

# NATIONAL WOOD FLOORING ASSOCIATION EDUCATION & RESEARCH FOUNDATION FLOORING FUTURES INITIATIVE

PROVIDING EDUCATIONAL OPPORTUNITIES FOR THE NEXT GENERATION OF WOOD FLOORING PROFESSIONALS

The statistics are sobering: the average age of a flooring installer in the United States is 56 years old<sup>1</sup>. In another decade, when the majority of these installers have retired, our industry will have a significant crisis on its hands. It's time to get aggressive, to stop talking about the problem and start fixing it. Which is why the Flooring Futures Initiative Giving Campaign was launched by the NWA Education & Research Foundation (NERF).

<sup>1</sup> A career as an Installer? Yes, it's really a thing, *Floor Covering News*, August 21, 2023.

AVERAGE AGE OF A  
FLOORING INSTALLER  
IN THE U.S.

56

JOBS IN FLOORING

120,000+

OPENINGS PER YEAR

10,000



GROWTH RATE PROJECTED FOR  
FLOORING INSTALLER



200,000

VETERANS TRANSITION OUT  
OF THE MILITARY PER YEAR

\*U.S. Bureau of  
Labor Statistics



ENTER CONSTRUCTION  
WORKFORCE

## FLOORING FUTURES INITIATIVE \$1.5 MILLION THREE-YEAR CAMPAIGN

Flooring Futures Initiative is designed to attract the next generation of wood flooring professionals by removing the barriers that hinder them from getting started on a wood flooring career path. Barriers that don't just include training costs, but other tangible costs as well, like travel, lodging, meals, and even lost wages.



### BASIC LEVEL TRAINING

Full scholarships will be provided for 40 individuals each year who are new to the wood flooring industry to attend a full week of basic level wood flooring hands-on training and business acumen.



### NEXT LEVEL TRAINING

Full scholarships will be provided for 40 individuals each year who have been in the wood flooring industry and want to level up and attend a full week of advanced level wood flooring hands-on training and business education.



### MULTILINGUAL TRANSLATION

Funds will be used to provide multilingual opportunities for in-person and on-line education.



*"At our core, we're shaping more than just skills; we're teaching life lessons through sawdust—instilling values like dedication, teamwork, and resilience. These are the traits that make individuals great community members and, we hope, future employees."* - Kayleen McCabe | Co-Founder McCabe Foundation



# HOW DOES SPONSORING THE FLOORING FUTURES INITIATIVE ELEVATE YOUR COMPANY?



## Future-Proof Your Industry

Ensure future generations will have the necessary skills and training to meet industry demands.



## Mission-Driven

Demonstrate a commitment to industry advancement and social responsibility.



## Build A Stronger Pipeline

Help create a robust talent pipeline that feeds into your own workforce.

## SPONSORSHIP & GIVING OPPORTUNITIES

### 3 YEAR COMMITMENT

Platinum - \$1M

Gold - \$500K

Silver - \$250K

Bronze - \$100K

### 1 YEAR COMMITMENT

Trade - \$50K

Program - \$25K

Training - \$10K

Student - \$5K

## ROI - 3 YEAR COMMITMENTS

- 3 year sponsorship recognition
- Logo on large signage at NWFA Headquarters
- Expo signage and recognition
- Branded swag bag or starter toolkit for all students
- Branding on toolkit for members to help attract next generation in community and schools

## ROI - ALL COMMITMENTS

- Recognition on website, social media, and marketing material
- Quarterly updates and next steps for students to connect with starting their business, continuing education, and connecting with distributors and manufacturers
- Each sponsor will receive annual updates on students reached, impact, student evaluations, instructors, and volunteer feedback
- *Hardwood Floors Magazine* recognition



Now is the time to act and to support our industry for generations to come. Make your donation today.

**CONTACT** Stephanie Owen | Executive Director, ERF | [stephanie.owen@nwfa.org](mailto:stephanie.owen@nwfa.org) | 314.686.1910