CRASHING THE BARRIERS:
MAKING WORK POSSIBLE FOR EVERYONE
NCG & REDF Bay Area Forum
Wednesday, January 24, 2018
# REDF FORUM: CRASHING THE BARRIERS

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## AGENDA

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<td>9:45–10:00 am</td>
<td>BREAKFAST &amp; NETWORKING</td>
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<td>10:00–10:15 am</td>
<td>WELCOME AND INTRODUCTIONS</td>
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| 10:15–10:45 am  | CONTEXT: WHAT IS SOCIAL ENTERPRISE: WHAT’S THE NATURE/SCALE OF THE CHALLENGE(S)?
|                 | Carla Javits                                                            |
| 10:45–10:55 am  | BREAK                                                                  |
| 11:00–11:30 am  | CONNECTING THE WORKFORCE: THE LOS ANGELES REGIONAL INITIATIVE FOR SOCIAL ENTERPRISE (LA:RISE) AND THE BAY AREA INITIATIVE
|                 | Carla Javits, Ashley Cordero, Jalpa Patel, REDF                        |
|                 | Judith Bell, TSFF and Carrie Varoquiers, Workday                       |
| 11:30–11:50 am  | Q&A DISCUSSION                                                         |
| 11:50–12:00 pm  | CLOSING                                                                |
WELCOME & INTRODUCTIONS

CARLA JAVITS
PRESIDENT & CEO, REDF

CARRIE VAROQUIERS
VICE PRESIDENT, GLOBAL IMPACT & PRESIDENT, WORKDAY FOUNDATION

JUDITH BELL
VICE PRESIDENT OF PROGRAMS, SAN FRANCISCO FOUNDATION

ASHLEY CORDERO
FIELD BUILDING MANAGER, REDF

JALPA PATEL
NORTHERN CALIFORNIA PARTNERSHIPS MANAGER, REDF
THE SCALE AND CONTOURS OF THE CHALLENGE
In San Francisco & Alameda counties more than 50,000 people are currently homeless or living in unstable housing; formerly incarcerated; and/or disconnected from school and work.

Employers are reluctant to hire multi barrier populations.

- Unemployment rates are as high as 50-60% among these populations.

Traditional workforce development systems are not set up to address these serious employment barriers.

- Workforce system prioritizes job-ready individuals.
- No cohesive system for people facing multiple barriers.

CHALLENGE

- Disconnected Youth 27,000
- Homelessness 10,000
- Formerly Incarcerated 16,000

Target Population
ABOUT REDF

REDF is the only venture philanthropy organization in the country that invests exclusively in the growth and effectiveness of social enterprise businesses that provide jobs and a pathway into the workforce for people overcoming the greatest challenges.

20 YEAR TRACK RECORD WITH EMPLOYMENT-FOCUSED SOCIAL ENTERPRISES

Since 1997, REDF has invested in more than 100 social enterprises in 21 states. These businesses have generated $392 million in revenue and employed 24,000 people—and counting. Research shows this approach works. It leads to greater economic security and mobility and a significant rate of return to society—$2.23 in benefits for every $1.00 spent.

2020 VISION FOR EMPLOYMENT

By 2020, REDF will help 50,000 people across the U.S. transform their lives through the power of work, while measuring results and growing the evidence base to demonstrate the impact of our model.
REDF’S NATIONAL REACH

Note: CEO and Juma are national organizations with offices in multiple locations. (Turn over for more detail)
ADDRESSING THE CHALLENGE: SOCIAL ENTERPRISE

REDF builds the capabilities of social enterprises, and breaks down silos to bring more jobs, stability, security, and higher incomes to people overcoming the greatest barriers

• **Definition and role of social enterprise.** Businesses that reinvest revenue in employment of people overcoming substantial adversity, offering:
  • Wage-paying transitional job
  • Skill building/training
  • Wrap around services

• **How REDF Drives Growth and Impact**
  • **Capacity building + funding.** Business advisory services, financial investments
  • **Data.** Measuring results; synthesizing real-time data; and sharing to improve outcomes
  • **Regional partnerships.** Integrating social enterprises into a regional network and connecting them with service providers, public sector workforce training and education systems, private and public sector employers, and philanthropy
BREAK
REGIONAL PARTNERSHIP OVERVIEW
THE LOS ANGELES REGIONAL INITIATIVE FOR SOCIAL ENTERPRISE – LA:RISE
THE BAY AREA REGIONAL PARTNERSHIP

Social Enterprises providing Job Opportunities

- Advisory Services & Technical Assistance
- Grants—Start up, Growth, Services and Supports
- Business & Public Sector Procurement and Contracting Partnership
- Social Enterprise Accelerator
- Public Policy and Advocacy
- Retention Services and Supports
- Business and Public Sector Hiring Partnerships
LA:RISE—AN INTEGRATED, WRAP-AROUND APPROACH TO JOB CREATION

**EMPLOYMENT & HOMELESS SERVICES CONTINUUM**

- Unemployment/Homelessness
  - Transitional Social Enterprise
  - Competitive Employer

**SUPPORTS PARTNERS:**
- WorkSource/YouthSource Centers
- Housing Providers
- Personal Supports Providers
- Educational Partners

**TRANSITIONAL SOCIAL ENTERPRISE**
- Paid work experience
- Job Readiness Assessment
- Personal Readiness

**WORKSOURCE INTEGRATION**
- Co-enrolled in WIOA
- JobsLA Tracking System
- On the Job Training Dollars

**RETENTION SERVICES PROGRAM**
- Financial Incentive
- Service Referrals, Financial Literacy
- Supportive Services
BAY AREA PARTNERSHIP GOALS:
9,000 PEOPLE EMPLOYED OVER 4 YEARS

More people employed and gaining skills
• Social enterprise jobs will increase by 33%
• More people will attain long-term, competitive employment and retain jobs
• More of those employed will receive improved skill building, training and supports

The sustainability and impact of Bay Area social enterprises will improve
• Increased revenue and overall financial sustainability
• Robust nonprofit partnerships offer SE employees comprehensive skill building, training, and supports
• Private sector employers and government agencies will be better connected to social enterprises and hire more people who are better prepared for work

Local government and philanthropy will allocate more resources to the employment of people overcoming significant barriers due to:
• Compelling evidence of results
• The expanded capacity to deliver jobs and supports
• Increased employer interest in hiring from social enterprise
BAY AREA REGIONAL PARTNERSHIP: ACTIVITIES

BUILDING THE SOCIAL ENTERPRISE COMMUNITY & CAPACITY
Regional Convenings
Venture Philanthropy
Legal Assistance

PRIVATE-PUBLIC PARTNERSHIPS
Job Readiness Assessment Tool
Employer Engagement

ADVANCING PUBLIC POLICY & ADVOCACY
Local Procurement Policy
Increase use of EITC/SNAP E&T
Q&A
REGIONAL PARTNERSHIPS AS SYSTEMS CHANGERS
HOW TO GET INVOLVED

• Consider how your grantees might participate

• Encourage the social enterprises you work with to join our practitioner website: REDFworkshop.com

• Assess whether or not your grants to social enterprises or other workforce organizations might align with this project

• Consider partnering/contributing in concert with the San Francisco Foundation, Workday, and individual donors
THANK YOU!

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