



MEDIA KIT

VERSION 1.0 - MARCH 2021

Hello! Thanks for helping us amplify our mission. We've created this handy resource kit to help you use our brand and assets in the most correct way possible, including our logos, messaging, and metrics, as well as some quick pointers and common misconceptions.

NOT SURE ABOUT ANYTHING INCLUDED IN THIS KIT?

No problem! Please contact our Director of Marketing & Communications at mtoriski@carachicago.org and we will be happy to answer any questions.

OUR MISSION

To unlock the power and purpose within our communities and ourselves to achieve real and lasting success.

OUR VISION

To fuel a courageous national movement to eradicate relational and financial poverty.

OUR CORE VALUES

Born out of the concepts we consistently saw when evaluating what Cara does and why we see results, these are the values that guide us in our decision making as an organization.



Motivation

Motivation propels. We identify, instill, and hold onto it. Where there is a desire to succeed, there is an opportunity to transform thought into action.



Structure

Structure improves. We practice the discipline of operating within a larger framework. When the rules of the game are clear and well understood, creativity and innovation can flourish.



Affirmation

Affirmation reinforces. We celebrate instances of progress, understanding that the journey in the right direction is just as, if not more, important than the final destination.



Intentionality

Intentionality aims. We focus on the endgame during planning and design. In doing so, we build roadmaps to real, lasting success and avoid deriving validation from a quick win.



Community

Community connects. We actively build networks that strengthen us all. If we can get each other, we can serve each other best.

OUR ENTERPRISE STRUCTURE

cara COLLECTIVE

Our enterprise and how we unite our four entities under one name to advance our reach and impact.

Founded 2021

 [Download Logos](#)



Our signature workforce readiness program that focuses on personal and professional development through intensive and flexible training models.

Founded 1991

 [Download Logos](#)



Our flagship social enterprise that transforms the landscape of our communities by providing transitional jobs in exterior maintenance.

Founded 2005

 [Download Logos](#)



Our social enterprise that functions as a mission-driven staffing firm connecting top talent with jobs at leading Chicago companies.

Founded 2013

 [Download Logos](#)



Our expansion arm that works with employers and organizations across the nation to build a more inclusive economy.

Founded 2019

 [Download Logos](#)

LOGO USAGE

Clearspace

To ensure the legibility of the logo, it must be surrounded with a sufficient amount of clear space at all times.

The clear space minimum is equivalent to the height and width of the “a” in Cara, regardless of the brand logo or size at which the logo is reproduced.



Incorrect Logo Usage

Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the Cara brand. The following examples are just a few of the incorrect logo usages.



Color

The full-color version is preferred for all logos. However, when production limitations apply, solid black or solid white versions are allowed.



HOW TO USE THE CARA NAME

“Cara” is the Old Irish word for friend, and our name comes from the idea that when we face a challenge in life, we can overcome it through the power of friendship found in community.

When we launched in 1991, we were The Cara Program. However, as our services, and the entry portals for people to access them, expanded, we re-branded to Cara in 2017 to better represent the diversity of our offerings.

The correct spelling is: Cara

Other acceptable usage: Cara Chicago

Incorrect usage:

The Cara Program – this is no longer a valid name for our organization.

CARA – our name is an Irish translation, not an anagram. This also applies to all entities with the Cara name including Cara Connects, Cara Plus, and Cara Collective.

HOW TO USE THE CLEANSLATE NAME

Don't let the logo fool you. In print or speech, please refer to us simply as Cleanslate. The “by Cara” in the Cleanslate logo is strictly for association with the Cara brand. Do not use “Cleanslate by Cara” in any written or oral capacity.

The correct spelling is: Cleanslate

Incorrect usage:

Clean Slate
CleanSlate
CLEANSLATE
Cleanslate by Cara

FAST FACTS

* as of March 2021



11,597

JOBS SINCE
1991



7,305

PEOPLE
EMPLOYED
SINCE 1991



69%

ONE-YEAR
RETENTION RATE
FOR PERMANENT
JOB PLACEMENTS



\$92M

EARNED BY
EMPLOYED CARA
PARTICIPANTS
SINCE 1991

BOILER PLATES

Below, please find boiler plates for Cara Collective and our four entities. If you need more information than the blurbs below, please contact our Director of Marketing & Communications at mtoriski@carachicago.org

Cara Collective

Cara Collective seeks to fuel a courageous national movement to eradicate relational and financial poverty. Through our four entities – Cara, Cleanslate, Cara Connects, and Cara Plus – we engage job seekers, employers, and other organizations across the country to break the cycle of poverty through the power and purpose of employment. Since 1991, we've helped more than 7,300 people get placed into more than 11,500 jobs and get started on their path to real and lasting success. Learn more at www.caracollective.org.

Cara

Cara's mission is to unlock the power and purpose within our communities and ourselves to create real and lasting success. Through our personal and professional development, access to employment opportunities, and focus on career retention, Cara serves as a leader in poverty alleviation in Chicago and beyond. Since 1991, more than 7,300 people have been placed into more than 11,500 jobs and started on their path to self-sufficiency. Learn more at www.carachicago.org.

Cara Connects

A social enterprise of Cara Collective, Cara Connects is a mission-driven staffing firm dedicated to connecting quality workers with quality jobs. Our customers gain access to a highly motivated, hand-selected pool of talent and our workers get the critical on-the-job experience needed to successfully re-enter the workforce and begin their pathway out of poverty. Since 2013, more than 1,500 jobs have been filled by Cara Connects at Chicago-area companies including The Habitat Company, UChicago Medicine, Northwest Side Housing Center, and Catholic Charities of the Archdiocese of Chicago. Learn more at www.caraconnects.com.

Cleanslate

A social enterprise of Cara Collective, Cleanslate seeks to transform the landscape of our communities and our lives. We provide what some might consider an ordinary service in an extraordinary way, so that all Chicago neighborhoods can take pride in the safety, revitalization, and vibrancy that is created through clean streetscapes serviced by motivated job seekers. Since 2005, more than 3,550 Cara participants have worked in transitional jobs created by Cleanslate – with more than 1,000 of those individuals going on to secure permanent and long-term employment. Learn more at www.cleanslatechicago.org.

Cara Plus

As the expansion arm of Cara Collective, Cara Plus engages leaders to build, deploy, and grow strong workforce solutions so that people affected by poverty have the access and opportunity to get back to work. We're developing a global network of organizations through our affiliates and trainings because we believe that sharing our best practices and best failures will amplify our collective reach and impact. Since our launch, Cara Plus has worked with socially minded organizations and employers to adopt and adapt Cara's trainings and methodology. Learn more at www.caraplus.org.

IMAGES

Below, please find Cara stock images as well as a headshot of President & CEO Maria Kim. All photos should be credited “Courtesy of Cara Collective.” If you need different assets, please contact our Director of Marketing & Communications at mtoriski@carachicago.org

 [Download Images](#)

