

*Investing in Employment and Hope*

**REDF**



## **Building Equity: Job Creation**

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President

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# What Does **REDF** Do?

**REDF creates job opportunities and pathways to employment for people with the greatest barriers to work**

(REDF is a nonprofit organization founded in 1997 by George R. Roberts of Kohlberg, Kravis Roberts & Co.)

*“If people don’t have a job, they don’t have hope. And if you don’t have hope, what do you really have?”*

George R. Roberts

# Who is the focus of our work?

People disconnected from the workforce:

- Young adults from chronically poor families, with:
  - Low educational achievement
  - Involvement in the criminal justice system
  - Families of their own (i.e. dependents)
  - Other complicating health problems
- Adults who have:
  - Experienced homelessness, incarceration
  - Mental health, substance use, other health issues

# Creating **job opportunities**

To create jobs opportunities targeting these individuals, REDF has funded and provided business assistance to a portfolio of 35 social enterprises in the following industries:

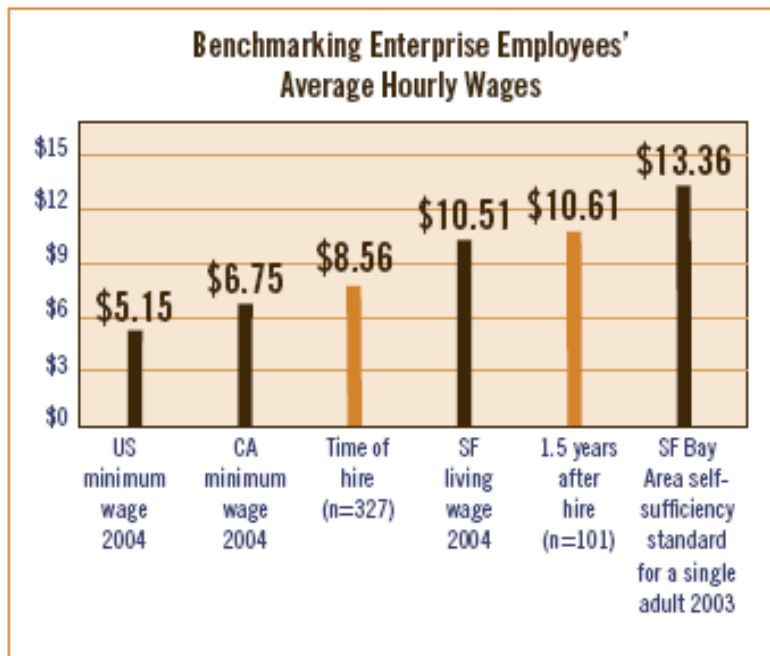
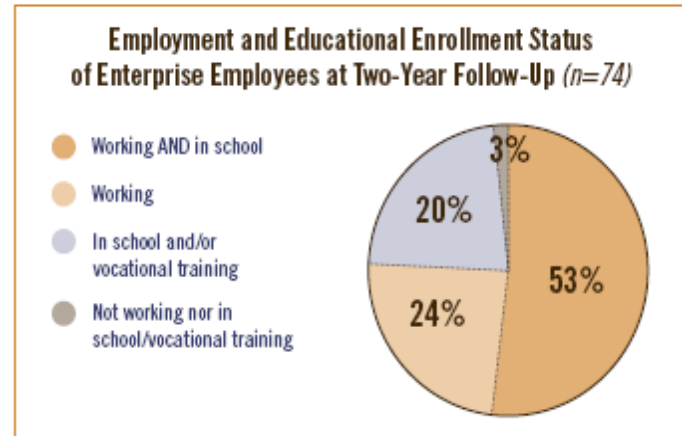
- Professional landscaping
- Production and assembly
- Clerical and office services
- Catering, cafés and restaurants
- Janitorial / Cleaning services
- Bicycle sales and repair shop
- Screen printing and embroidery
- Ballpark concessions
- Bakery



# Case in point: Juma Ventures



Between 1998 and 2005 REDF provided grants, business advice, MBA Farber interns, and other support that led directly to its success.



Since 1998, Juma has employed over 700 youth selling concessions at AT&T and Monster parks (and/or previously in three **Ben & Jerry's** ice cream shops in SF. Its' new partnership with **Aramark** is expanding employment and advancement opportunities.

Juma also offers financial education and savings programs, college and career exploration services and mentoring.

# New to the portfolio:

## San Francisco Conservation Corps



### Mission

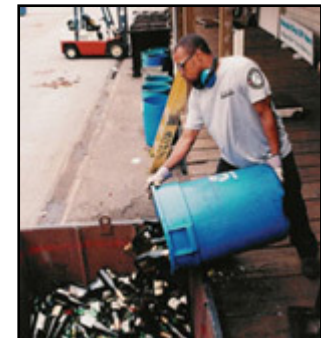
Offering young people opportunities to develop themselves, their academic skills and their marketable job skills while addressing community needs through service work

### Target Population

Youth aged 18 - 26 who are living in poverty.

### Programs

- Charter school
- Corps Member Development (case management)
- Social enterprise offering recycling, park maintenance, trail restoration and play structure installation



### Goal of REDF Investment

Double employment opportunities, diversify and expand operations

<b>Number of Jobs</b>	60	<b>Annual employment</b>	~ 100 individuals
<b>Wages</b>	\$9.15-\$9.60/hour	<b>Hours worked/week</b>	32-40
		<b>Length of employment</b>	8 months (average)

# Jobs make a difference

2006:

- 11 social enterprises
- 600+ employees
- \$12.4 million revenues

After 2 years of employment...

- 74% of employees are working
- Another 11% are enrolled full time in academic or vocational programs.
- Employee wages have increased 32% to \$10.43/hour
- Reduction in risk factors: at hire 27% with a criminal conviction; 2% after



*"I have knowledge of a new field and increased earning potential for when I get another job. The work environment is very supportive."*

**- New Door Ventures Employee**

*"This was my first job and it lead me to where I am now. I have the confidence and motivation to go somewhere where I can move up."*

**- Juma Employee**

# What is our **larger goal**?

Clear, durable pathways to sustainable jobs and advancement for young people and adults overcoming major barriers to employment



# How can we get there?

**REDF's new "For-Profit Jobs" strategy will:**

- Apply lessons learned from a decade of work
- Create "clear, durable pathways" by making the case that changes in practice result in improved financial returns

## **Practical**

Provide tools and philanthropic support that make it easier and more attractive to for-profit businesses to create employment opportunities and pathways for 300 people by 2010.

## **Attitudinal**

Change the way for-profit businesses view talent, and demonstrate why it is in their interest to create new pathways to employment, retention and advancement.

# Everyone deserves the opportunity to work

*“It has been a miracle working again. It brought me out of isolation and back into the world.”*

- Portfolio Enterprise Employee



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