

# PERFORMANCE UPDATE

FIRST HALF FY21  
(JULY - DECEMBER 2020)

**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)

See inside to learn how we continued our services during the COVID-19 pandemic.

## 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.**



**\$3,738,216**

TOTAL ANNUAL EARNINGS  
OF EMPLOYED CARA PARTICIPANTS



**\$602,673**

TOTAL ANNUAL TAX CONTRIBUTIONS  
MADE BY EMPLOYED CARA PARTICIPANTS



**\$5.97**

BACK TO SOCIETY  
FOR EVERY \$1 YOU INVESTED

## EMPLOYMENT IMPACT

**477** TOTAL JOBS

**355** PEOPLE EMPLOYED

**349** INTERNSHIPS & TEMPORARY JOBS  
short-term positions meant to gain experience

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



## OF PERMANENT & LONG-TERM PLACEMENTS

**36**  AVERAGE HOURS  
WORKED WEEKLY

**\$15.66**  AVERAGE WAGE  
EARNED

**61%**  ONE-YEAR RETENTION FOR  
PERMANENT & LONG-TERM  
PLACEMENTS

**66%**  HAVE PERMANENT  
HOUSING

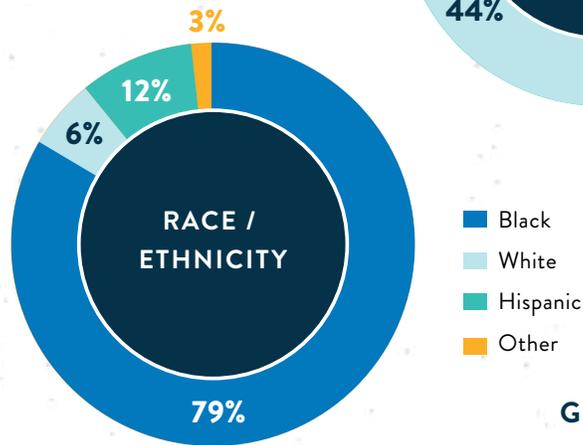
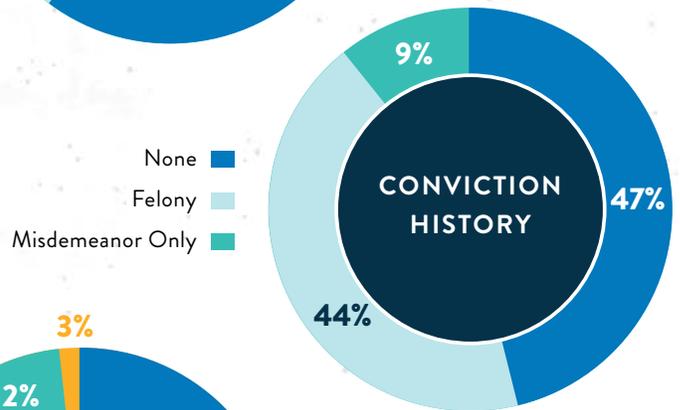
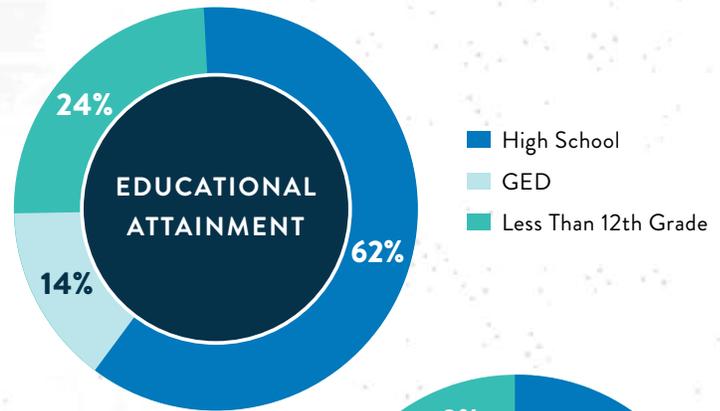
## SOCIETAL IMPACT

# 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



## GENDER & AGE

**36**  AVERAGE AGE

**39%**  WOMEN

## PARTICIPANT IMPACT

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

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

## TOP EMPLOYERS



## 56 JOBS

Our affiliate partners work with Cara to co-create their own workforce development program steeped in our methodology. Through these programs, Lutheran Social Services of Indiana placed **41 jobs** and Atlanta Mission placed **15 jobs** for their participants during the past six months. Learn more about our affiliate partners at [www.caraplus.org](http://www.caraplus.org)

# Our Response to COVID-19

When the COVID-19 pandemic hit and the Shelter-in-Place Order came through, the Cara staff had to act fast to ensure we maintained communication and engagement with the hundreds of job seekers, employed participants, and alumni in our community.

As we adjusted to the new normal, we began to engage participants in a virtual capacity through trainings and coaching, while maintaining operations for our social enterprises, Cleanslate and Cara Connects, which provided essential services to our communities and a source of income to our participants. In addition, we were able to launch an Emergency Fund, with the intention of raising dollars for resource support to go directly to people impacted by the pandemic.

Almost one year later, we remain hard at work envisioning and implementing equitably accessible virtual and in-person channels for our participants to access our services, while recognizing the sensitivity to congregate in large groups - all while continuing to fulfill our mission of placing people into gainful employment.

## EMPLOYMENT IMPACT

**657**  TOTAL JOBS

**452**  PEOPLE EMPLOYED

**255** JOBS THROUGH CARA CONNECTS

**254** JOBS THROUGH CLEANSLATE

**101** JOBS WITH CARA EMPLOYMENT PARTNERS

**47** JOBS THROUGH INDEPENDENT JOB SEARCH

## EMERGENCY FUND IMPACT



**156**

INDIVIDUAL FINANCIAL CONTRIBUTIONS TO THE EMERGENCY FUND



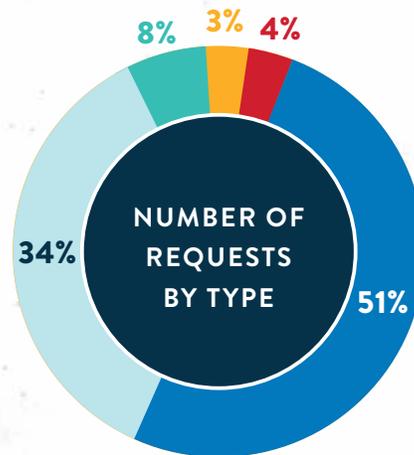
**263**

REQUESTS FROM CARA PARTICIPANTS FOR EMERGENCY SUPPORT



**\$108,916**

TOTAL FUNDS FOR EMERGENCY SUPPORT REQUESTED



- Rent/Lodging Assistance
- Food
- Utilities/Bills
- Mortgage
- Other

BECAUSE OF CARA,  
I NOW SHARE MY STORY  
WITH CONFIDENCE.

## OUR COMMUNITY

**82** CARA PARTICIPANTS experiencing a lay off, furlough, or a reduction in hours related to the COVID pandemic

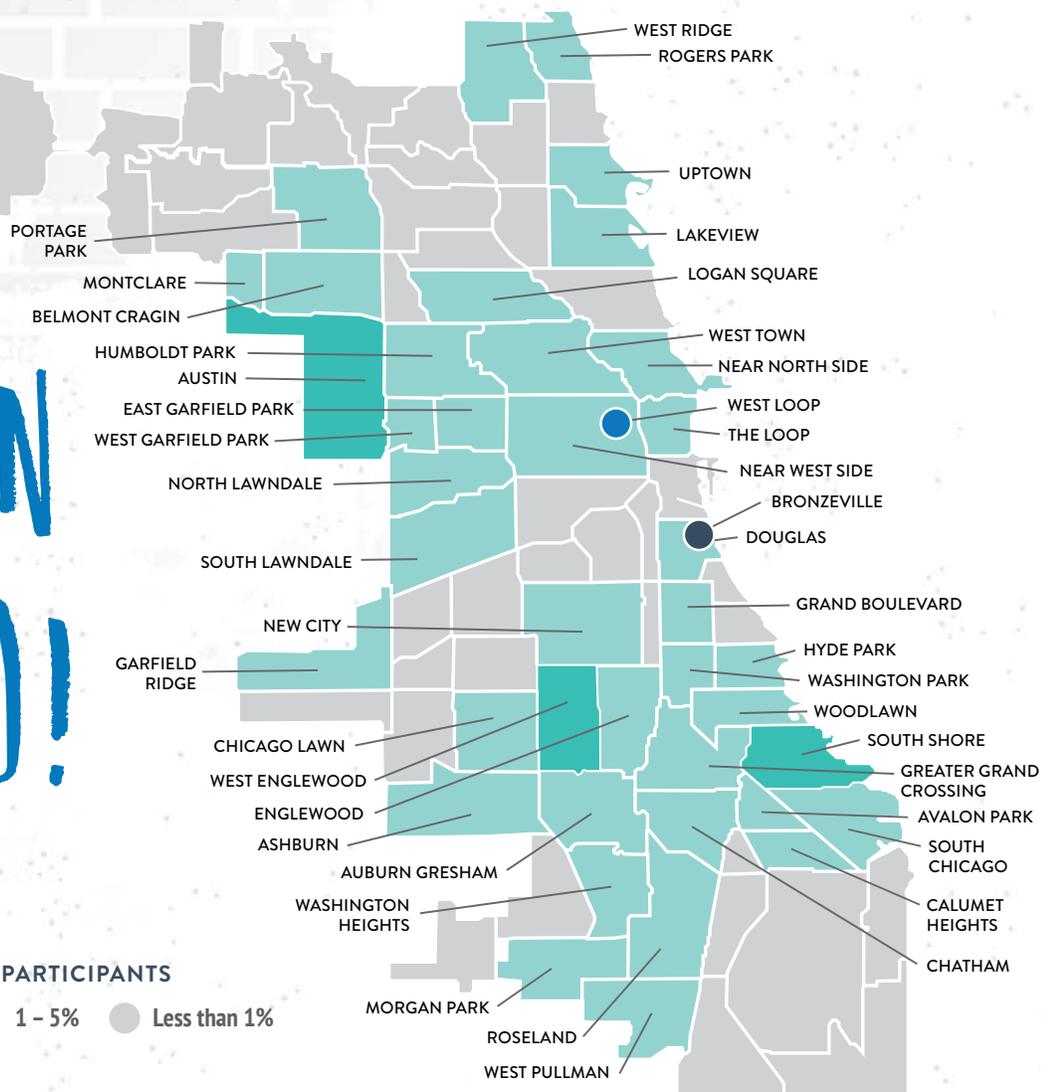
**763** NEW PARTICIPANTS ACCEPTED SINCE PANDEMIC

**435** PARTICIPANTS ACTIVE AS OF THE END OF 2020

Greg was once a professional athlete who had it all — until he lost everything: his career, his family, and his security. Your support is helping him get it all back.

READ HIS FULL STORY AT [www.carachicago.org/greg](http://www.carachicago.org/greg)

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).

### Learn With Us

We are helping employers and non-profits work more effectively with communities hit hardest by poverty. Contact [learn@caraplus.org](mailto:learn@caraplus.org) for more information.

### 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).



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APPENDIX

METRIC	NOTE
477 Total Jobs	The total number of jobs secured during the first half of FY21. Includes 349 internships and temporary jobs and 128 permanent and long-term placements.
355 People Employed	The unduplicated number of people securing jobs during the first half of FY21. Includes 267 people in 349 internships and temporary jobs and 123 people in 128 permanent and long-term placements.
36 Average Hours Worked Weekly	Applies to 128 permanent and long-term placements secured in the first half of FY21.
\$15.66 Average Wage Earned	Applies to 128 permanent and long-term placements secured in the first half of FY21, excluding 14 advancement placements (average wage of \$19.25) and excluding other outliers (\$10.50 and lower and \$21.33 and higher; \$15.91 if outliers included).
61% One-Year Retention	Includes participants placed into permanent and long-term jobs the first half of FY20 and retained in the first half of FY21, for whom retention was tracked. Includes 62 participants retained of 102 participants tracked.
66% Have Permanent Housing	Housing status after one year of employment for Cara participants placed in permanent and long-term jobs in the first half of FY20 and retained in the first half of FY21, for whom housing data was reported. Includes 56 participants retained, of whom 37 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.
\$3,738,216 Total Annual Earnings	Includes \$3,038,510 in actual annual earnings from permanent and long-term placements and \$699,706 in actual annual earnings from internships and temporary jobs, up to one year per participant. All jobs started in the first half of the previous year, to allow for retention outcomes to accrue.
\$602,673 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 internships and temporary 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>
337 Completed Cara's Foundational Training	Includes participants across Cara's four programmatic pathways (Cara Classic, Cleanslate Direct, Connects Direct, and Workshop Direct) who began programming in the first half of FY21. "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.
262 Secured Their First Job	Includes participants across Cara's four programmatic pathways (Cara Classic, Cleanslate Direct, Connects Direct, and Workshop Direct) who secured their first job through Cara in the first half of FY21.
"Participant Demographics" and "Gender & Age" Sections	Includes 337 participants completing Cara's foundational training in the first half of FY21.
"Community of Origin" Section	Includes 337 participants completing Cara's foundational training in the first half of FY21.
"Top Employers" Section	Highlights companies and organizations among the most active in hiring Cara participants into permanent and long-term placements in the first half of FY21. Number of hires for each employer ranges from 4 to 16.