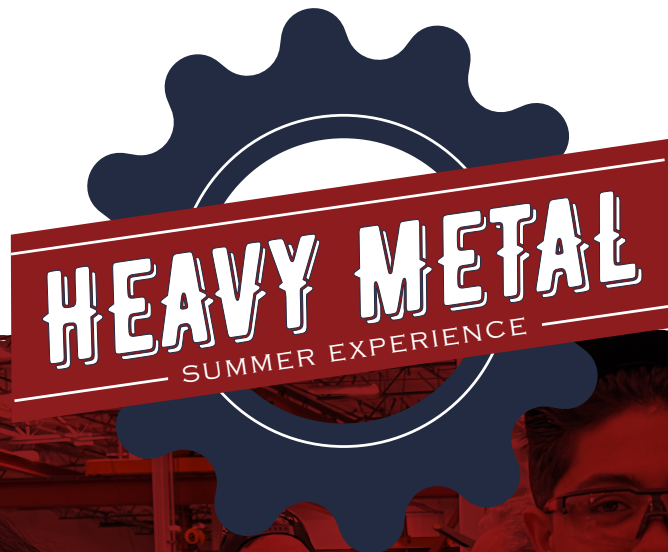


**PROMOTING THE FUTURE
ONE CAMP AT A TIME.**



2024

IMPACT REPORT



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A LETTER FROM ANGIE



CELEBRATING ANOTHER SEASON OF GROWTH.

As we celebrate the fourth year of the Heavy Metal Summer Experience (HMSE), I am thrilled by the remarkable progress we've made together. This year, we reached 36 camps across the U.S. and Canada, introducing more than 500 students to the mechanical, electrical and plumbing (MEP) trades. The enthusiasm and dedication of these young minds has been nothing short of inspiring!

Our success is largely due to the unwavering support of our sponsors. We extend our heartfelt thank you to DEWALT for their generous Grow the Trades grant and donation of 300 tool bags, and to Milwaukee Tool for their similar contribution of tool bags. We are deeply grateful for the three-year commitment from SMACNA and SMART, along with Procore for once again joining us on this journey. We also appreciate Trane's two-year support and the sponsorship from MCAA and the UA. Their belief in our mission fuels our drive to continue to expand and improve.

The impact of our camps is evident in the growing number of graduates now pursuing apprenticeships. Hearing these success stories reaffirms that our program is making a significant difference, and the positive feedback from students, parents and camp hosts truly underscores the value of HMSE. To that end, we're excited to share that all our previous host camps have committed to participating next year, and we anticipate expanding to 25-35 additional camps in 2025!

As we look to the future, we continue to feel the critical need for skilled workers in our industry, especially with a significant portion of the workforce nearing retirement. Our program plays a vital role in addressing this gap, but we need the ongoing support of contractors, unions, manufacturers and vendors to sustain and build on our success.

Thank you for your current and continued support! Together, we can make a lasting impact and ensure that the Heavy Metal Summer Experience remains a beacon of opportunity and excellence in the trades.

A handwritten signature in black ink that reads "Angie Simon". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

Angie Simon, President & Co-Founder



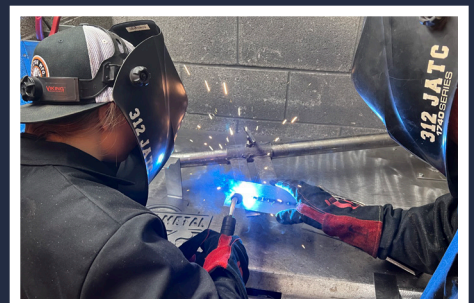
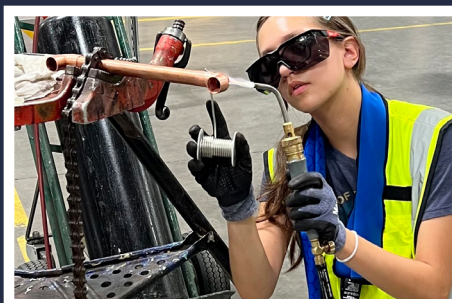
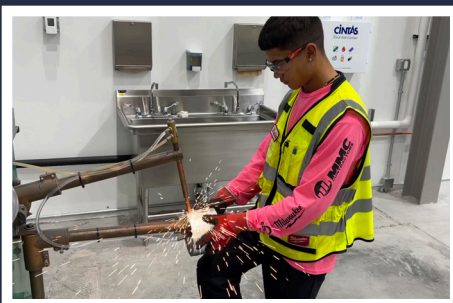
THE PROGRAM

ABOUT HMSE

The growth of the mechanical construction industry relies on the next generation of workers, but a sharp decline in vocational training and an emphasis on a college education has challenged the industry with a smaller talent pool. In 2021 Western Allied Mechanical, Hermanson Company, SMACNA-Western Washington, and SMACNA National teamed up to introduce high school students and recent graduates to careers in the building trades.

Through exposure to sheet metal, piping, electrical and plumbing trades, HMSE students explore the trades and become part of a team that builds community. Every camp is unique, but all are built to offer students hands-on learning through projects and working alongside craft professionals. Students also tour active job sites and union training facilities for a glimpse at local apprenticeship programs to see first-hand what it takes to succeed. The experience ends with a graduation ceremony, where all participants receive a medal and certificate of completion, along with the projects they worked on during the camp. Often supporting students from under-represented communities, we hope to instill a sense of pride and accomplishment while opening a career path they may never have otherwise considered.

HMSE is a 501c(3) incorporated company made possible by a dedicated group of working professionals, vendors who donate tools and PPE, and contractors across the country who are eager to create workforce diversity and entice the next generation of skilled workers.



HOW IT WORKS

Through exposure to sheet metal, piping, plumbing and electrical trades, Heavy Metal Summer Experience students explore the trades and become part of a team that builds community. Every camp is unique, but all are built to offer students hands-on learning through projects and working alongside craft professionals.



WHO

WHO ARE THE PARTICIPANTS?

The program was designed to expand on post-high school career options by introducing high school students and recent graduates to the incredible career opportunities that the skilled building trades have to offer.

HMSE puts an emphasis on reaching underserved areas, diverse applicants and applicants who are looking for alternatives to college.



HOW

HOW DOES THE PROGRAM WORK?

All HMSE camps should target a minimum of 30 hours of instruction that combines hands-on projects with real-world training. Often, host camps will partner with local unions or other contractors so students can tour other facilities or jobsites and see industry craftsmen and women in action. We want students to come away from their experience with a working knowledge of what it takes to succeed in our industry - and the variety of opportunities available.



WHEN

WHEN DO CAMPS RUN?

Each camp chooses its specific schedule breakdown, but all follow this general timeline:

November

Student Recruitment Begins
All Camps Committed

February-April

Student Applications Ongoing

May

Applications Due & Camp Rosters Finalized

June

Camps Begin and Average 30 Hours of Instruction

July-August

Students Complete Program, Graduation Ceremonies

COLLEGE VS. TRADES



COLLEGE ISN'T THE ONLY (OR ALWAYS THE BEST) OPTION FOR A YOUNG PERSON'S FUTURE.

Today's college students are saddled with crippling debt, and many are left unable to find a job in their chosen field. But students entering the trades receive valuable hands-on training while earning a paycheck, and their skills will always be in demand. HMSE is dedicated to showing students the variety of opportunities available to make a good living in the construction industry.

STUDENT FINANCES

COMPARING OVER FOUR YEARS OF EDUCATION

FOUR YEARS IN COLLEGE

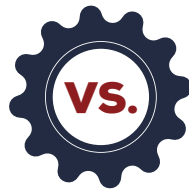
-\$57,385+

GRADUATING COLLEGE

After four years of tuition, books and supplies, (local) college graduates will find themselves entering the workforce in debt.

| Over 4 years | Cost |
|-------------------------|-------------------|
| College tuition (local) | -\$51,452 |
| Books and supplies | -\$5,933 |
| Total | -\$57,385+ |

*All numbers are estimates based on local college averages across the nation.



FOUR YEARS IN THE TRADES

+\$272,354

"JOURNEYING OUT"

After four years of their apprenticeship, students will have graduated to journeyman status, earning a good living while learning.

| Over 4 years | Earnings |
|------------------|-----------------|
| Wages earned | +\$228,219 |
| *Fringe benefits | +44,135 |
| Total | +272,354 |

*Trade and union earnings differ depending on trade and market.

*Fringe benefits are additional union-provided benefits, including but not limited to, pension plan(s), wellness funds, healthcare benefits, 401(k) plans, etc.

2024 PROGRAM ADVANCEMENTS



GIANT PROGRAM-WIDE ADVANCEMENTS IN 2024.

Thanks to our donors and supporters, 2024 was the beginning of a new era for the program. With growth came the necessity to solidify some of the biggest foundational pieces of the Heavy Metal Summer Experience.

We expanded our team and reinvented ourselves with a refreshed brand identity. Along with this refresh came a completely overhauled playbook and dozens of new resources and support materials. We also launched a robust website that's strategically designed to grow alongside the program.

NEW & IMPROVED IN 2024

- REVISED PROJECT TEMPLATES
- SOCIAL MEDIA MANAGEMENT
- CAMP INTAKE FORM
- CONVENTION MATERIALS
- GRADUATION BROCHURE
- LESSONS LEARNED
- LETTERHEAD
- EDITABLE FLYERS
- POWERPOINT TEMPLATE
- DONATION FLYER
- WIC WEEK
- GENERAL POSTER
- LOCATIONS MAP HANDOUT
- HOST VOLUNTEER FLYER
- IMPACT REPORT
- SPONSOR THANK YOU
- T-SHIRT DESIGN
- WELCOME BANNER
- RAISE THE REBAR MATERIALS
- STATIONERY
- HEAVY METAL ROCK STAR AWARD
- CAMP FEEDBACK FLYER
- TOWN HALL SESSIONS
- ONLINE APPLICATIONS
- PHOTO LIBRARY
- NEW FUNDRAISING STAFF MEMBER
- TWO NEW BOARD MEMBERS

NEW WEBSITE

Launched in December 2023, the new state-of-the-art HMSE website is a central hub for students and parents looking for information as well as a comprehensive resource for host camps. It was designed with forward-thinking intent to allow it to be a viable tool for many years to come, and is an incredible upgrade for the overall user experience. The new site allows us to now properly record data and gives us more robust reporting capabilities to better support DOL and fundraising efforts.

OVERHAULED PLAYBOOK

Our playbook will always be one of the best resources for both potential and new camps. We completely restructured this comprehensive document in 2024 with the end user in mind, resulting in a more digestible piece for users to more quickly find the information that matters most to them.

The playbook saw multiple revisions throughout the 2024 season, and will continue to evolve along with our camps.

PROJECT FEATURES

The project features are the centerpiece to the HMSE summer camp experience.

Our team combed every existing project to date, creating a consistent format and easier usability for camps to follow in the future.

2024 CAMP LOCATIONS



CAMP LOCATIONS GREW THANKS TO PASSIONATE HOSTS AROUND THE COUNTRY.

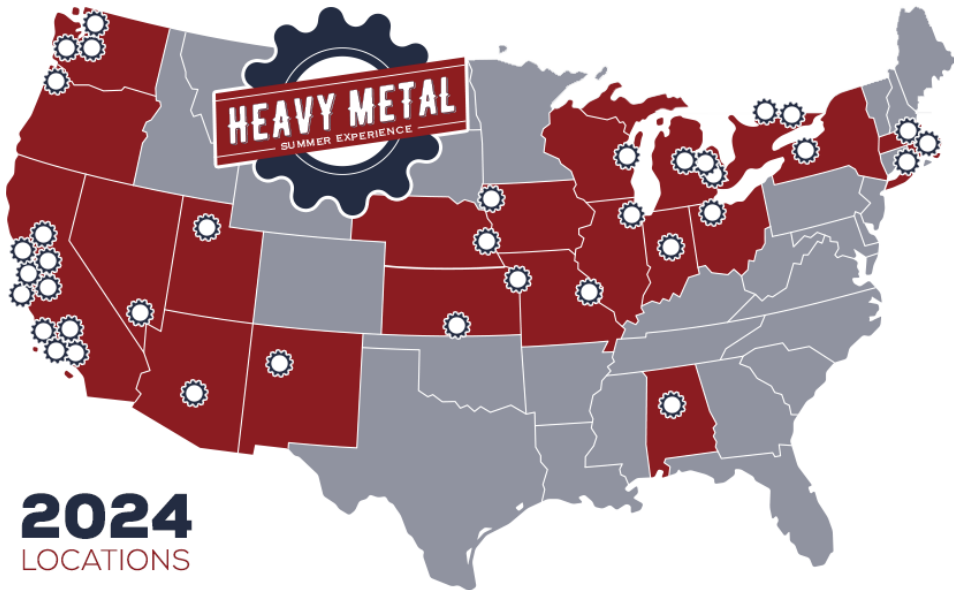
Thanks to the help of our sponsors, partners, enthusiastic camp hosts and our amazing team, Heavy Metal Summer Experience saw yet another year of tremendous growth, nearly doubling the number of camps from the 2023 to the 2024 season.

36+

CAMP LOCATIONS

+71%

INCREASE FROM '23



SKILLS LEARNED

- Tape measurements
- Cutting metal
- Bending metal on a break
- Soldering pipe
- Press fitting pipe
- Electrical wiring
- Welding
- Servicing AC unit
- Piping basics
- Sheet metal basics
- Electrical basics
- Safety practices
- How to use tools

2024 HOST LOCATIONS

Birmingham, AL
 City of Industry, CA
 Commerce, CA
 Fresno, CA
 Pomona, CA
 Roseville, CA
 Sacramento, CA
 San Jose, CA
 San Leandro, CA

Union City, CA
 Ventura, CA
 Sioux City, IA
 Arlington Heights, IL
 Greenwood, IN
 Wichita, KS
 Boston, MA
 Randolph, MA
 Holly, MI

Saginaw, MI
 Wixom, MI
 Kansas City, MO
 St. Louis, MO
 Omaha, NE
 Albuquerque, NM
 Las Vegas, NV
 Tonawanda, NY
 Toledo, OH

Portland, OR
 Pawtucket, RI
 Salt Lake City, UT
 Kent, WA
 Monroe, WA
 Seattle, WA
 Wrightstown, WI
 Hamilton, Ontario, Canada
 Ottawa, Ontario, Canada

2024 STUDENT GROWTH



THE FOCUS OF OUR MISSION IS THEM.

The HMSE pilot program originally operated in two locations with 28 student participants. In the four years since, the program has grown to reach more than 500 students in 36 individual camps nationwide! The impact of our camps is evident - and we're proud to work with partners across the country to highlight the incredible value of a successful career in the construction industry.

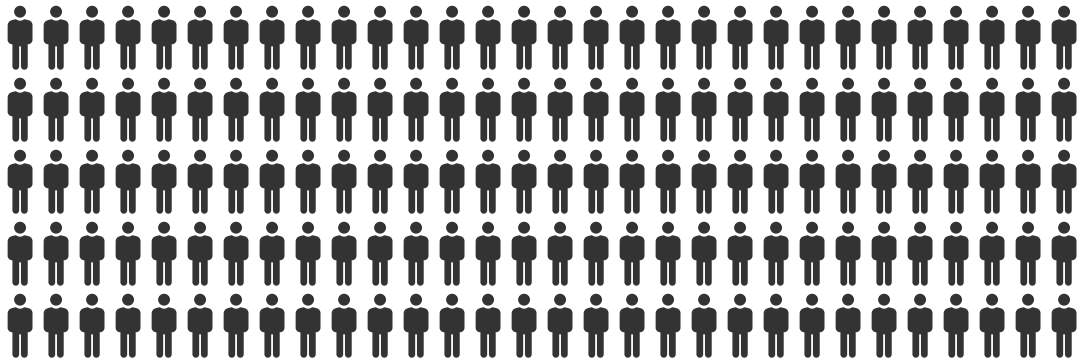
2021

28
START



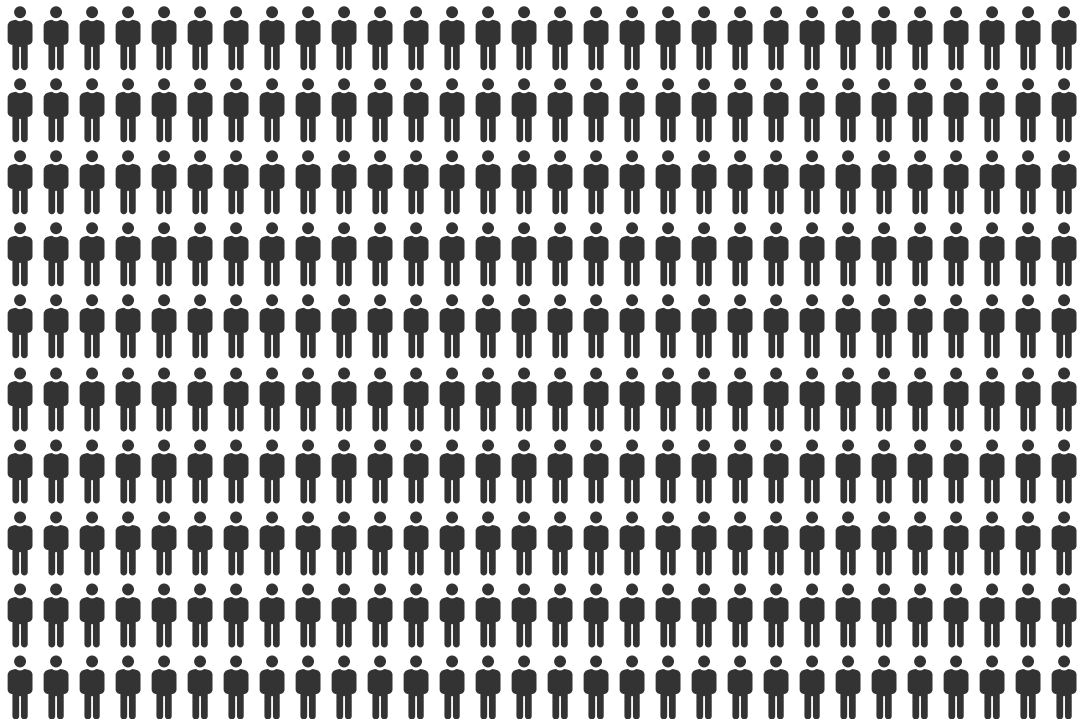
2022

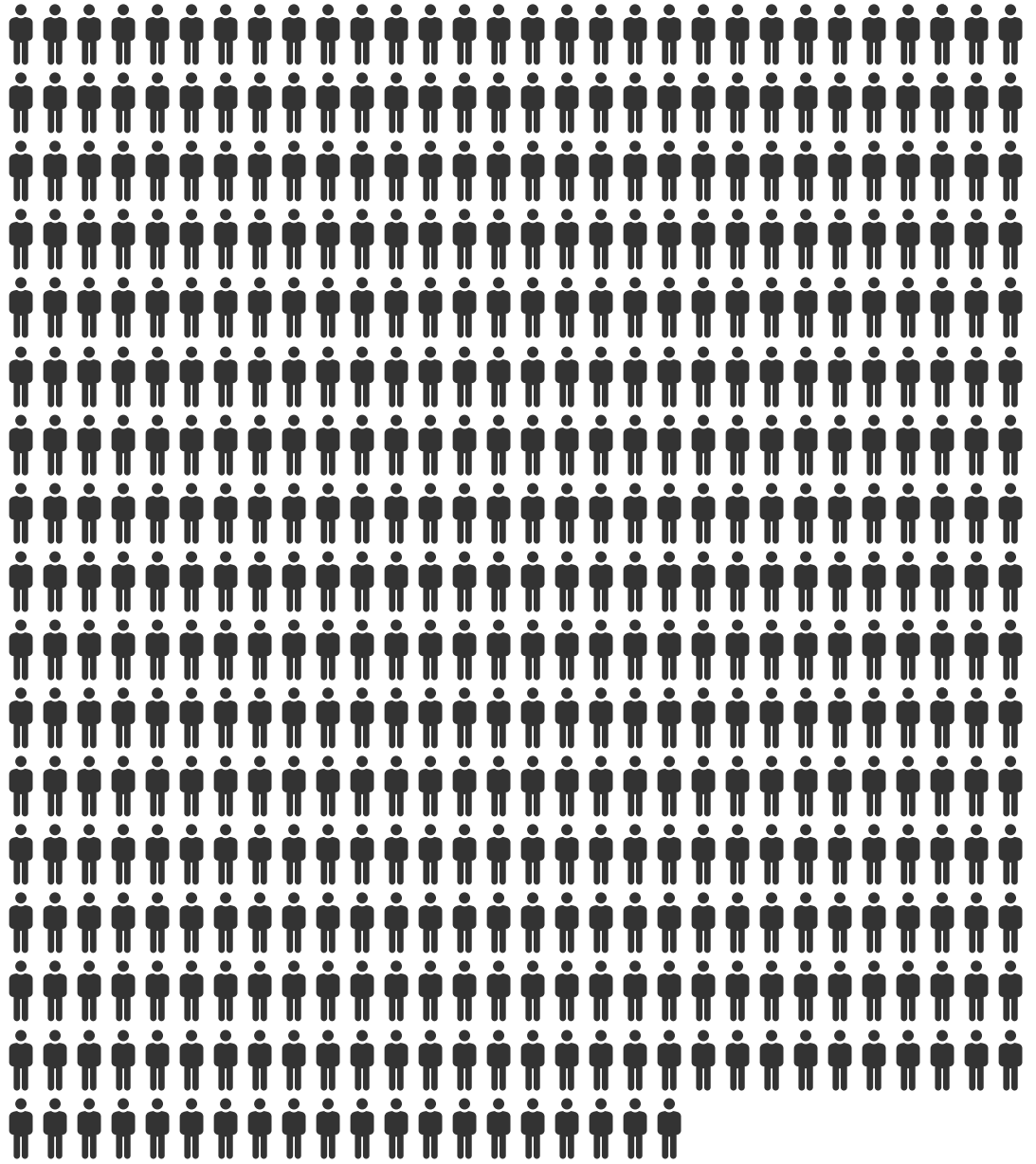
150
+436%



2023

300
+100%





2024

500
+67%

2025 PROJECTION:
850+ CAMPERS!

2024 DIVERSITY TRENDS



BREAKING BARRIERS.

We now have four summers' worth of data to show the impact of the HMSE program - and it's exciting to see! As we've grown the number of camps, we've also expanded our reach into more high schools, technical programs, community colleges, youth organizations and non-profits, with a focus on recruiting minorities and females.


DIVERSITY TRENDS

YEAR-TO-YEAR NUMBERS



CAMPS

The number of HMSE camps held nationwide.



FEMALES

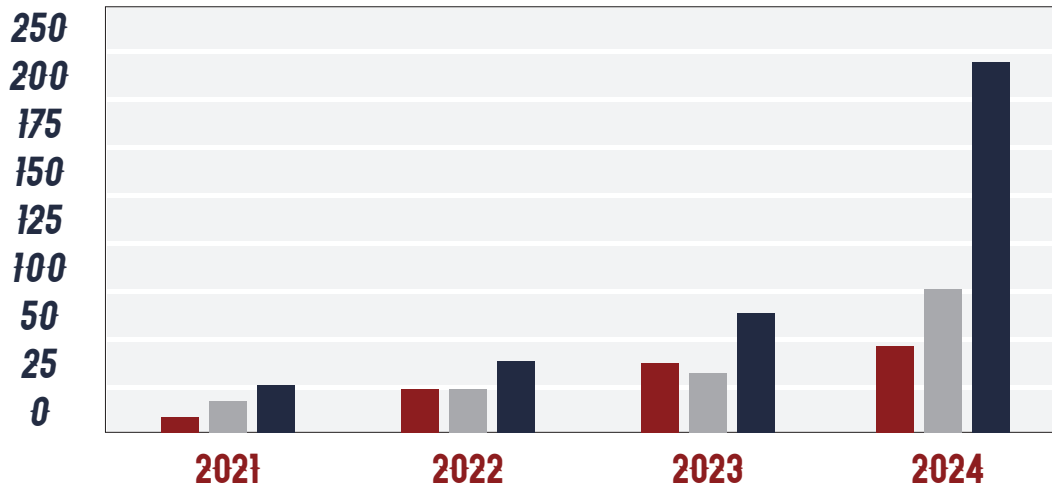
The number of HMSE students who selected "female" on their application.



MINORITIES REPRESENTATION

The number of HMSE students who identified as a minority demographic.

DIVERSITY TRENDS SINCE INCEPTION



*All actual data points are higher than those that appear here. Statistics were self-reported by each individual camp.

+67%
CAMPS

+173%
FEMALES

+211%
RACIAL/
ETHNIC
MINORITIES

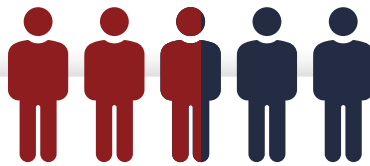
INCREASES FROM 2023

2024 APPLICANT DIVERSITY



THE INDUSTRY IS FOR ALL.

The construction industry has seen an unprecedented push for more diverse talent in recent years, and for good reason. A diverse and inclusive workplace is more collaborative, produces better (and often more creative) results, and creates opportunities for a wider talent pool. HMSE is committed to this important cultural shift to set our industry up for a more productive future.



64.4% OF APPLICANTS
FELL WITHIN AN **UNDERSERVED DEMOGRAPHIC**

(Users who identified as non-white or female)



STUDENT APPLICATION GENDER DEMOGRAPHICS

| Female | Male | Other/ Rather Not Say |
|---------------------|-----------------------|--------------------------|
| 256 18.7% | 1,099 80.6% | 8 0.5% |



STUDENT APPLICATION ETHNICITY DEMOGRAPHICS

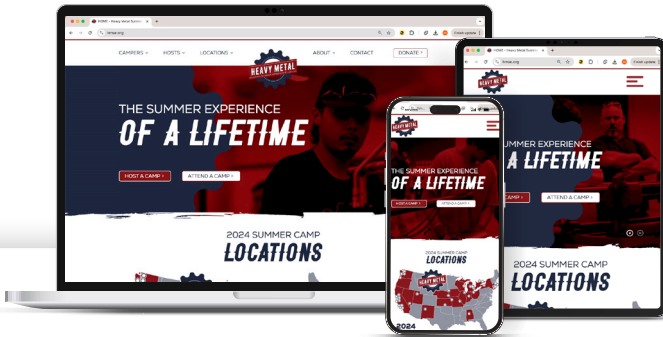
| African American | Alaskan Native American Indian | Asian or Pacific Islander | Hispanic |
|--------------------------------|-----------------------------------|------------------------------|---------------------|
| 185 13.5% | 20 1.4% | 59 4.3% | 447 32.7% |
| Indigenous or First Nations | Other/Rather Not Say | White | |
| 8 0.5% | 71 5.2% | 573 42% | |

2024 WEBSITE STATISTICS



THE HUB FOR ALL THINGS HMSE.

When we first set out on the HMSE journey, we focused our efforts on securing host camps and students. But with our tremendous growth, we needed to invest in a more user-friendly website. Now, **HMSE.org** is a central hub that streamlines the application process, has downloadable resources and makes finding and hosting a camp easier than ever!



14,278 USERS

VISITED **HMSE.ORG** SINCE 1/1/24

All traffic was direct or organic without a dollar spent on paid advertising!

TOTAL LEADS
1,363

AVG. DURATION
1:35

ACQUISITION
DIRECT
8,849
ORGANIC SEARCH
3,077
ORGANIC SOCIAL
1,716
REFERRAL
456

PAGES/SESSION
3.77

VIEWS
53,857



TOP WEB PAGES

1. Home
2. Locations
3. Attend A Camp
4. Camp Overview
5. Our Story
6. Host Login
7. Boston, MA
8. Omaha, NE
9. Host a Camp
10. Good Candidates
11. St. Louis, MO
12. FAQs for Campers
13. Las Vegas, NV
14. San Jose, CA
15. Albuquerque, NM
16. Kansas City, MO
17. Birmingham, AL
18. Parent Feedback Form
19. Student Feedback Form
20. Ottawa, ON
21. The Trades
22. Sacramento, CA
23. Kent, WA
24. Saginaw, MI
25. Toledo, OH

TRAFFIC SOURCES BY DEVICE



41.5%



58%



0.5%

2024 STUDENT RESPONSE

HEAVY METAL
SUMMER EXPERIENCE

WE ASKED. THEY ANSWERED.

From California to Rhode Island, up to Canada and everywhere in between, the response from HMSE students who participated in 2024 was overwhelmingly positive.

PERCENTAGE OF HMSE GRADUATES WHO SEE THE TRADES AS A CAREER OPTION
99.1%*

*Based on the students who responded to the survey.



OVERALL EXPERIENCE

97%

EXCELLENT

3%

AVERAGE

0%

POOR

TOOLS AND BOOTS

96%

EXCELLENT

4%

AVERAGE

0%

POOR

LOCATION

76%

EXCELLENT

23%

AVERAGE

1%

POOR

TRANSPORTATION

74%

EXCELLENT

25%

AVERAGE

1%

POOR

PROJECTS

91%

EXCELLENT

9%

AVERAGE

0%

POOR

2024 PARENT RESPONSE



A SENSE OF PRIDE.

Seeing your child find their passion and excel is something every parent wants – and the very reason HMSE exists is to give students that opportunity. Since we started collecting feedback forms from parents this summer, we've been humbled at the outpouring of gratitude and support of the program for giving students real-world experiences that set them up for future success.



“Our family is so thankful for HMSE and JMI for offering such an amazing opportunity to the kids in our community. Our son thrived under the instructors and the camp helped him advance his skill set and build his self esteem in a shop/work environment. This is such a wonderful program and we are so thankful for those who have donated their time and energy toward building these kids up, and the companies that donated tools and gear to set these kids up for success. We will continue to recommend this program to youth in the community. Our youngest is already planning to apply when he is old enough! Thank you for all you do.”

BRANDON & GRETCHEN, PARENTS
Johansen Mechanical camp (Monroe, WA)

99.2%*

COULD SEE THEIR CHILD IN THE TRADES.

*Based on the parents that responded to the survey.



“With tears welling in my eyes, I am grateful for what you did by allowing my son into your program. Every little thing; the transportation, the projects, all the friendly tradespeople, all the way down to the drinks provided. I am grateful. My son is looking forward to a youth apprenticeship at TG, and a career there if you'll have him!

DAVID, PARENT
Tweet/Garot Mechanical camp (Wrightstown, WI)

FUNDING PARTNERS

**HMSE WOULDN'T BE POSSIBLE
WITHOUT THE GENEROSITY OF OUR
DONORS AND FUNDING PARTNERS.**

THANK YOU FOR BELIEVING IN US AND INVESTING IN THE FUTURE.




SCAN TO
DONATE



\$100,000+

PARTNERS

DEWALT/Stanley Black and Decker
Milwaukee Tool
SMACNA/SMART 

\$25,000 - \$99,999

PARTNERS

Rick & Julie Hermanson
Trane

\$15,000 - \$24,999

PARTNERS

Grow Organization 
Kojo Technologies 
Mechanical Contractors Association
of America
Procure
Red Wing Shoe Company

\$10,000 - \$14,999

PARTNERS

Angie & Michael Simon
MCA of Western Washington
Northern California MCA
Sacramento Sheet Metal Industry
Labor Management Cooperation
Trust
SMACNA Southern California
SMACNA-Western Washington
SMART SMW Local 104


\$5,000 - \$9,999

PARTNERS

Air Filter Control, Inc.
Air Treatment Control, Inc.
American Scissor Lift, Inc.
Bay Area SMACNA
Ferguson Cares
MacArthur Co.
Pace Supply, Inc.
Prospect Construction, Inc.
Trimble
West Coast ASM, Inc.

\$2,500 - \$4,999

PARTNERS

Barnhart Crane and Rigging Co.
F.W. Webb Co.
Local 464 Steamfitters and
Plumbers
MCA of Dallas
MCA of Omaha
Mortenson
MSM Contractors of Kansas City
Ontario Sheet Metal Contractors
Association
OpenSpace 
Plumbers Administrative Training
Fund of Omaha
SMACNA Boston
SMACNA Greater Chicago
SMACNA Central Indiana
SMACNA Michigan
SMACNA Utah
SMART Local 3
Specialty AC Products

\$1,500 - \$2,499

PARTNERS

Alro Steel Foundation
California Service Tool
Central States Group
Charles D. Sheehy, Inc.
Chem-Aqua
Fox Valley Sheet Metal Contractors
Industry Fund
Jerry Hermanson
Keith Wilson
Kohler Co.
Lord & Sons Inc.
MCA North Central Wisconsin Industry
Norman S. Wright
R.F. MacDonald Co.
SMACNA Detroit
Sunstate Equipment Co.
Trane - New York Branch

\$1,000 - \$1,499

PARTNERS

American Underground Supply
Cupertino Electric
Data Power Technology
Ferguson Enterprises Michigan
Greater Boston Plumbing
Contractors Association
Martinez/Elmco
Metropolitan Pipe and Supply Co.
Nancy & Ray Mialovich
NFSA Boston Chapter
Sprinkler Fitters Local 550

\$500 - \$999

PARTNERS

Carpenter & Paterson
Carrion - National Air Balance
Efficient Products
Ferguson - Massachusetts
Hatton Crane & Rigging
Independent Pipe & Supply Corp.
J.E. Dunn Construction Company
Johnstone Supply
Kiewit Building Group, Inc.
Kurt Kaup
Luke Hestermann
Mason West
NEFCO
New England MCA
R.G. Mearn Co.
Repcor
Smith Heating & Air Conditioning, Inc.
United Rentals
West Coast Mechanical Insulation
WHCI Plumbing Supply

\$100 - \$499

PARTNERS

Air Treatment Corp.
Ascent, Inc.
Bolts by GT
Cronin Commercial Trucks
Daybreak Technologies, Inc.
Ecco Insulation, Inc.
Goody Technologies, Inc.
James Miller

FUTURE FUNDRAISING

HEAVY METAL
SUMMER EXPERIENCE

HEAVY HITTERS CLUB

HELPING FUTURE TALENT FIND THEIR WAY

JOIN THE CLUB.
YOU BELONG HERE.

Welcome to the Heavy Hitters Club, an exclusive circle of like-minded organizations, businesses and individuals who are committed to the future of our industry! Your generous support of HMSE positively impacts young people by introducing them to a variety of high-paying, rewarding careers in the building trades. The Heavy Hitters Club represents the most influential players in our industry and will be recognized throughout the year in our communication and fundraising efforts.

For every \$2,000 raised, we can show one student how a career in the trades can change their lives. With your help we can open new doors in an industry that has given us so much.

NOTE: Total donation amounts can extend across a period of 3-5 years. For example, you may commit to the \$25,000 Silver Donor level and pay \$5,000 for 5 years until fulfillment.



**BECOME A
DONOR**

Donate by card or ACH:

hmse.org/donate/donations.html

Donate by check:

Heavy Metal Summer Experience
66 Fulton St.
Redwood City, CA 94062

2024 BOARD OF DIRECTORS & STAFF



ANGIE SIMON
PRESIDENT & CO-FOUNDER

*Past President and CEO of
Western Allied Mechanical*



RICK HERMANSON
**VICE PRESIDENT &
CO-FOUNDER**

CEO of Hermanson Company



JULIE MULLER
TREASURER

*Executive Vice President of
SMACNA-Western Washington*



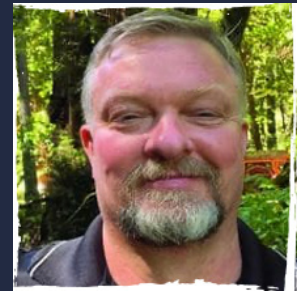
JANA BURBANK
SECRETARY

*Chief of Staff at
Hermanson Company*



MATT SANCHEZ
BOARD MEMBER

*Owner of
Nehlsen Creative Marketing*



DARRELL ROBERTS
BOARD MEMBER

*Assistant to the General
President, SMART*



RYAN HAMMOND
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DAWN HAHN
EXECUTIVE ASSISTANT

