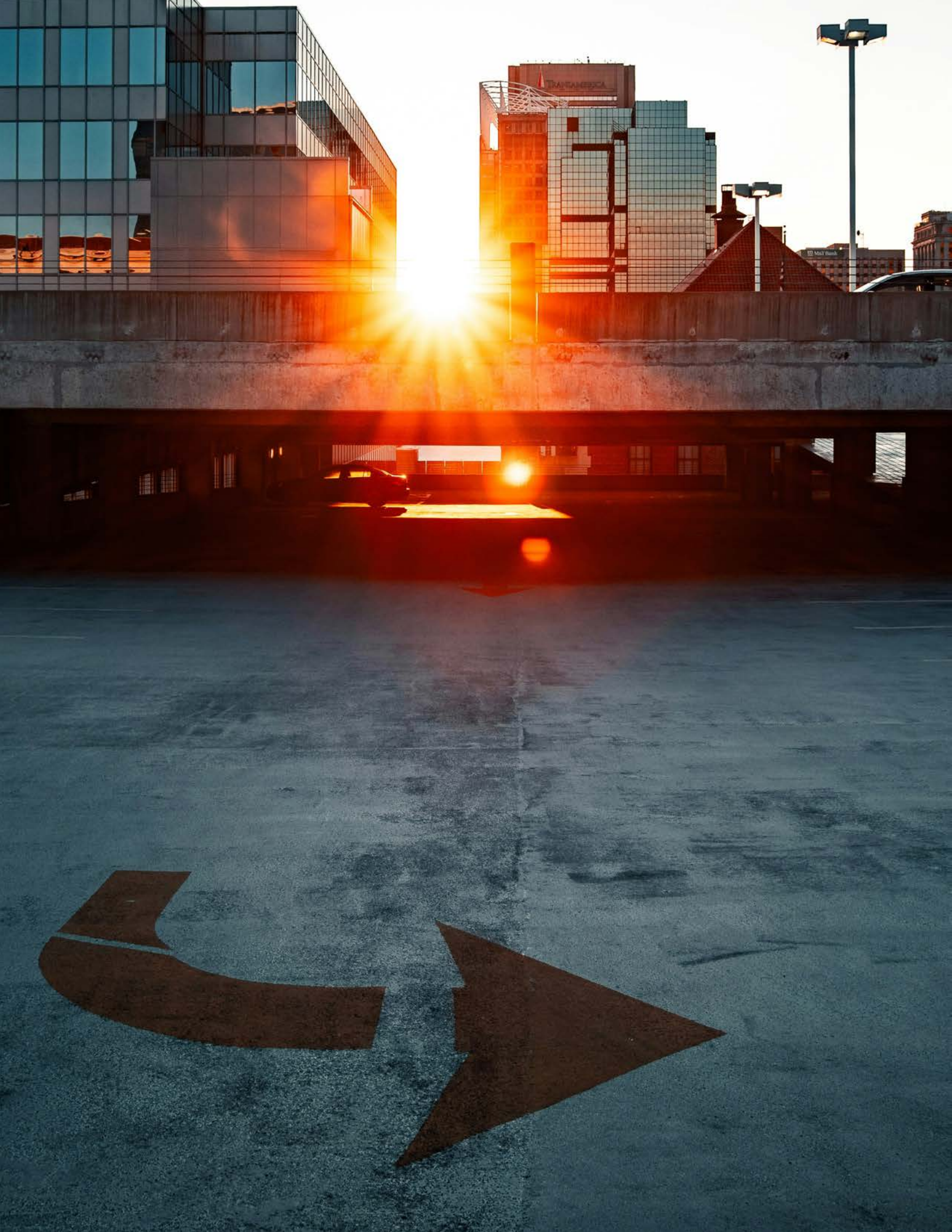


**TURNAROUND**  
TUESDAY



**Join the movement**  
Founded 2014





**JOIN THE  
MOVEMENT**





A note from  
our Executive  
Director



**Melvin Wilson**  
Executive Director  
Turnaround Tuesday

VIBRANT  
PUBLIC  
LIVES

Dear Friends,

When I look back on the past decade, I am filled with gratitude and pride for what we have accomplished together.

Turnaround Tuesday began as a shared vision among a group of dedicated individuals who saw a need in our community and refused to stand idly by. We knew that too many of our neighbors, particularly those who've faced legal challenges, were being left behind and shut out of opportunities.

In those early days, we hit the streets of East Baltimore, knocking on doors and building relationships with anyone who would listen. We forged partnerships with community organizations like Zion Baptist Church and BUILD (Baltimoreans United in Leadership Development), and we began to connect with employers who were willing to take a chance on our participants.

I'll never forget the first time we brought a group of Turnaround Tuesday participants

to a breakfast meeting with the presidents and CEOs of Baltimore's hospitals and universities. As our participants shared their stories and their dreams for the future, I watched as the faces of those executives changed from skepticism to understanding to a genuine commitment to be part of the solution.

From those humble beginnings, Turnaround Tuesday has grown into a movement that has transformed countless lives. We have placed over 2100 individuals in jobs, and we have expanded our reach to multiple locations across the city. Our essential skills training program has become a national model for preparing individuals not just to get a job, but to build a career.

But our impact goes far beyond the numbers. It's in the stories of our participants, like the young



man who told me, "Mr. Melvin, if I had never come to Turnaround Tuesday, I would be locked up or dead." It's in the tears of joy we see when a participant lands their first job, and in the pride they feel when they move into their first apartment or buy their first car.

We have faced our share of challenges along the way. The unrest following the tragic death of Freddie Gray in 2015 brought pain and anger to the surface, but it also sparked a renewed commitment to creating opportunities for all Baltimoreans. When the COVID-19 pandemic hit, we quickly adapted our services to keep our participants safe and connected.

Through it all, the key to our success has been our relational approach. At Turnaround Tuesday, we don't just provide services; we build a family. Our team is made up of individuals who have sat in the same seats as our participants, who understand their struggles and their triumphs. We walk alongside our participants every step of the way, from the moment they walk through our doors to the day they land their dream job and beyond.

As we look to the future, our vision is ambitious. We plan to expand our model to five additional cities in the next decade, and to begin working with individuals before they even leave prison. We are investing in new initiatives like our Women's Movement program and our workforce

development training for supervisors. And we are laying the groundwork for the next generation of leaders to carry this movement forward.

But even as we grow and evolve, our core mission remains the same: to transform lives and communities through the power of meaningful work. This ten-year impact report is a celebration of the progress we have made and a call to action for the work that lies ahead.

It is a testament to the resilience and potential of our participants, and to the power of a community that comes together to lift up its own.

I want to thank each and every one of you who has been a part of this journey – our funders, our partners, our board members, our staff, and most of all, our participants. Your belief in our mission and your unwavering support have made all the difference.

Together, we are not just changing lives; we are building a movement that will transform our city and our world for generations to come. I am humbled and honored to be a part of it, and I look forward to seeing what the next ten years will bring.

With gratitude and hope,

**MELVIN WILSON**





# Our Mission

To prepare, train, and connect  
"returning," unemployed, and  
under-employed citizens to  
living wage jobs and to build  
*A VIBRANT PUBLIC LIFE.*

# Our Core Values

- RELATIONAL
- INTENTIONAL
- CONNECTION
- IMPACT

# A TUESDAY WITH THE MOVEMENT



9:00	Call To Order Prayer & Welcome Higher Purpose Recognition of Guests Jobs Movement Update	Member of staff
	<b>ROUNDS QUESTION</b> "Share a time you thought a coworker was a friend and you told them something about your private life, and then they shared it in the workplace or used it against you."	Audience Participation
9:20	<b>SPIRIT</b> Spiritual Vitamin	Member of staff
9:25	<b>MIND</b> Role Play	Staff
9:30	<b>TEACHING</b> Public vs. Private	Name of Trainer
10:00	Breakouts	
10:45	<b>BODY</b> Spiritual Physical Fitness	Staff





Your misery is your **MINISTRY**. Your pain is your **PURPOSE**. Your suffering is your **SERVICE**. Your mess becomes your **MESSAGE**. Your test becomes your **TESTIMONY**. God allows us to hurt to heal others, because you cannot heal what you cannot feel. So, don't let the pain of your past punish your present and paralyze **YOUR PROGRESS AND PURPOSE**.



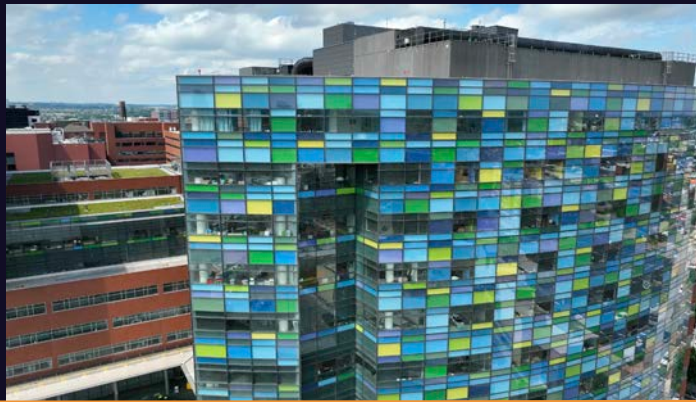


# Our Timeline

TEN YEARS OF TURNAROUND TUESDAY



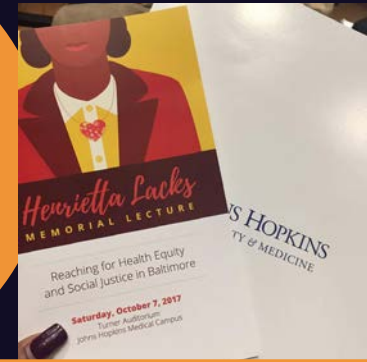
1<sup>st</sup>  
meeting



52  
people placed  
into livable  
wage jobs



209  
new positions  
created



2014

DECEMBER

Turnaround Tuesday, a Jobs Movement of BUILD (Baltimoreans United and Leadership Development), held its **FIRST MEETING** at Zion Baptist Church at 1700 N. Caroline Street. There were eight participants in attendance.

2015

FEBRUARY

Turnaround Tuesday placed its **FIRST MALE PARTICIPANT INTO EMPLOYMENT** at Johns Hopkins Hospital in the Environment Services Department and placed its **FIRST FEMALE PARTICIPANT INTO EMPLOYMENT** at Details Construction.

MARCH

Johns Hopkins University President Ron Daniels and Johns Hopkins President Ron Peterson convened a breakfast with all the Presidents and CEOs of all the Hospitals and Universities in Baltimore along with twelve Turnaround Tuesday participants and Turnaround Tuesday staff.

JUNE

Turnaround Tuesday through BUILD received its **FIRST TWO GRANTS FOR WORKFORCE DEVELOPMENT** from The Abell Foundation and The Annie E. Casey Foundation.

DECEMBER

Turnaround Tuesday reached its first year's goal of placing fifty-two people into livable wage jobs.

2016

DECEMBER

Turnaround Tuesday collaborated on a Population Health Grant with nine hospitals in Baltimore to create 209 new positions as Community Health Worker, Peer Recovery Specialist and CNA and GNA.

2017

JANUARY

Turnaround Tuesday expanded to West Baltimore at Macedonia Baptist Church as a result of the unrest of Freddie Gray.

OCTOBER

Turnaround Tuesday was awarded the **HENRIETTA LACKS MEMORIAL AWARD**.

2018

NOVEMBER

Turnaround Tuesday became its own **SOI-C ORGANIZATION**.

2019

AUGUST

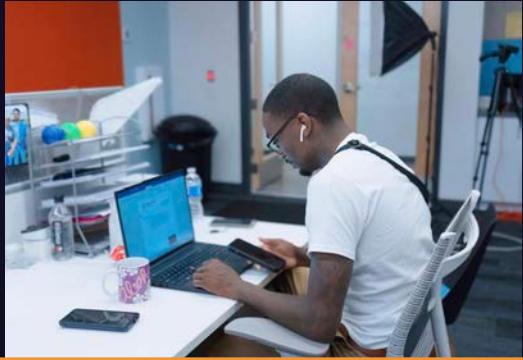
Turnaround Tuesday's **WOMEN'S MOVEMENT** began.







2100+  
job placements



2020

AUGUST

COVID hit and Turnaround Tuesday reached out to participants and provided support. We switched to a **VIRTUAL PLATFORM.**

2021

JUNE

Turnaround Tuesday returned to **IN-PERSON SESSIONS** after the COVID-19 Pandemic.

2023

MARCH

Turnaround Thursday launched in **ANNAPOLIS MARYLAND.**

2024

APRIL

Turnaround Tuesday along with BUILD (Baltimoreans United in Leadership Development) **HELPED WIN THE REPEAL OF PAROLE FEES** for people under the supervision of Maryland Parole. Turnaround Tuesday also expanded to a new site at Greater Harvest Baptist Church in West Baltimore.

JOIN THE  
MOVEMENT





# RADICAL WELCOME

Turnaround Tuesday distinguishes itself among Workforce Development Programs as a “Jobs Movement,” fluidly navigating the space between order – cohorts with clean start and end dates for training classes – and real time responsiveness to people’s needs. When you walk in our door you are greeted with a handshake by

several people and escorted to your seat with an agenda, no matter what time you come in.

When people show up on Tuesdays to our weekly training, they present at different stages of job readiness. Our **relational culture** means that we meet people where they are. People walk in our doors broken by systems, traumatized, with

limited exposure to workforce culture, having lost jobs (or only working in poverty jobs before), and/or involved in the criminal justice system.

## THE PATH TO THE MOVEMENT

**Cohort Models** gather data on the numbers of people who register for training, who attend at least once, and then how many graduate.

In an effort to adhere to a Cohort Model, Turnaround Tuesday once

experimented with registering people to come back on future dates. 80% of individuals did not return at the next cohort date. Even with personal reminder calls, people did not return if they had to wait a few weeks to start. Our search for order was driving us to become yet another institution just like every other they encountered.

Our **Relational Model** allows for people to choose to come back again and again and fully participate when they are ready. Whether it’s their first week or 10th week, participants can find something that speaks to them in that day’s training.

	COHORT MODEL	RELATIONAL MODEL
ENROLLMENT	Firm start and end dates	Rolling
ACTIVITY	Daily classes over a period of weeks	Tuesday 2 hour sessions open to all; Essential Skills: required 30 hours over 2 weeks
TRAINING GOALS	Learn how to dress, interview, and prepare for a job	Deepen self-awareness & how they move through the world, relate to each other and staff
FOCUS	Maximize numbers of participants graduating & placed in jobs	Connect with each participant and increase employment retention
PEOPLE SEEN AS	Clients and customers	Leaders and potential leaders
STAFF SEEN AS	Providers	Facilitators and relational guides
TOOLS	Effective administration, Centrally controlled	Individual Meetings. Training/ employer relationships, Centrally controlled





# Our People

*AND THEIR REMARKABLE STORIES*

## FROM LEARNERS TO LEADERS

When people become involved with the movement, they tend to stay. Here are the stories of three participants who went through the Turnaround Tuesday pipeline to rise from participants to leaders within the organization.



# Working for Community

**William Glover-Bey's life changed forever when he ran into a friend after an AA meeting in January 2015.**

Seeking help in finding a job, his friend told him, "Come to Turnaround Tuesday. We have a relationship with Johns Hopkins." Little did William know that this invitation would mark the beginning of a transformative journey.

From the moment he stepped into the basement where Turnaround Tuesday sessions were held, William sensed something different. He attended the orientation for new participants and met with the

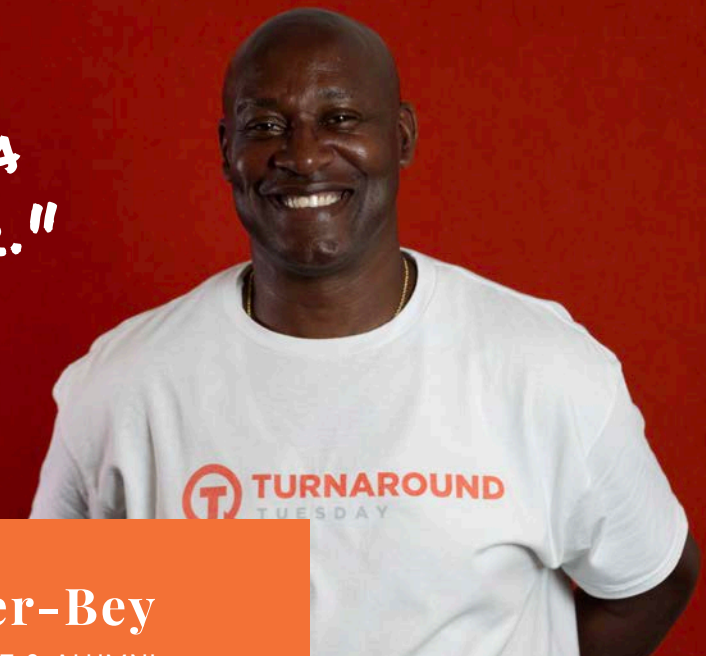
co-director, eager for a one-on-one meeting. "I never left," William recalls. Within hours, he had an interview at Johns Hopkins Hospital, which lasted a mere 15 minutes before he was hired.

Despite a brief setback when his background check revealed some concerns,

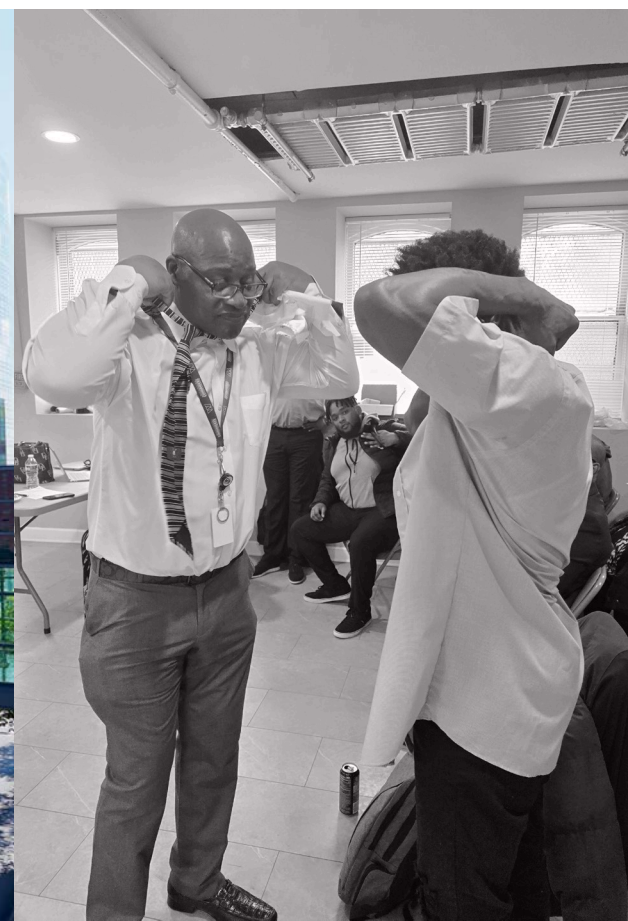
**WILLIAM'S DETERMINATION AND THE SUPPORT OF TURNAROUND TUESDAY'S STAFF ENSURED HE STARTED HIS NEW JOB IN MAY.**

Over the next 9 ½ years, William thrived at Johns Hopkins, even receiving the Employee of the Year award and transitioning from a floor tech to a community health worker.

**"WE ACT AS A DOOR OPENER."**



**William Glover-Bey**  
TAT OUTREACH SPECIALIST & ALUMNI



William's personal transformation is nothing short of remarkable. Having spent 15 years incarcerated, 30 years battling drug addiction, and surviving being shot four times, he found a new purpose through Turnaround Tuesday. Today, as an outreach specialist on the job development team, William works directly with participants, guiding them on their own paths to success.

"The mission of Turnaround Tuesday is to build relationships and connect people to opportunities that weren't available to them before," William explains. "We act as a door opener, helping participants secure interviews they couldn't have prior to joining the movement. We prepare them, give them the tools and confidence they need."

One of William's most cherished memories is when his children were

acknowledged at Turnaround Tuesday's end-of-year celebration. "It was a very humbling and memorable feeling," he recalls.

**"I MUST BE ON THE RIGHT PAGE."**

Since its early days, Turnaround Tuesday has evolved, growing from a volunteer-driven initiative to a structured organization with multiple teams and a "no employee left behind" pathway. For William, the most rewarding aspect is seeing participants light up during interviews and the transformative power of being part of something so meaningful.

"Turnaround Tuesday tries to hire people who believe in this mission and are willing to work selflessly," William says. "We're growing in our relationships with each other to make it work for the community."



# Moving Pieces, Moving Hearts

**In September of 2022, Shyheim Washington returned from an eight-year incarceration and faced barriers to finding sustainable employment.**

"Despite my intelligence and education, the negative parts of my life were the things that people saw," he explains.

**"MOST TIMES WE'RE JUDGED BY THE PAPER AND NOT BY THE PERSON."**

Shyheim was introduced to Turnaround Tuesday by his mom. While he was initially skeptical, their relational and personal approach immediately stood out to him. "You're not just going in there, filling out paperwork, and getting a job. They actually wanted to know us and put us in the best position to find decent employment," he recalls.

The organization's essential skills training combined with an intentional approach of support and empowerment has helped hundreds of people find meaningful employment, including Shyheim. But even after finding a well-paying job, Shyheim never stopped attending Turnaround Tuesday events. "It brought something out of me that made me want to continue working in that space," he explains.

As a testament to the organization's belief in him, Shyheim was offered a job as a Turnaround Tuesday hiring

specialist in 2024. For him, the work isn't solely about helping people find a job, it's about allowing someone to provide for themselves and their families and, in turn, break the cycle of generational poverty.

The impact that Turnaround Tuesday has had on people like Shyheim is a common piece of feedback he hears, and like him, many people remain involved in the organization even after finding a job. "People who have moved up in their careers and have high-paying positions now still come on Tuesdays — weeks, months, and years later," Shyheim says.

When he considers the future of Turnaround Tuesday, Shyheim says he doesn't need to hope for growth because he already knows the growth will come. In just two years he's witnessed remarkable expansion as the organization gains more participants, team members, sponsors, and funders.

**"WE CALL OURSELVES A MOVEMENT BECAUSE WE'RE ALWAYS MOVING AND GROWING,"**

he explains. "There are so many moving parts, moving people, moving hearts."

**Shyheim Washington**

TAT HYBRID OUTREACH SPECIALIST & ALUMNI



# Not *just* a Program, a Movement



**Collie Thomas**

TAT OUTREACH SPECIALIST & ALUMNI

**“Sometimes people are so hesitant to come into Turnaround Tuesday and I always tell them to give it a chance because they’re going to be surprised,” says Collie Thomas, an outreach specialist at Turnaround Tuesday.**

“People will say they’ve been through programs and don’t want to do it again, but I say no, you’ve been through programs but you have not been through a movement.”

Collie speaks from experience. She came to the organization in November 2014 while dealing with personal hardships and struggling to find a job due to her criminal record. Her daughter told her about Turnaround Tuesday and from her first visit, Collie knew it was the place for her. “The vibe there just did it for me and

***I FELT SAFE THAT FIRST DAY,” SHE SAYS.***

Collie found Turnaround Tuesday’s commitment and support to be unlike any other program she had

experienced. “I have been to other programs and I can say that we are more in tune with our participants,” she explains. “Other places make you feel like you need to be helping them. Turnaround Tuesday makes people feel welcome and makes them want to come back.”

Their job training process helped her navigate the complexities of the workforce and instilled a sense of confidence she hadn’t had before. Her favorite memory with the organization is when she heard that she had gotten a job at the Johns Hopkins Hospital in August 2015. Over the course of seven years, Collie moved from a position in housekeeping to a unit associate, then a peer recovery coach, and finally a hospital responder.

When Turnaround Tuesday contacted Collie in 2022 to become an outreach specialist, she didn’t think twice. “I’ve been recruiting for Turnaround Tuesday since I first got involved with them,” she says. “I always wanted to be on that staff because of all that they had done for me and my family.”

Over two years later, Collie has continued her outreach work with the organization, working directly with community members and giving participants and employers a firsthand look at how Turnaround Tuesday can help. To her, the most rewarding aspect is seeing participants find employment, especially returning citizens. “I love to see people’s reactions when they get jobs. They are so happy and always come back to tell us about it.”

As she reflects on the future of Turnaround Tuesday, Collie hopes to see them expand across Baltimore and into the county so that more and more people can access the organization.

“I always say to this day that through the grace of God,

***TURNAROUND TUESDAY HAS REALLY TURNED MY WHOLE LIFE AROUND,”***

she says. “Turnaround Tuesday is my life because they gave me my life back.”





# THE CHALLENGE OF WORK

## KEEPING AN OPEN DOOR

We adapt to the people, to how they present to us as opposed to asking them to adapt when they don't know how to just yet. Whether you are work ready or not, you are welcome to train on Tuesday, and that means people come late, sometimes disruptive, angry, disheveled — but

we accept them as they come. We create a **culture of respect** and as a result, the staff, volunteers, and our participants find ways to keep the disruptions at a minimum.

We wrap ourselves around the person who comes in just out of prison or with some trauma and move outside our usual process to accommodate their needs at that

moment. Word has gotten out and people bring others, there is no stipend, no meal, no giveaway, but it is exactly what is needed — welcome as you are — the first building block of trust.

## BUILDING CONNECTIONS

To us, connection means extending the same welcome and culture to our anchor employers and community partners as we do to our participants. We want our partners to experience what we are doing — here, there are no observers. Employers, CEOs, nonprofits, and elected officials sit among everyone in the room.

We have come to understand the importance of our participants always feeling valued in our space.

What we didn't expect was the extent to which everyone would get engaged in and contribute to the training. Turnaround Tuesday has effectively created a weekly space in Baltimore where all walks of life can sit together for two hours and connect, moving past stereotypes around race or education, to think and learn together.



## A COMMUNITY WORKS TOGETHER

People from all walks of life — participant, employer, professor or police — may be asked to stand up, find someone they do not know, and share their response to a challenging question. For example:

**"SHARE A TIME WHEN YOU USED POWER OVER SOMEONE, OR SOMEONE USED POWER OVER YOU"**

To know if someone is ready to work, it's not only about the record, or the driver's license, or the housing situation. To only address typical workforce barriers is to miss looking at the whole person to understand how they are thinking and relating to the world and if they are ready for the challenge of work.

Are you up to the task?





# Our Community

*EMPLOYERS, ADVOCATES, FRIENDS*

We are blessed to be supported by a wide network of passionate people who are at the top of their game and who constantly challenge us to elevate ours. Here are just some of their stories.



# The Rise of Sisterhood



**Shunbrika Johnson**

TAT DEPUTY EXECUTIVE DIRECTOR

**When Shunbrika Johnson first attended a Turnaround Tuesday session, she knew she had found something special—what she calls “the missing piece.”**

Coming from a background in workforce development, she had long felt restricted by the box-checking, production-driven nature of her previous job.

**“YOU CAN’T PLACE SOMEONE IN A JOB WITHOUT TRULY KNOWING THEM,”**

she explains. At Turnaround Tuesday, she found a place where her relational approach was not only welcomed, but essential.

Initially, Shunbrika supported Turnaround Tuesday while still working elsewhere, bringing small groups of women to sessions. Eight months later, Melvin reached out, offering her a position as a job developer. After careful consideration and seeing an

opportunity to grow with the organization, she accepted the role. Her impact was clear, and she soon transitioned to Director of Operations, overseeing the programs she had helped develop.

Originally from Hawaii and the eldest girl of six, Shunbrika moved to the East Coast after reconnecting with her biological father’s side of the family. Though she had once thrived as a top mortgage banker in Maryland, the 2008 market crash turned her world upside down. She found herself needing assistance and sitting in the seat of a program, viewed as a number, unseen, and just shuffled around. “I knew if I ever had the opportunity to be on the other side, I’d be the person I needed back then,” she says, reflecting on her decision to work in workforce development.

Shunbrika’s initiative to start Turnaround Tuesday’s women’s movement in 2019 emerged from seeing women who reminded her of herself. “They wanted guidance and a safe space, and I knew we could create that,” she recalls. The first meeting had a strong turnout, with thirty women attending, affirming the need for such a group. Today, the movement has grown into a supportive sisterhood of nearly 85 members, connecting women of all ages and backgrounds.

The group meets monthly, with both in-person and virtual sessions, and provides practical resources like a clothing closet for women needing professional attire. In its fifth year, the movement held its first two-day retreat, “The Butterfly Effect,” which included workshops, poetry sessions, and a catwalk experience. “It was

a powerful event, and seeing how much the women connected was incredible,” Shunbrika says.

Looking ahead, Shunbrika envisions expanding these efforts to further enrich the community leading Turnaround Tuesday’s men and youth initiatives.

**“WHEN PEOPLE HAVE SPACES TO GROW AND CONNECT, THE ENTIRE COMMUNITY BENEFITS,”**

she shares. From her beginnings in workforce development to leading a transformative women’s movement, Shunbrika’s story embodies Turnaround Tuesday’s mission: building relationships and opening doors that were once closed.



# Endless Potential

**For nearly a decade, Susan Hussey has been a dedicated partner and advocate for Turnaround Tuesday, helping bridge the gap between the organization's participants and meaningful employment opportunities.**

Susan's relationship with Turnaround Tuesday began during her time at Mount St. Joseph's Medical Center, where the CEO introduced her to the organization. Recognizing its potential, she partnered with Turnaround Tuesday to create pathways for participants, such as mock interviews, where she offered feedback and guidance to job seekers.

When Susan moved to the University of Maryland Medical Center, she continued this partnership, supported again by the same CEO, who was equally committed to maintaining the collaboration. Susan worked closely with Turnaround Tuesday's leadership, ensuring that participants—particularly those facing employment barriers due to criminal records—had a fair chance in the hiring process. She recalls how being a Turnaround Tuesday participant carried weight in hiring decisions, emphasizing, "I knew they would be work-ready and successful." At one point, this collaboration yielded an impressive retention rate of over 80%.

When Susan joined Turnaround Tuesday's board, she gained deeper insights into the organization's operations and its growth potential. She explains, "It's not just a quick course; it's a resource for people who are ready to invest in their future." She sees Turnaround Tuesday as a critical community asset, offering

individuals the tools they need to become self-sufficient, which creates a ripple effect benefiting families and communities at large.

As a board member, Susan envisions the organization expanding beyond Maryland, becoming a model for other communities and organizations. "The potential is endless," she says. "I hope it gets to a place where it can help everyone who needs and wants the support." For Susan, the most rewarding part of her involvement is seeing the wraparound services that prepare participants to succeed long-term.

***"IT'S PHENOMENAL, ESPECIALLY FROM AN ECONOMIC STANDPOINT, TO SEE HOW EFFECTIVELY TURNAROUND TUESDAY CONNECTS INDIVIDUALS WITH MEANINGFUL WORK."***

Susan's commitment to Turnaround Tuesday stems from her belief in the power of employment to transform lives. "There are certain jobs that you have a calling for, and the people at Turnaround Tuesday are dedicated to their mission," she says. As the organization continues to grow, she hopes to see its impact ripple across the region and beyond, helping communities thrive.

**Susan Hussey**

TAT BOARD OF DIRECTORS MEMBER



# A Triple Win

**"Turnaround Tuesday is a win for the citizens, for the employer, and the community at large," says Dr. Redonda Miller, President of The Johns Hopkins Hospital and Board Member of Turnaround Tuesday.**

The organization's ongoing relationship with The Johns Hopkins Hospital has proven to be a triple win, providing opportunities for returning citizens to rejoin the workforce, supplying the hospital with dedicated employees, and strengthening communities in Baltimore.

Turnaround Tuesday helps returning citizens become job-ready by teaching them essential workplace skills, such as conflict management and professional comportment. But the organization goes much further, establishing long-lasting relationships and a stalwart network of support.

"When they call us and say they have employees who are ready, we trust them completely. But it's more than that. It's more than just a handoff." Dr. Miller sees Turnaround Tuesday as a partner that continues to show up, to check in, to help the employee overcome barriers and even work with HR to ensure professional growth for the employee. This commitment to relationship building ensures employees continue to thrive in their new roles.

**"WE WANT GREAT FOLKS WHO WILL CONSIDER HOPKINS THEIR WORKPLACE HOME,"**

says Dr. Miller. By all accounts, that's what happens when someone from Turnaround Tuesday joins the team. Dr. Miller cites one-year retention

**"TURNAROUND TUESDAY COMES UP AS AN EXEMPLAR."**



**Redonda Miller**

TAT BOARD OF DIRECTORS MEMBER



rates at above 80%, generously surpassing the average.

Another key source of information informing the Hopkins strategy is their Community Health Needs Assessment. Their Government Affairs team goes to community meetings, meetings with church leaders, community leaders, and elected officials to get a broad understanding of how to best make an impact in Baltimore.

**"EVERY SINGLE TIME WE DO THIS SURVEY, WE HEAR THE REFRAIN: OUR COMMUNITY NEEDS JOBS," SAYS DR. MILLER.**

"And during those conversations, Turnaround Tuesday comes up as an exemplar." By providing

meaningful employment opportunities, the organization contributes to better health outcomes. When social determinants are improved, unemployment rates drop, and people are able to provide for their families.

To Dr. Miller, it's clear that the model works. Now, she looks forward to the next chapter in the organization's story.

"I hope Turnaround Tuesday continues to build on its remarkable success to date and is able to grow, expand, and touch even more lives in such a meaningful way," she says. "When I come out to the annual holiday party and see this vibrant community celebrate its success, it's clear this movement has momentum and a powerful potential to change the world."



# Origins *of* a Movement

**When Turnaround Tuesday was first established in 2014, many employers were reluctant to hire someone with a criminal record.**

Ron Peterson on the other hand, immediately saw the potential. As the president of The Johns Hopkins Hospital at the time, Ron was instrumental in bringing in some of the earliest participants and establishing the hospital as one of the major employer partners of Turnaround Tuesday.

**"WHAT CAUGHT MY ATTENTION WAS PARTICIPANTS HAD A BETTER RETENTION RATE WITH US THAN THE PUBLIC AT LARGE, AND THAT HAS BEEN THE CASE EVER SINCE," HE SAYS.**

In an environment where employers, particularly in the healthcare industry, are eager to fill entry-level positions, Turnaround Tuesday offers a valuable resource for employees who are well-trained, motivated to enter the workforce, and have had the opportunity to learn what the expectations of an employer are.

In addition to providing essential skills training, Ron credits the movement's success to their continued interactions and follow-ups with participants after they've found employment. "They also do a great job encouraging participants to become more actively engaged in their respective communities," he explains. "The retention specialists will work with people who are motivated to

become community leaders which helps both the individual and their respective communities."

In Ron's opinion, Turnaround Tuesday is a community rebuilding movement that benefits everyone from participants and their families to employers.

After retiring in 2017, Ron helped form the organization's board. He was invited to serve as the inaugural co-chair in 2018 and has retained the position ever since, using his longtime experience with the organization and perspective as a past employer to provide governance and oversight.

Ron knows that the work continues. As Turnaround Tuesday continues to see growth in the immediate Baltimore area, he's also working to understand how they can establish the organization beyond the region.

**"I'M AWARE THAT THERE ARE MANY FOLKS WHO ARE NOT YET SERVED BY A MOVEMENT LIKE TURNAROUND TUESDAY SO I HOPE TO CONTINUE TO SEE SMART GROWTH,"**

says Ron, "I use that term because it's important that when growing something like this you continue to do it well."



**Ronald Peterson**

TAT BOARD OF DIRECTORS CO-CHAIR



# A Movement Born *in* Baltimore



**Pastor Marshall Prentice**

TAT BOARD OF DIRECTORS CO-CHAIR

**Turnaround Tuesday's initial inception came in 2014 when former Baltimore Mayor Stefanie Rawlings-Blake visited the Oliver District and expressed her intention to clean up the area.**

Pastor Marshall Prentice, whose parish was located in the district, saw an opportunity to tackle the root of the problem: unemployment and drug use.

"I looked out the window [of my office] and saw young men and women out on the corners when they should have been in school," Pastor Prentice recalls.

He and his fellow ministers went out and asked folks, "If we could get you a job, would you leave the corner? Would you come to what we offered? After you get a job, would you promise to help recruit others?" Many said yes, but their criminal records and lack of opportunities had made it nearly impossible in the past. Pastor Prentice was determined to break these cycles.

Unfortunately, the collaboration with the mayor's office to start a program never materialized. Undeterred, Pastor Prentice and a small group of passionate minds came together to rally local education and healthcare systems and launch the Turnaround Tuesday movement.

**10 YEARS LATER, THE MOVEMENT HAS EXPANDED TO WEST BALTIMORE AND GIVEN OVER 2,000 MEN AND WOMEN A SECOND CHANCE.**

Organizations in other cities and states have visited hoping to replicate its success, while hiring agencies, impressed by their retention rate, have asked the Turnaround Tuesday team to train their employees.

Pastor Prentice credits Turnaround Tuesday's accomplishments to the board and staff, whom he says were handpicked by God.

**"THEY ARE PEOPLE WHO BELIEVE IN CHANGE AND SOME OF THEM HAVE EVEN COME OUT OF THAT CHANGE," HE EXPLAINS.**

The staff's passion is reflected in their desire to get to know and understand participants on a personal level—something Pastor Prentice sees as vital to success. In his words, through relationships flows concern, commitment and connectivity with the community.

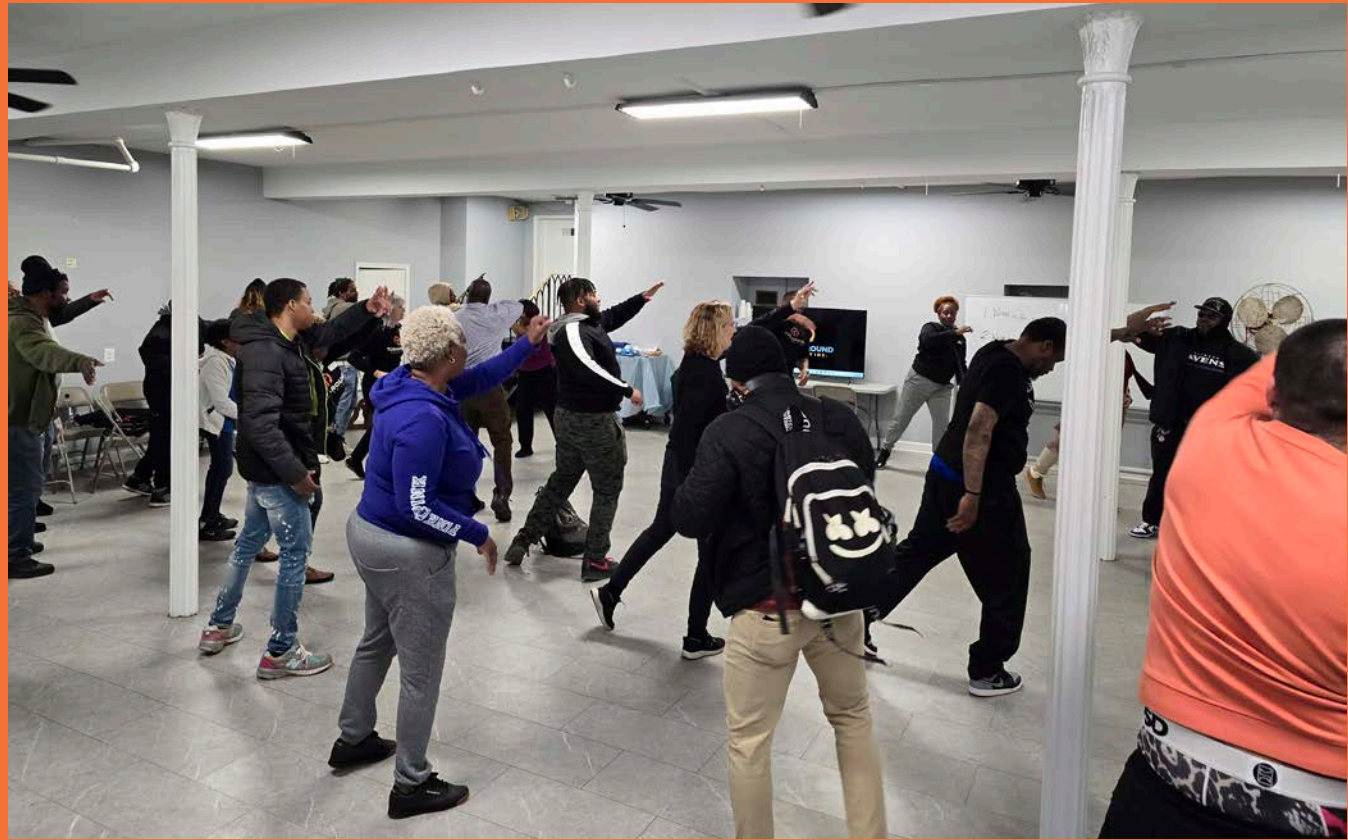
This success goes beyond numbers. Alumni have returned to give back, share their journey and help others

navigate their own path to change. Pastor Prentice is particularly proud to see past participants join other organizations like BUILD that have gone to Annapolis and Washington D.C. to sit down with lawmakers and advocate for improvements in their communities.

"These are men and women who never thought they could be at the same table, who were marginalized and are now seeing themselves beyond that," he says. "They have learned that power is within and there are things you can do to make a change."

Looking ahead, Pastor Prentice hopes to see the movement expand and help more men and women. He takes pride in knowing that something so remarkable had its start in Baltimore.





# JOB PLACEMENTS OVER THE YEARS

YEAR	JOBS
2014	16
2015	49
2016	85
2017	158
2018	153
2019	211
2020	193
2021	222
2022	265
2023	285



# ALICIA SHAW

Like many returning citizens, Alicia Shaw faced obstacles in finding quality employment and housing after coming home from incarceration.

With no support, she found a job at Goodwill Industries where she made \$9.39 an hour—barely enough to cover her rent, groceries and transportation to work.

"I heard about Turnaround Tuesday while I was incarcerated," she recalls.

**"THE DAY I GOT HOME—IT WAS A TUESDAY—I RODE THE BUS TO ONE OF THEIR MEETINGS."**

Despite having been in prison since she was 18 and not even knowing how to ride the bus, Alicia was

determined to set herself up for a better future.

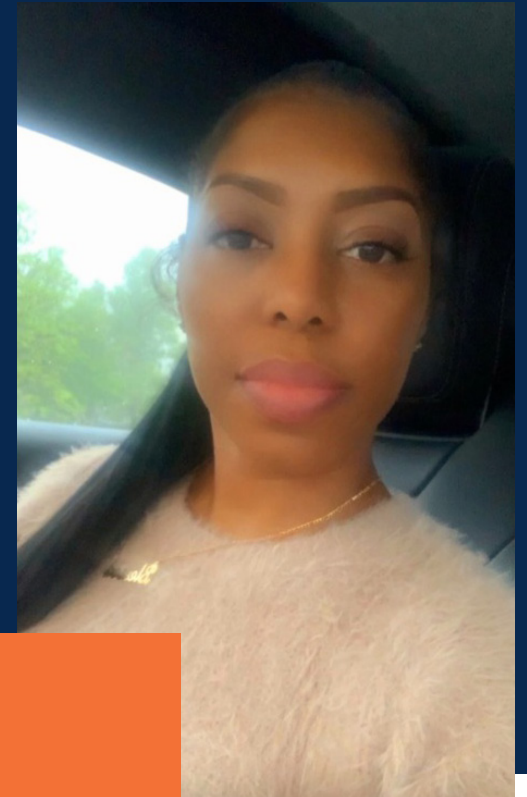
She remembers that Turnaround Tuesday welcomed her with open arms and immediately enrolled her in their life skills classes. They helped her find a job at The Johns Hopkins Hospital and even supported her in getting into Towson University. Over the past three years, Alicia has received three promotions and now serves as a supervisor of materials management, overseeing a team of 20 people. Most recently, her manager nominated her for the hospital's Award of Excellence for her outstanding work ethic.

Through it all, Alicia has remained dedicated to Turnaround Tuesday, attending assemblies and speaking at their functions. She's taken it upon

**"I FEEL LIKE STIGMA DETERS A LOT OF PEOPLE FROM LOOKING FOR EMPLOYMENT."**

**Alicia Shaw**

TAT PARTICIPANT & ALUMNI



herself to recruit new participants, knowing firsthand the stigma and discrimination they face, particularly in job interviews. "I feel like that deters a lot of people from looking for employment and sometimes people will go back to the same ways of life," she says.

One of the most notable moments for Alicia was joining Turnaround Tuesday and BUILD at the Maryland General Assembly to advocate for the passage of House Bill 531. This eliminated Maryland's parole fees—something Alicia was required to pay monthly immediately after she was released, even though she could barely afford to feed herself.

"I worked through COVID and didn't take any days off," she says. "I was

doing everything I was supposed to do, even volunteering, yet I was still being told that if I didn't pay these parole fees I would be sent back to prison." The bill passed and went into effect on October 1, 2024, taking an immense weight off Alicia's and thousands of returning citizens' shoulders.

It's reasons like this that set the Turnaround Tuesday movement apart from other programs. To Alicia, the organization's passion for the people it serves is what helps it get fast results—something critical for returning citizens who have no resources.

Looking ahead, Alicia hopes Turnaround Tuesday will continue to grow in Maryland and beyond.



# Thank you

## TO OUR AMAZING STAFF

Melvin Wilson  
EXECUTIVE DIRECTOR

Shunbrika “Bri” Johnson  
DEPUTY EXECUTIVE DIRECTOR

Patti Flowers–Coulson  
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