

# PERFORMANCE UPDATE

FY19 JULY 2018 - JUNE 2019

**cara**  
LET'S GET TO WORK

## Who We Are

We are people who believe in opportunity. **We are a community that builds success.** We are made up of motivated job seekers, passionate donors, active volunteers, savvy social investors, corporations with a conscience, and a top-notch dedicated staff. Together, we propel a mission with the strength of many. Through our workforce and leadership development training and social enterprises, **we prepare motivated people affected by poverty to unlock their power and purpose to create real and lasting success.**

## How We Measure Impact

Our **Employment Impact** measures all jobs – both temporary and permanent – secured during this time period. Note that one person may have multiple jobs in their journey (e.g. one or more transitional jobs to build marketability and one permanent placement). These numbers include participants who began their job(s) this year, whether their Cara journey started this year or in a prior year.

The results of Cara participants' jobs are measured in our **Societal Impact**, including financial earnings and tax contributions, as well as our social return on investment. Finally, our **Participant Impact** (inside page) gives a sense of who comes to Cara and measures how many people began their journey and secured their first job during this time period.

For a full breakdown of how numbers were determined, see our appendix at [www.carachicago.org/our-numbers](http://www.carachicago.org/our-numbers)

## How You Make A Difference

When people are employed, their lives improve. The income they earn and the confidence they gain means employed Cara participants start saving money, move into stable housing, reunite their families, and do their part to make our communities better for all of us. **Your help transforms lives.**



**\$6,778,023**

TOTAL ANNUAL EARNINGS  
OF EMPLOYED CARA PARTICIPANTS



**\$1,087,037**

TOTAL ANNUAL TAX CONTRIBUTIONS  
MADE BY EMPLOYED CARA PARTICIPANTS



**\$5.97**

BACK TO SOCIETY  
FOR EVERY \$1 YOU INVESTED

## EMPLOYMENT IMPACT

**950** TOTAL JOBS

**643** PEOPLE EMPLOYED

**679** TRANSITIONAL JOBS  
short-term positions meant to gain experience

**271** PERMANENT & LONG-TERM  
PLACEMENTS  
high-quality positions that provide  
stability and advancement opportunities



## OF PERMANENT & LONG-TERM PLACEMENTS

**38** AVERAGE HOURS  
WORKED WEEKLY

**\$13.48** AVERAGE WAGE  
EARNED

**71%** ONE-YEAR RETENTION FOR  
PERMANENT & LONG-TERM  
PLACEMENTS

**78%** HAVE PERMANENT  
HOUSING

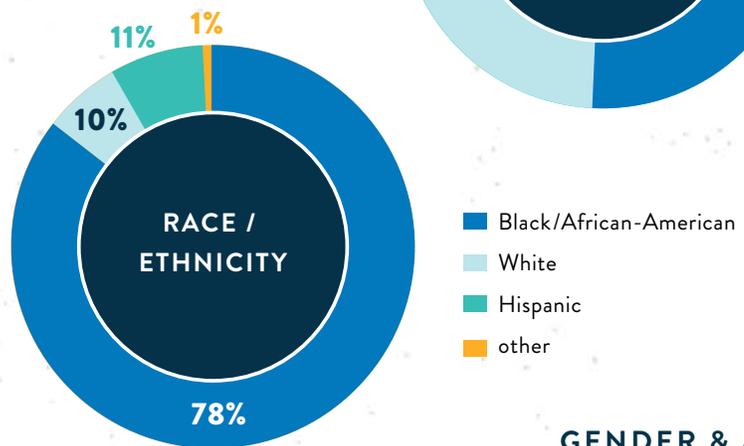
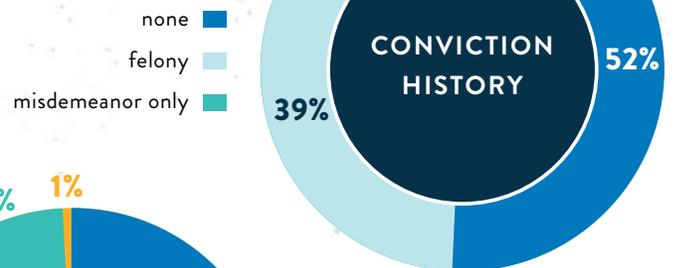
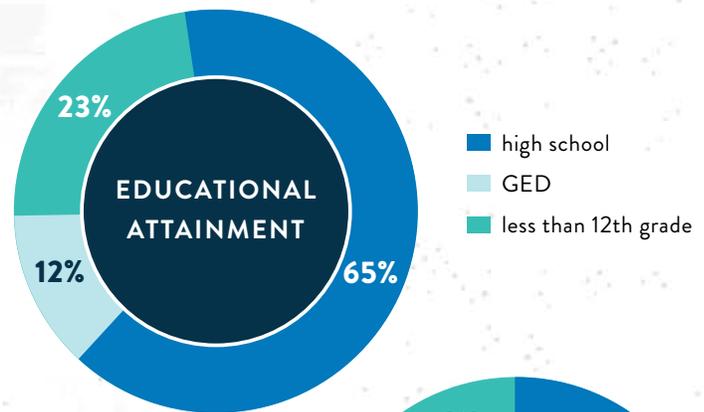
## SOCIETAL IMPACT

# Who Comes to Cara

Our participants are motivated adults who want to break the cycles of poverty and homelessness by finding more than “just a job.” They are ready for **gainful employment** – a situation where the net pay, at the very minimum, meets basic-living needs. It is employment through which an individual derives a sense of purpose, pride, and growth; and it is employment that fuels momentum towards a career – the kind of success that, once people have a taste of, pushes them to better themselves, their families, and their communities.

We believe we are only at our best when our participants have the abilities to reach these goals. That’s why we go beyond workforce development to also focus on socio-emotional skills. We have a well-defined, well-measured process designed to help participants navigate their personal pathway at Cara, ensuring they have the tools needed to hit every milestone along their journey to self-sufficiency.

## PARTICIPANT DEMOGRAPHICS



## PARTICIPANT IMPACT

**770** PEOPLE COMPLETED CARA'S FOUNDATIONAL TRAINING

**560** PEOPLE SECURED THEIR FIRST JOB, A SIGNIFICANT MILESTONE TOWARD FUTURE SUCCESSES

## GENDER & AGE

**39**  AVERAGE AGE

**40%**  WOMEN

## TOP EMPLOYERS



## DID YOU KNOW

Our affiliate partner Lutheran Social Services of Indiana created an additional **48 jobs** for their clients through **LSSI Works** - a workforce development program co-created with Cara. Learn more about our affiliate partners at [www.caraplus.org](http://www.caraplus.org).

# GORNEISHA'S STORY

## **Corneisha was heading down a path of destruction.**

She had always been happy and outgoing, with a personality that could fill a room. But she was surrounding herself with nothing but negativity. Soon, she wasn't taking anything seriously. She was too focused on being young and having fun. She was making all the wrong choices.

## **"My bottom was looking in a mirror and not knowing who was looking back at me.**

All the things I used to love doing – drawing, singing, dancing – I didn't like doing them anymore. I didn't think I deserved anything good in my life."

Corneisha wanted structure. She wanted to better herself. She wanted to be able to set goals and accomplish them. She wanted to believe she was truly worthy of the best that life has to offer.

## **That's when Corneisha came to Cara.**

At first, Corneisha was thrown by what she saw that morning in Motivations – the clapping, the singing, the cheering. "This did not seem like an ordinary job-training program. It was strange, but I liked it."

Cara taught Corneisha to face her fears so she would no longer hold herself back. She learned how to forgive herself and to let go of the bitterness and resentment she held. "I was holding on to so much anger and I didn't want to forgive or forget it. I had to learn to get over that."

She also learned about the power in a community like the one she found at Cara. Corneisha used her larger-than-life personality to inspire and motivate not just herself, but her fellow participants as well. She was

a standout in the Motivations circle. She became a leader among her peers. She even orchestrated the creation of holiday cards and caroling for Cara's staff members.

"When people come to Cara, we are all going through things. **But our energy and the way we interact with people, can really lift them up.** To make someone smile, or feel good about themselves, to know I touched somebody, is awesome. And they will remember me for that."

Corneisha used that energy and spirit to land a job as a Guest Relations Associate with Cara employment partner Rush University Medical Center. Right away, Corneisha loved that the job had her meeting and working with new people every day, but also being a comforting face for the patients of Rush.

"My job gives me purpose. It makes me feel good about myself and I love having somewhere to go every morning."

## **She is also thinking about her future.**

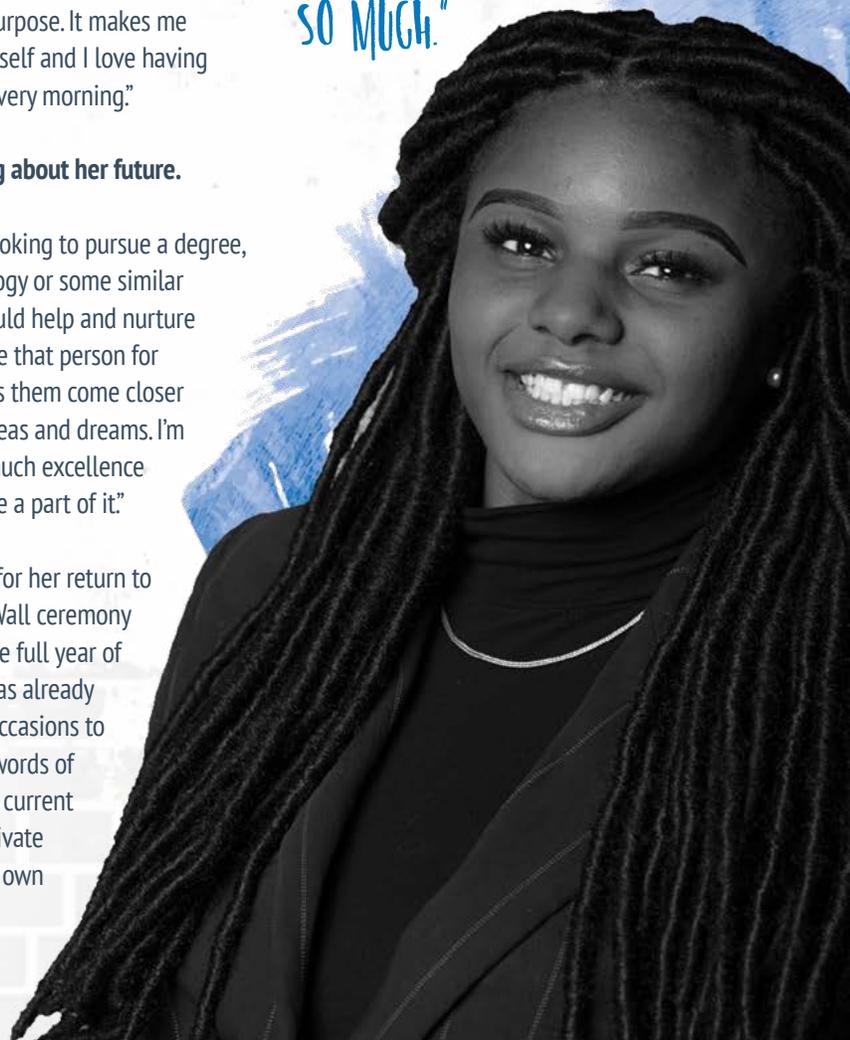
Corneisha is now looking to pursue a degree, possibly in psychology or some similar field where she would help and nurture people. "I want to be that person for someone who helps them come closer to realizing their ideas and dreams. I'm surrounded by so much excellence at work, I want to be a part of it."

She is also excited for her return to Cara for her Great Wall ceremony and to celebrate one full year of employment. She has already visited on several occasions to offer a few simple words of encouragements to current participants to motivate them to make their own transformations.

"I didn't have the things in life that Cara offered me. I was hopeless and distraught. **But Cara continues to be that support system I need and love so much.** Today, I walk out the door with my head held high. I'm proof that this works."

*Your support helps Cara participants realize their true potential. Thank you for investing in Corneisha and others like her!*

**"CARA CONTINUES TO BE THAT SUPPORT SYSTEM I NEED AND LOVE SO MUCH."**



READY.  
MOTIVATED.  
MADE IN  
CHICAGO!



COMMUNITY OF ORIGIN FOR CARA PARTICIPANTS

- Greater than 10%
- 6 - 10%
- 1 - 5%
- Less than 1%

CARA LOCATIONS

- Downtown Campus
- South Side Campus

Hire Our Participants

Cara participants are motivated, trained, and ready to work. To learn more, contact Kathie Stokes at 312.798.3348 or [kstokes@carachicago.org](mailto:kstokes@carachicago.org).

Come For A Visit

Contact Ellen Kinczewski at 312.798.3331 or [ekinczewski@carachicago.org](mailto:ekinczewski@carachicago.org) to schedule a visit to attend Motivations and see the unique way we start each day.

Invest In This Work

Your donation will give a motivated person the chance to overcome poverty with a quality job. Contact Gabriel Pachter at 312.798.3304 or [gpachter@carachicago.org](mailto:gpachter@carachicago.org).



237 S. DESPLAINES  
CHICAGO, IL 60661

[in](#) [f](#) /CaraChicago

[@CaraChicago](#)

[CARACHICAGO.ORG](http://CARACHICAGO.ORG)

# PERFORMANCE UPDATE

FY19 JULY 2018 - JUNE 2019

## APPENDIX

METRIC	NOTE
950 Total Jobs	The total number of jobs secured in FY19. Includes 679 transitional jobs and 271 permanent and long-term placements.
643 People Employed	The unduplicated number of people securing jobs in FY19. Includes 508 people in 679 transitional jobs and 263 people in 271 permanent and long-term placements.
38 Average Hours Worked Weekly	Applies to 271 permanent and long-term placements secured in FY19.
\$13.48 Average Wage Earned	Applies to 271 permanent and long-term placements secured in FY19, excluding 32 advancement placements (average wage of \$18.71) and excluding other outliers (\$20.83 and higher; \$13.95 if outliers included).
71% One-Year Retention	Includes participants placed into permanent and long-term jobs in FY18 and retained in FY19, for whom retention was tracked. Includes 131 participants retained of 185 participants tracked.
78% Have Permanent Housing	Housing status after one year of employment for Cara participants placed in permanent or long-term jobs in FY18 and retained in FY19, for whom housing data was reported. Includes 121 participants retained, of whom 94 were in permanent housing after one year on the job. Permanent housing is defined as independent housing without a specified end date, where the participant is able to pay their own rent (or their own share of rent) and is listed on a lease or is a homeowner.
\$6,778,023 Total Annual Earnings	Includes \$5,270,275 in actual annual earnings from permanent or long-term placements and \$1,507,748 in actual annual earnings from transitional jobs, up to one year per participant. All placements and transitional jobs started in the previous year, to allow for retention outcomes to accrue.
\$1,087,037 Total Annual Tax Contributions	Includes federal and state taxes paid on total annual earnings. Federal rates are primarily 12% for permanent and long-term placements and 10% for transitional jobs but range from 10 to 22% based on actual annual earnings, and the state rate is 4.95% for both types of jobs.
\$5.97 Back to Society for Every \$1 You Invested	Cara's Social Return on Investment (SROI), including contributions to society (i.e. income tax, social security, sales tax) and savings to society (i.e. housing expenses, cash assistance, unemployment benefits, rearrests costs, etc.) resulting from one year of placements. If you'd like to learn more about Cara's SROI calculation, please visit our website: <a href="http://www.carachicago.org">www.carachicago.org</a>
770 Completed Cara's Foundational Training	Includes participants across Cara's four programmatic pathways (Cara Classic, Cleanslate Direct, Connects Direct, and Workshop Direct) and participants engaged through Cleanslate business growth who began programming in FY19. "Foundational training" is defined uniquely for each pathway and is internally considered the "point of traction", i.e. the point at which the participant has been exposed to enough of our enterprise service delivery and mission that meaningful intervention has occurred and program outcomes can begin to be considered.
560 Secured Their First Job	Includes participants across Cara's four programmatic pathways (Cara Classic, Cleanslate Direct, Connects Direct, and Workshop Direct) and participants engaged through Cleanslate business growth who secured their first job through Cara in FY19.
"Participant Demographics" and "Gender & Age" Sections	Includes 770 participants completing Cara's foundational training in FY19.
"Community of Origin" Section	Includes 770 participants completing Cara's foundational training in FY19.
"Top Employers" Section	Highlights companies and organizations among the most active in hiring Cara participants into permanent and long-term placements in FY19. Number of hires for each employer ranges from 8 to 15.