

# Connecting Hard to Serve Populations with Jobs

Overview of The Cara  
Program's Mission, Services &  
Impact

2014



## Our Strategic Plan



### Hope

Bring hope back to **5,000** adults affected by homelessness and poverty.

### Jobs

Create or secure **3,500** jobs.

### Opportunity

Help **70%** retain their permanent jobs for at least one year, and help all who seek it, gain access to advancement support.

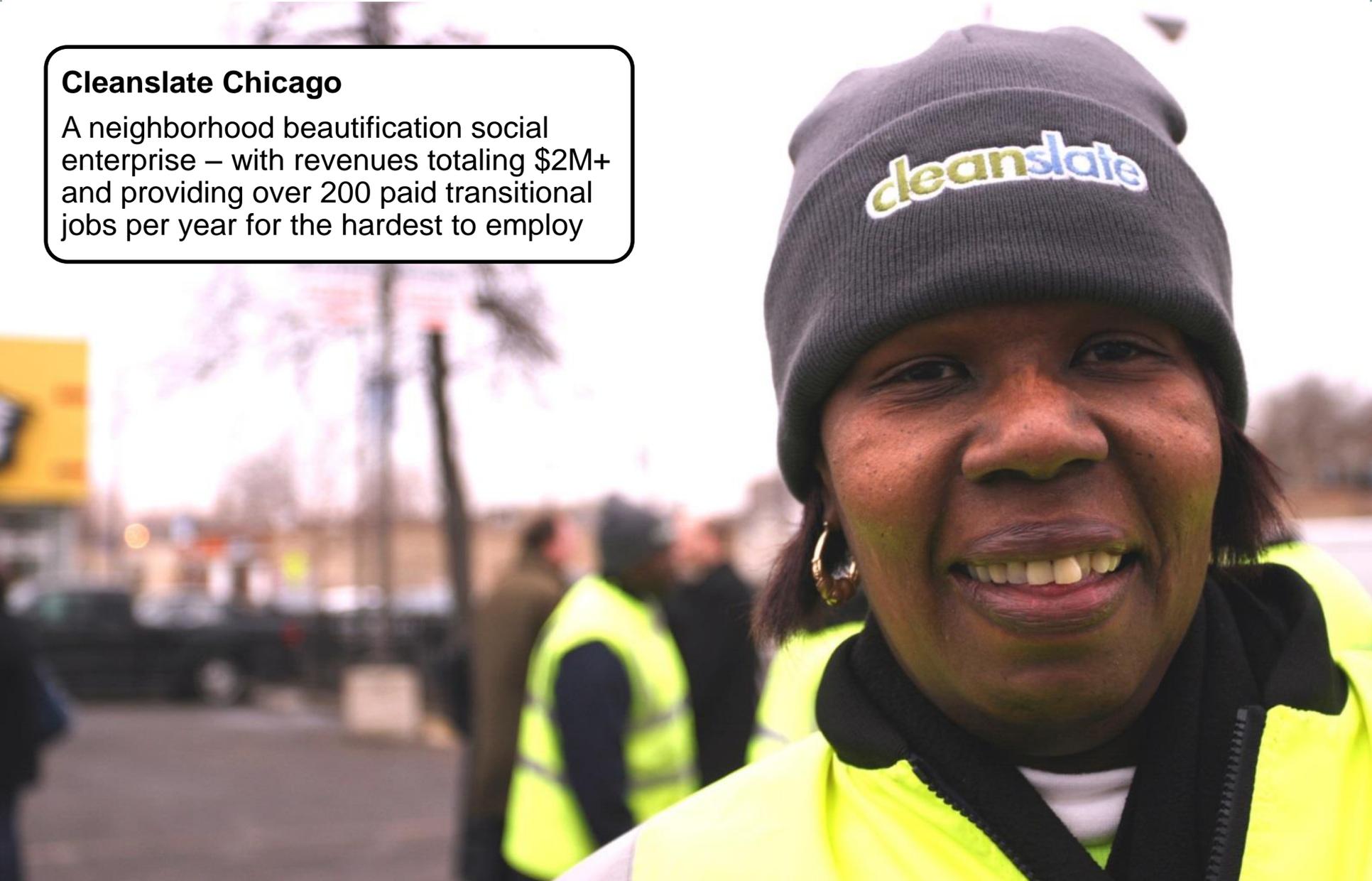
# Our Service Delivery



Our 1<sup>st</sup> social enterprise was for the hardest to employ.

### **Cleanslate Chicago**

A neighborhood beautification social enterprise – with revenues totaling \$2M+ and providing over 200 paid transitional jobs per year for the hardest to employ



Over time, type of work (and skills developed) expanded.



Pressure Washing



Graffiti Removal



Litter Abatement & Recycling

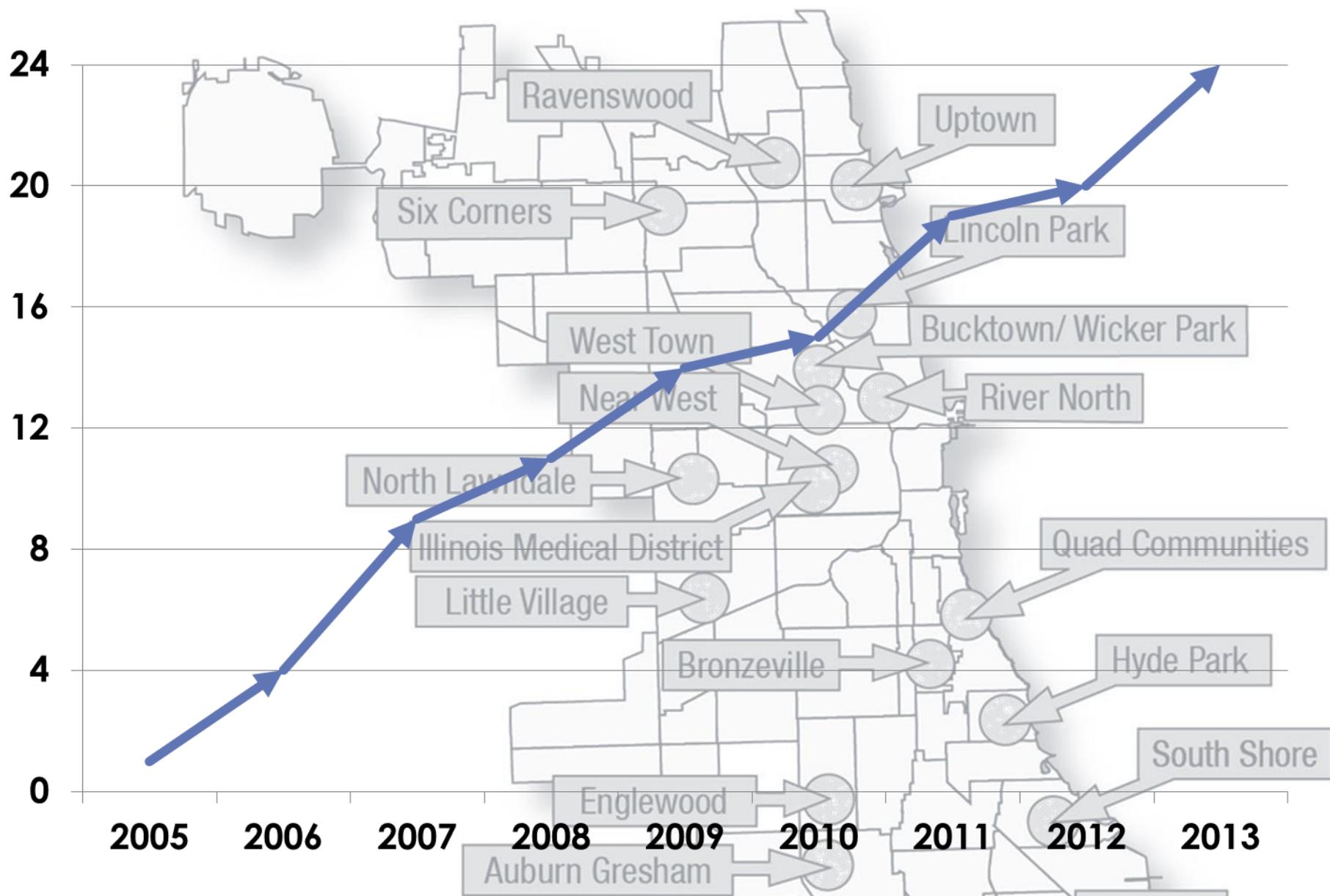


Snow Removal



Landscaping

... as did our geographic footprint.



Our 2<sup>nd</sup> social enterprise reflects our pivot in response to changing job market.

### **TCP Staffing**

A temporary staffing social enterprise – with year 1 revenues in excess of \$450K and providing 75 temp jobs (in yr 1) that can serve as gateways to careers



It created a pathway for new employers to join our fold.



JPMORGAN CHASE & Co.



**PIERCE AND ASSOCIATES**  
ATTORNEYS AT LAW

Our 3<sup>rd</sup> social enterprise was designed to build a differentiated skill.

## **Chapter Two**

A used book resale and recycling social enterprise – now in early stage incubation, providing transitional jobs in warehousing and customer service



And all of these businesses drive revenue and skills for our students.



... so that we can produce these results.

## Screening & Training

- Thorough checks (drug, crim) + motivation screen
- 32 hours / wk training – min 6 wks, often 4.5+ mos

## Employment

- 300 permanent, quality jobs per year
- \$10.50/hour and 55% with benefits
- 276 temporary & transitional jobs
- \$7,311,961 earned annually in wages

## Customer Service

- 1-year retention rates 20 points > national norms
- 10+ years with many employers



# Hiring Partners



# Social Return on Investment

What value do we create for our shareholders?

## Our Social Impact:

**Annualized Contributions to Society** **\$1,280,656**  
Income Taxes Paid, Social Security, Sales Tax Dollars Spent<sup>1</sup>

**Annualized Savings to Society** **+ \$5,982,986**  
Temporary Assistance for Needy Families, Food Stamps, Unemployment,  
Health Care, Substance Abuse Treatment, Housing, Recidivism and  
Rearrest for Prison and Jail, Medicaid<sup>2</sup>

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**Total One-Year Social Impact** **\$7,263,642**

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## Determining the Social Return on Investment:

**Present Value of Social Investments (Over Five Years)\*** **\$29,123,312**

\* 'Present Value' = 'Total One-Year Social Impact' x 5; then discounted based on 30-year treasury bond data, plus an additional 5% to acknowledge the risk inherent in this work.

**The Cara Program's One-Year Program Cost** **÷ \$5,071,851**

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**Social Return on Investment** **574.2%**



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