

2022 | Bloom Impact Report



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Table of contents

Our Story: Social-Impact Staffing	1
Our Mission	2
Our Global Impact	3
By the Numbers	4
Real Stories	6
Project Spotlight: Emerging Markets	10
Client Spotlight	11
Looking Ahead	13

Our Story: Social-Impact Staffing

We're John and Eric, co-founders at Bloom. Our story starts when we both spent years living in South America as missionaries — we were forever changed by that experience. Over and over again, we met individuals who were educated, hardworking, and ambitious, but who were working long hours in low-paying jobs just to make ends meet

From that experience, the seed to start Bloom was planted. We both returned from South America and spent years tossing around different business ideas that would help the people we came to know and love have access to better opportunities and higher standards of living.

Fast forward a few years. Eric was working in San Francisco for one of the world's largest tech companies that focuses on international hiring, learning the ins and outs of global hiring. John was working at a leading online global university, with tens of thousands of English-speaking students abroad, and saw firsthand the employment gap for these educated individuals.

We felt guided to put our backgrounds together to start Bloom — **the world's first social-impact staffing company.** In this impact report, we outline our global reach, impact, and the photos and stories of our real team members around the world from this last calendar year.

We're still at the beginning of our story, but we're grateful for the learning and experiences we've had so far and for the many individuals (our team, advisors, friends, and clients, etc.) who are passionate about and have contributed to our mission.

- John & Eric -



Our Mission

We improve people's standards of living in emerging markets through remote work.



Our Global Impact



6
continents

60+
countries

1,324
jobs created
in 2022

Millions
of dollars paid
to our workforce

By the Numbers

2.4x

Average income growth across entire workforce vs. previous job



Millions

of dollars in payroll paid to our global workforce

Income growth by region



95%

report learning leadership lessons as much or more than their previous job

Saving for the future

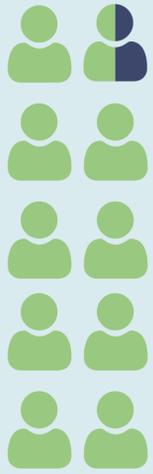


82% report saving as much or more vs. previous job

360,000+ hours

given back that were previously spent commuting

By the Numbers



95%

report developing career-building skills as much or more than their previous job

1,324
jobs created in 2022



89% report increased overall well-being and fulfillment vs. previous job

Global workforce by gender



● 53% Male
● 47% Female

College educated at a US-university level

85% of workforce

Real Stories



Nigeria is experiencing the worst inflation of my adult life. Prices of goods and services have tripled since last year without a corresponding increase in wages. The money we earn cannot meet basic needs. Families are falling apart because of the rising cost of living. I used to be a freelance draftsman for some private land development companies. I earn just enough to go on with life, and most times, I could not take care of my family members.

With Bloom, I earn twice as much as I did in my previous job, which means that the inflation doesn't affect me as much. I also spend more time at home than I used to, which has strengthened my family relationships. Bloom has done what I couldn't dream was possible for me and my family.

Ekpenyong Etim, Nigeria



Due to the pandemic, I lost my full-time job as a travel agent in August 2020. I resolved to make the best of the situation by starting a new career. As the tourism industry was still hurting from the effects of the pandemic, I worked as a babysitter while studying Applied Technology through BYU-Pathway, hoping to work in the IT field.

In November 2021, I was diagnosed with Multiple Sclerosis, a neurological condition that causes excessive fatigue and heat intolerance. Following that, a friend who also attended BYU-Pathway shared the link to join Bloom with me. I had some experience as a customer support agent at the time, which qualified me for the new position as part of an IT help-desk team. A dream come true!

I am now a full-time IT help-desk agent, earning more than twice as much and working from home, allowing me to stay healthy during the summer and pursue my professional ambitions while studying and establishing my new family.

Maria Mercau, Argentina

Real Stories

Last year, my wife got pregnant as we prepared to start our family. Both my wife and I were working, but with really low salaries. Most of the time we did not have much money at the end of the month, even with both of our salaries, we were barely scraping by.

My wife was struggling at work with her pregnancy, and her boss didn't take the news well. Two weeks later my wife was fired and we were extremely worried due to the lack of income. We were praying and fasting a lot to find a new opportunity. After someone from church told me about Bloom, I applied, interviewed and I started working a new remote job as a permitting agent.

Now just my salary is enough to cover all our needs and also enough to save money to cover the expenses for our lovely baby coming on his way. I just want to say sincerely, thank you so much for this opportunity. I'm not rich but I feel so happy and blessed to be able to support my family's needs.

Jared Puerto, Peru

In October 2021, I left my previous full-time job because of my health condition. I had a surgery due to a failed pregnancy, and I thought I wouldn't be able to work for a while. But then I heard about a job opportunity with Bloom where I can work while continuing in my online education at BYU-Pathway. What a blessing!

I was just a student at that time and never thought I would get a job like this. Working in flexible hours allowed me to recover from my surgery and get pregnant soon. I just gave birth to our rainbow baby last September 2022. I am blessed to have Bloom in my journey. It helped us a lot financially and even spiritually. It has been over a year working with Bloom and it has been a blessing for me, and my little family. Never did I think I could find this kind of job opportunity where I can work in flexible hours, remote, and with a healthy work environment.

Jerlyn Magadia, The Philippines



Real Stories



Last year, we discovered we were expecting our first child. It was great news that brought us a lot of happiness, however, we were really struggling financially speaking. As a future mother I really wanted to offer the best quality of life for my child, so I searched for many remote job positions. I had 5 job interviews in a week, most of them were hybrid roles requiring in-person work. I knew that if they discovered that I was pregnant I wouldn't be considered for the position.

I started to feel worried and hopeless. After two weeks, while checking out my LinkedIn account I saw a job offer that caught my attention from Bloom. I talked with some contacts who were working there who said they loved it. After applying I was contacted and invited to participate in an interview. It was the first job interview where I felt inspired by the company and by many of the participants in the interview. I got the job!

Working from home in flexible hours, even in my condition as a pregnant woman, gave me hope that there are companies that don't just seek for profits, but are also looking to create opportunities for people around the world by seeing their potential. I love my work, I feel inspired everyday and feel the strong desire to inspire others. This whole experience is certainly a miracle that I'm thankful to be a part of.

Jenifer Cisneros, Brazil



Working remotely was a prayer answered to me and my little family. I was not working for 5 years due to staying with my kids at home as a full-time mom. Now jumping back into working again, I feel so blessed for this remote job which gives me more time with my family at home and getting extra money to pay for my tuition and to help my kids.

My life has changed both physically and spiritually when working with people from different backgrounds and cultures all around the world. I am grateful and thankful for the opportunity that I have to work remotely thanks to Bloom.

Latou Toutai, Tonga

Real Stories

I always wanted to work and whenever I took the initiative to work my young children and my house chores came in my way – but I always wanted to support my family financially and finally Bloom has given me this opportunity.

It always ached me that I am capable and skillful but can't work and support my family. But miraculously Bloom overcame the initial challenges. Now with this remote job I can work from home and take care of my young children and other responsibilities.

I have suffered from arthritis for the last ten years, and because of that I could not work 9-5 jobs in a strict and stiff environment. Bloom has given me very flexible working hours, for which I am very grateful. Now I am happy, confident, and relaxed that I am doing what I couldn't dream possible in my most remote imaginations.

Safia Imran, Pakistan

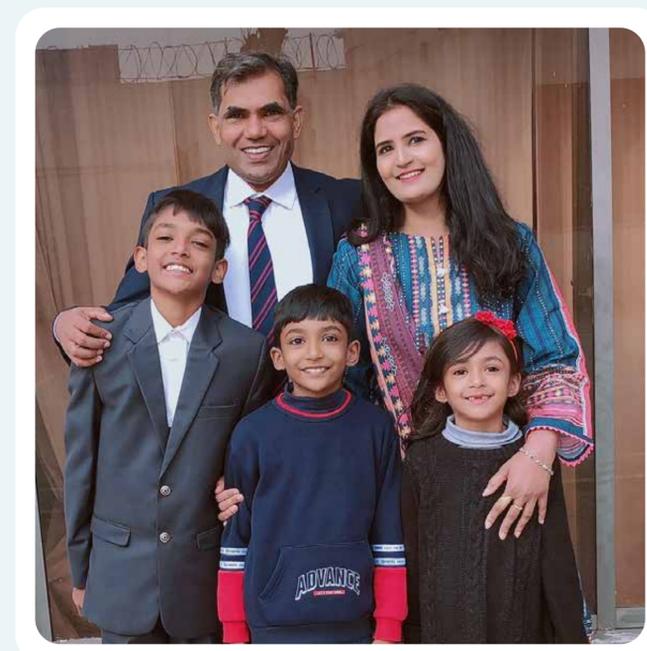
I have been planning to go on a religious mission for some time now but I didn't know how I was going to save enough money to do so. I had to work multiple jobs but the money was never enough.

In November, my local church leader sent me a link to apply for a job at Bloom. I didn't think I would get the job but I tried anyway with the faith that I will get a job to save for a mission. I was extremely happy when I had the opportunity to interview.

When I received a message that I got the job I jumped and screamed with tears in my eyes. My family was over the moon with happiness. We had been facing some challenges due to the current economic hardships in Ghana and it looked like there was no hope for me to serve a full-time mission.

With my new job with Bloom, I will even be able to save enough money to come back to after my mission. I feel blessed beyond measure working with these wonderful people from all over the world and sharing my experience with them.

Richeal Allotey, Ghana



Project Spotlight: Emerging Markets

From day one, we set out to do things differently in emerging markets — pay people more, treat them well, invest in their future, and intentionally focus on developing countries (even if that meant more work for us).

With that in mind, we were thrilled in 2022 to pilot a project with a global organization, with the goal of bringing remote work to individuals in countries with high unemployment rates and minimal economic opportunities.

The standard for success that we were using to measure this project was what these individuals would do with the additional resources now at their disposal. Our hope was that they would use their wages to continue in their higher education and career development, thus progressing on their path to self-reliance.

For this pilot we hired roughly 200 people across 9 different countries in Africa and in Papua New Guinea — people who were all at the beginning of their college careers and who had never before worked remotely. Given a lack of computer access, many of these pilot program participants are doing their full-time data-entry work for Bloom entirely through their cell phones.

Through the course of the pilot with this first cohort, we are grateful to report that 98% of them used the funds earned through work to invest in their tuition fees to continue their higher education, while also using the funds to pay off debts, and support their families.

While we still have a long way to go to tackle some of the challenges of remote work in emerging markets, the scale is tipping in the right direction as technology — even cell phones — will continue to unlock opportunities for individuals who traditionally haven't had access to them. We're committed to continue investing company resources to solve these challenges now and in the future.

10
countries

200+
remote jobs
created

98%
retention rate

Michael Oyedepo and family, Nigeria



Client Spotlight



Sheifer Roca, Ecuador

A global university — in their own words

For five years, we have looked at how we could take our Mentoring model to all students in a way that was affordable, but also high quality. In 2022, we started working with Bloom to build a Peer Mentoring program all around the world. This would allow our students to get jobs as well as remove some of the barriers that had been in place with mentoring support in the past.

We started with five peer mentors in the Pacific in the Spring of 2022. Instantly, we saw the powerful impact of this model. Bloom's hiring and selection process provided us with wonderfully capable individuals who provided our students with high-quality service. We were so impressed with the results of our pilot with Bloom that we rapidly accelerated our Peer Mentoring expansion timeline.

Starting this year, we have been using international peer mentors to serve BYU-Pathway students in the United States. Bloom gave special attention to selecting these peer mentors ensuring they met the professionalism and language standards required. The proof of their work shows in the results we are seeing. Historically, our customer satisfaction ratings with domestic students has been low. With the service of these talented peer mentors, we are seeing some of the highest customer satisfaction scores we have ever seen from our domestic students.

From all angles, Bloom is fantastic to work with. They provide us with valuable reports and information that allow us to monitor our student experience. They are quick to respond to our questions. They have a "can-do" attitude that makes working with them easy. We have loved our partnership with Bloom.

BYU
PATHWAY
WORLDWIDE

Lindsey Williams

Mentoring Manager
BYU-Pathway Worldwide

Client Spotlight



"The Bloom team has been amazing to work with. They helped us fill several key roles that we needed to add very quickly, and our customer support has never been better."

Scott Smith, CEO, CloudApp



Jessica Raposo, Brazil



Roland Pecku, Ghana



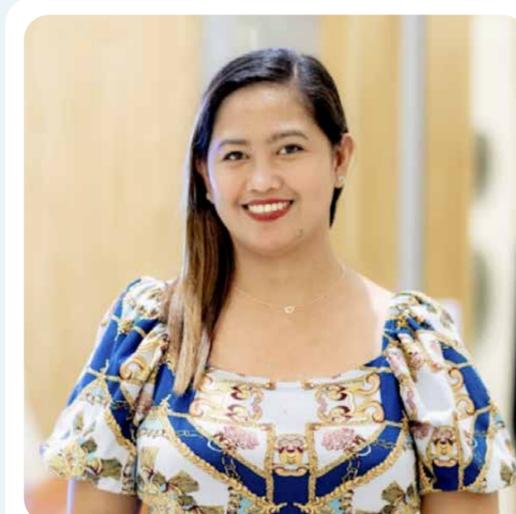
"Bloom has quickly become our 'go-to' resource for additional team members. This has brought us extended reach and cost efficiency without compromise to talent quality."

Conrad Smith, CEO, Graphite



"The Bloom team is extremely dedicated to their customers and the vision of the company. Our Bloom team members are capable and fit into our existing teams seamlessly!"

Robb Young, Director of Customer Support



Camila Abargos, The Philippines

Looking Ahead

2022 was a special year for us, one that we'll always remember as it was our first full year in business. We are grateful for the learnings, growth, relationships, memories, and impact — but we also know this is only the beginning.

We've never been more passionate and energized to further our mission and push the boundaries of remote work abroad. Technology and global work trends are opening doors for people in developing countries that have been closed for decades, and we're excited to be at the forefront of it. This year in 2023, we're committed to continuing to invest our time, efforts, energy, and resources to solve some of remote work's biggest challenges, especially in extremely emerging markets.

We wholeheartedly believe there isn't a bigger way to impact a person's life than by helping them find and keep a stable job — especially one that pays well and catapults their career. It will give them the tools and resources to be a better spouse, parent, student, community / church leader, and working professional, and it will impact their family for generations to come.

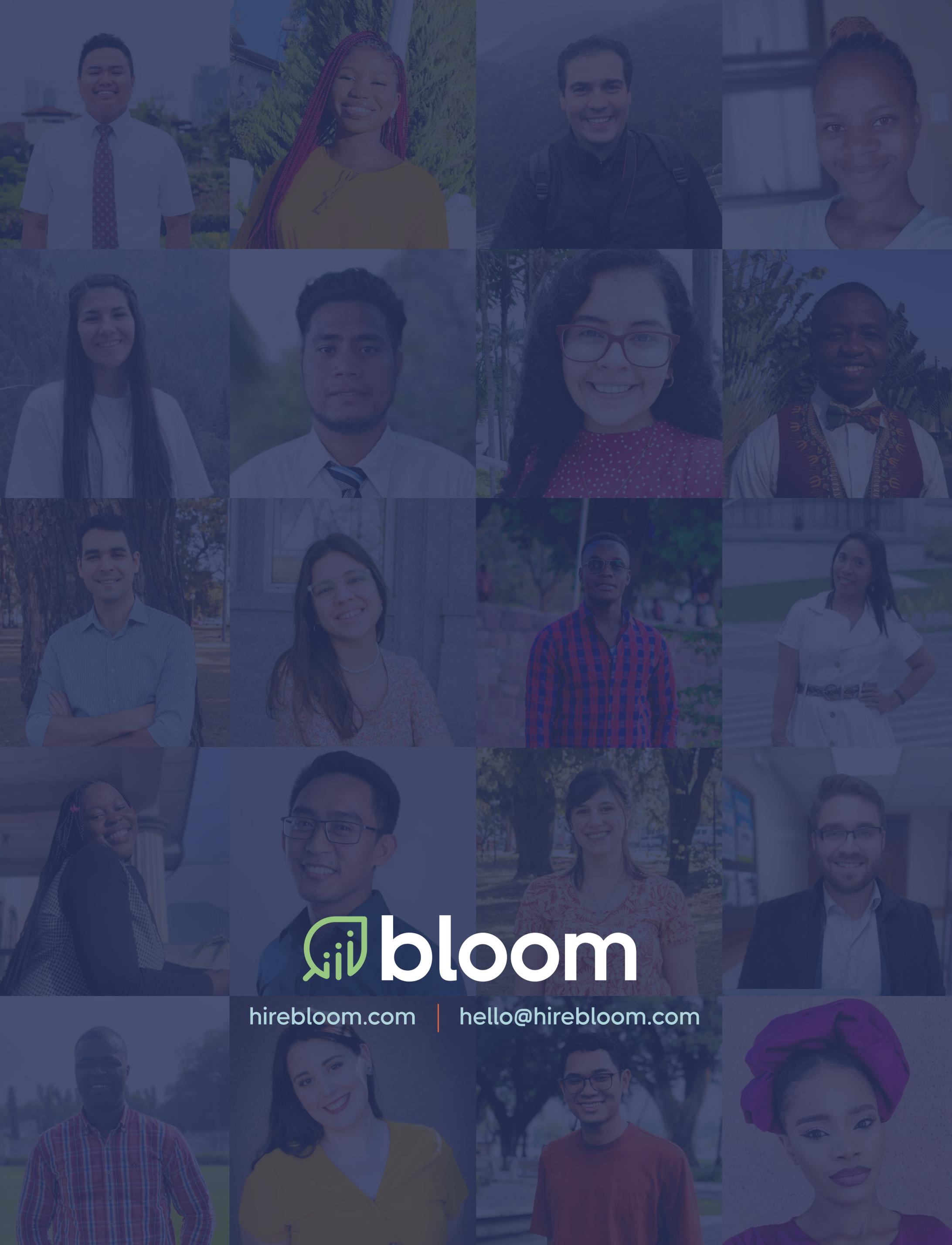
We get asked all the time “How can I help out?” If you'd like to get involved with our mission, the best way you can help is to refer Bloom to US companies who are looking to expand their teams with remote-working international talent.

You can get in touch and learn more about how to hire through Bloom by visiting our website (hirebloom.com) or by dropping us a line at hello@hirebloom.com.

Thanks for your support and for being a part of our story — we're just getting started!



John Balledos and family, The Philippines



 **bloom**

hirebloom.com

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