



ROI Rises for GEDWorks™ Founding Partner KFC Foundation

As a brand, KFC® is deeply committed to the success of its employees — on and off the job. The KFC Foundation's mission is to provide KFC restaurant employees with charitable assistance programs to help them be their best selves. One of the ways they've delivered on this promise is by creating a GED credential program and becoming a founding partner of GEDWorks.

Prepaid wins over reimbursement

Even before discovering GEDWorks, the team at KFC Foundation had started to develop their own high school education benefit for employees. It turned out to be a great learning experience and helped prioritize exactly what such a program needs to be successful.

One of the key takeaways that the team got from the internal program, Rise, was that a prepaid model is much more effective than reimbursement. Paying for tests and

One of the key takeaways that the team got from the internal program, Rise, was that a prepaid model is much more effective than reimbursement.

prep beforehand can be a daunting financial commitment for most employees, deterring them from taking advantage of traditional education benefits. For employees, it's a complex process to prepare for the GED: figuring out how, when and where to study, and staying motivated.

At the time, one KFC Foundation staff member served as both administrator and advisor to the Rise students. It was quickly realized that this approach was simply not sustainable.

"GEDWorks is a ready-to-use solution to a problem we were already tackling. Best of all, it's scalable and cost-effective."



— Debbie Rollins,
Program Analyst, KFC Foundation

When I found out that KFC offered the GEDWorks program, I got excited. I always wanted to get my GED, but after paying bills, the added cost was a dream crusher. It felt good knowing GEDWorks would be free for me and that there's help to prep for the test. It meant a lot that my employer provided this for me.



— Maritza Diaz,
GEDWorks graduate

However, the Foundation was determined to not give up on their employees' dreams! When approached by GEDWorks a year later, the KFC Foundation eagerly became a founding partner.

Countless Opportunities

Nearly one third of KFC restaurant employees — thousands of individuals — demonstrates a need for this kind of program in order to achieve high school equivalency. Employees are inspired by the sheer fact that GEDWorks is offered, even before they enroll or complete their GED credential. GEDWorks makes employees feel appreciated and encouraged to grow. They are touched to learn that their employer cares so much.

A Number is Worth a Thousand Words

From a financial standpoint, GEDWorks was worth it right out of the gate for KFC. Upon evaluating the cost of the program compared to the cost of recruitment, hiring and training, the ROI was a no-brainer. Even if a participant stayed on as an employee just for the length of their GED prep and testing, that was already



200% Industry standard turnover rate.



56% KFC active GEDWorks participants' turnover rate.

"Quick service restaurants (QSR) typically experience a brutal 200% turnover. With unemployment being low, fast food has been hit especially hard with trying to retain and recruit workers. Among active GEDWorks participants, turnover is only 56%."



— Debbie Rollins, Program Analyst, KFC Foundation

longer than the typical industry tenure of just a few months. The cost of GEDWorks is significantly less per person than taking on a new employee.

The numbers speak for themselves, but the power of GEDWorks goes beyond stats and figures. In regards to workplace culture, GEDWorks has proven to strengthen the KFC brand. It contributes to employees' happiness and loyalty, all the more reason why GEDWorks is a natural fit in the suite of benefits at KFC.

