What began as a modest bakery with the moniker that “we don’t hire people to bake brownies, we bake brownies to hire people,” has today become a globally recognized brand with a business model and value proposition that attracts interest from small entrepreneurs and multinational corporations. For 34 years, Greyston’s unique blend of Open Hiring™ and community programs has supported individuals in Southwest Yonkers searching for a way out of poverty. In 2016 Greyston participated in the White House launch of the Fair Chance Business Pledge, a call-to-action for responsible business leaders to eliminate systemic barriers to employment for people who have served time in prison and been released.

Open Hiring™ creates opportunities for people who have often been excluded by filling jobs without judging applicants or asking them any questions. No one willing to work should be denied the dignity of a job. Open Hiring™ provides that opportunity to everyone: women, men, people of color, people of all faiths and sexual orientations, immigrants and refugees, the economically disadvantaged, the formerly incarcerated and all others who may have been excluded—blocked from contributing productively to our society.

Scaling the Open Hiring™ Model Greyston
Open Hiring™ not only creates opportunities for people who have often been excluded, it also addresses the needs of the broader community with programs such as childcare, housing, financial inclusion, workforce development, and urban community gardens. We envision a world where the widespread adoption of Open Hiring™ eliminates systemic barriers to employment so that everyone willing to work has a fair chance to obtain and keep a job.

To refine, scale, and support the national and global uptake of the Open Hiring™ Model, the Center will provide four pathways for learning and innovation.

- Convene, inspire, and educate thought leaders, business executives, social entrepreneurs, impact investors, policy advocates, scholars, and mindfulness practitioners
- Research and publish publish the first HR handbooks, best-practice manuals, and proposed standards for Open Hiring™
- Build a community of practice through the Association for Open Hiring™
- Share on-the-ground access to Greyston’s operating nonprofits and commercial enterprises to design, test, and pilot business and social innovations around economic inclusion
Collectively, the Center will serve as a catalyst for economic inclusion and social equity through the design, measurement and refinement of Open Hiring™ methods, sustainable business practices, and innovative provision of essential community programs.

Expertise and Recognition
While making more than 35,000 pounds of brownies every day and meeting the evolving needs of more than 5,400 Southwest Yonkers residents each year, Greyston represents the cutting edge of what it means for 21st century businesses to be socially responsible. An inclusive economy is as fundamental to the long-term success of business as it is to creating a fair and equitable society.

In addition to hundreds of informal assessments, the Greyston Open Hiring™ Model has been evaluated and presented as a case by the Aspen Institute Business and Society Program and has been cited in dozens of scholarly articles. Coverage of Greyston in popular media includes CNN, Inc., Forbes, NPR, The Washington Post, The Wall Street Journal, and many other outlets. Greyston has been executing since 1982 on the core principles espoused in the 2011 seminal “Shared Value” piece by Porter and Kramer in the Harvard Business Review, and Greyston executives regularly present at major business, investment, academic, and social equity conferences. Greyston has received awards from organizations as diverse as the Specialty Food Association and Institutes of Applied Human Dynamics. The Upworthy video report about one of our Open Hiring™ team leaders has received over three million hits.

Join Us
The benefits of the Open Hiring™ Model are available to any organization with a commitment to people and community. While the first step of Open Hiring™ is a job for someone who might otherwise be excluded from the workforce, the Model enables people to thrive at work and be part of a thriving community. Open Hiring™ can be integrated into most organizational structures, encompassing the following interconnected elements:

- Hiring - no questions asked
- Apprenticeship - rigorous training combined with mentoring and support
- PathMaking™ - guidance on personal, familial, legal, and financial challenges
- Workforce Development - additional training, certification, and coaching

The Center for Open Hiring™ welcomes the participation of companies, foundations, universities, individuals, government agencies, and advocates. For information on becoming part of the Center at Greyston please contact Jonathan J. Halperin, jonathanh@greyston.org.