

# PERFORMANCE UPDATE

FY21 JULY 2020 - JUNE 2021



## Who We Are

A social enterprise of Cara Collective, Cleanslate provides paid transitional jobs to help individuals with high barriers to employment build the skills needed to secure permanent employment. Cleanslate crews see their work as more than a job – it's a life-changing opportunity. With every block swept clean or graffiti tag removed, another Cleanslate worker has taken a step toward building the necessary skills to achieve real and lasting success.

In addition to helping people get back to work, Cleanslate also serves as a catalyst for true community renewal. By concentrating its beautification efforts along high-traffic corridors, Cleanslate establishes itself as a neighborhood presence that helps restore community pride.

## How We Measure Impact

Our **Employment Impact** measures all jobs – both temporary Cleanslate crew positions and permanent placements of former Cleanslate workers – secured during this time period. Note that one person may have multiple jobs in their journey (e.g. a temporary job to build job skills and 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.

Cleanslate's **Societal Impact** is measured by actual FY21 earnings of Cleanslate crew members and that of former crew members who moved on to permanent placements (together making up its Community Reinvestment), as well as the resulting tax contributions from earnings.

Our **Worker Demographics** (inside page) give a sense of who comes to Cleanslate and our **Community Impact** shows how our crews are transforming the physical and social landscape of the communities we serve.

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

## How You Make A Difference

When people are employed, their lives improve. The income they earn and the confidence they gain means Cleanslate workers 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.**

## EMPLOYMENT IMPACT

514 TOTAL JOBS

415 TRANSITIONAL JOBS AT CLEANSLATE

short-term positions meant to gain experience

99 PERMANENT & LONG-TERM PLACEMENTS FOR CLEANSLATE INTERNS

high-quality positions that provide stability and advancement opportunities

## OF PERMANENT & LONG-TERM PLACEMENTS

38 AVERAGE HOURS WORKED WEEKLY

\$15.10 AVERAGE WAGE EARNED

62% ONE-YEAR RETENTION FOR PERMANENT & LONG-TERM PLACEMENTS

## SOCIETAL IMPACT

\$3,029,613 TOTAL COMMUNITY REINVESTMENT

\$473,533 TOTAL ANNUAL TAX CONTRIBUTIONS BY CREW MEMBERS & PERMANENT PLACEMENTS

# WE ARE TAKING BACK OUR STREETS, WARD BY WARD!

An initiative of Cleanslate, Ward by Ward is dedicated to creating jobs – and thereby peace – directly in our communities most vulnerable to violence. Through the generous three-year support of sponsors, we are able to place Cleanslate crews in wards to create clean streetscapes and neighborhood beautification, a sense of safety and pride, and

transitional jobs for some of the toughest ward citizens to employ. We are already hard at work in the 27th, 29th, and 6th Wards creating real and lasting success!

**Interested in sponsoring a ward?** Contact Brady Gott at [bgott@cleanslatechicago.org](mailto:bgott@cleanslatechicago.org) or 312.798.6722 for more details.

# WE ARE ALWAYS ESSENTIAL

As the world continued to navigate the COVID-19 pandemic this past year, the work of Cleanslate proved to be an essential part of the health and safety of our communities.

Not only were we able to continue providing the same friendly, reliable beautification services to the more than 40 neighborhoods we serve, but we did so while **creating a record-breaking 415 jobs on our crews.**

Additionally, the business expansion of Cleanslate saw us secure 16 new customers despite the economic turmoil caused by the pandemic. These new customers meant we were able to create more than 60 new job opportunities as a direct result. This addition also grew our footprint in **ten new communities across Chicago** spanning from Devon Avenue in West Ridge all the way down to 119th Street on the Far South Side.

“Last year we had just marked 15 years of Cleanslate. To follow a year that was filled with celebration and reflection with a year that saw us set new records for what we can accomplish is truly phenomenal and speaks volumes to our dedicated partners,” said **Brady Gott, Managing Director of Cleanslate.** “Thank you to everyone who continued to support Cleanslate and our crew members this past year. **You are truly transforming lives and our communities!**”

## WARD BY WARD IMPACT

39



TONS OF GARBAGE COLLECTED

15



TONS OF RECYCLABLES COLLECTED

1,164



RECEPTACLES SERVICED

639



SIGNS REMOVED

58



TRANSITIONAL JOBS CREATED

## WARD BY WARD SPONSORS

AT&T Foundation

Daniel & Vicki Brennan

John & Rita Canning

Mark & Betsy Carroll

Matt & Lisa Carolan

McCaffrey Interests

Patrick G. & Shirley W. Ryan

The Habitat Company

The Owens Foundation

Waterton

William & Laurie Conroy

## OUR WORK BEYOND CHICAGO

As part of our goal to bring Cleanslate’s services to new communities, FY21 saw our crews working beyond Chicagoland in Aurora, IL, and Gary, IN.

Thanks to the support of the City of Aurora, McCaffrey Interests, and Hesed House, we recently celebrated two years of providing litter abatement, snow removal, and landscaping services to their downtown streets and thoroughfares.

Our Gary crew is part of a larger \$1.2 million investment in the revitalization of the downtown Gary community through the city’s Gary Go Team initiative – which envisions community regeneration and a resetting of city standards through key focus points including employment, litter remediation, and job training.

We look forward to bringing Cleanslate’s transformative magic to more communities in the near future!

## IMPACT ON AURORA & GARY

20



TRANSITIONAL JOBS CREATED

125



TONS OF GARBAGE COLLECTED

28



TON OF RECYCLABLES COLLECTED

## COMMUNITY IMPACT

1,621



TONS OF GARBAGE COLLECTED

442



TONS OF RECYCLABLES COLLECTED

18,703



GRAFFITI TAGS REMOVED

5,926



TONS OF SNOW PLOWED

## GENDER & AGE

35



AVERAGE AGE

78%



MEN

## NEW CUSTOMERS

Chicago Chinatown Chamber of Commerce

Condor Partners

Evergreen Real Estate Group

Far South Community Development Corporation

Greater Englewood Chamber of Commerce

Greater Ravenswood Chamber of Commerce

Lakeview Roscoe Village Chamber of Commerce

Lincoln Square Ravenswood Chamber of Commerce

North River Commission - Albany Park

Northalsted Business Alliance

Northcenter Chamber of Commerce

Rogers Park Business Alliance - Devon Avenue

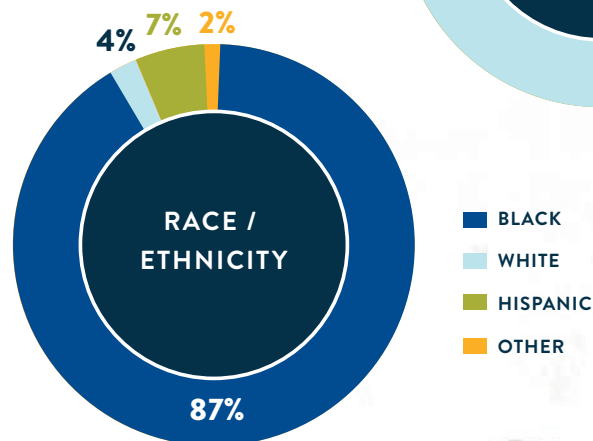
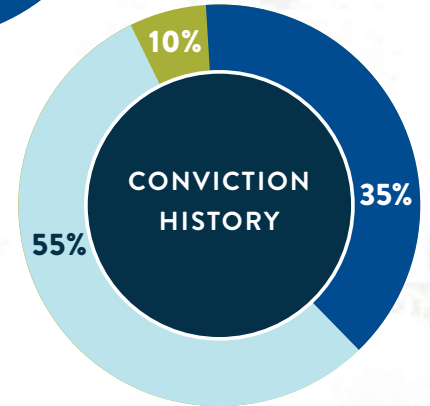
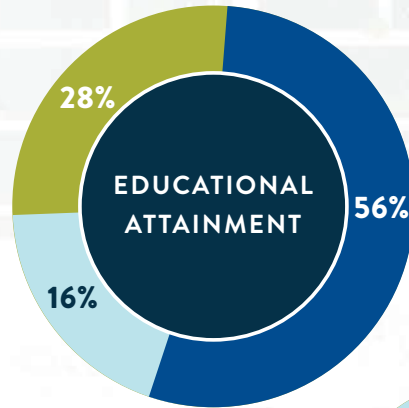
Rogers Park Business Alliance - Howard Street

Six Corners Chamber of Commerce

Union Pacific Railroad

Venture One Real Estate

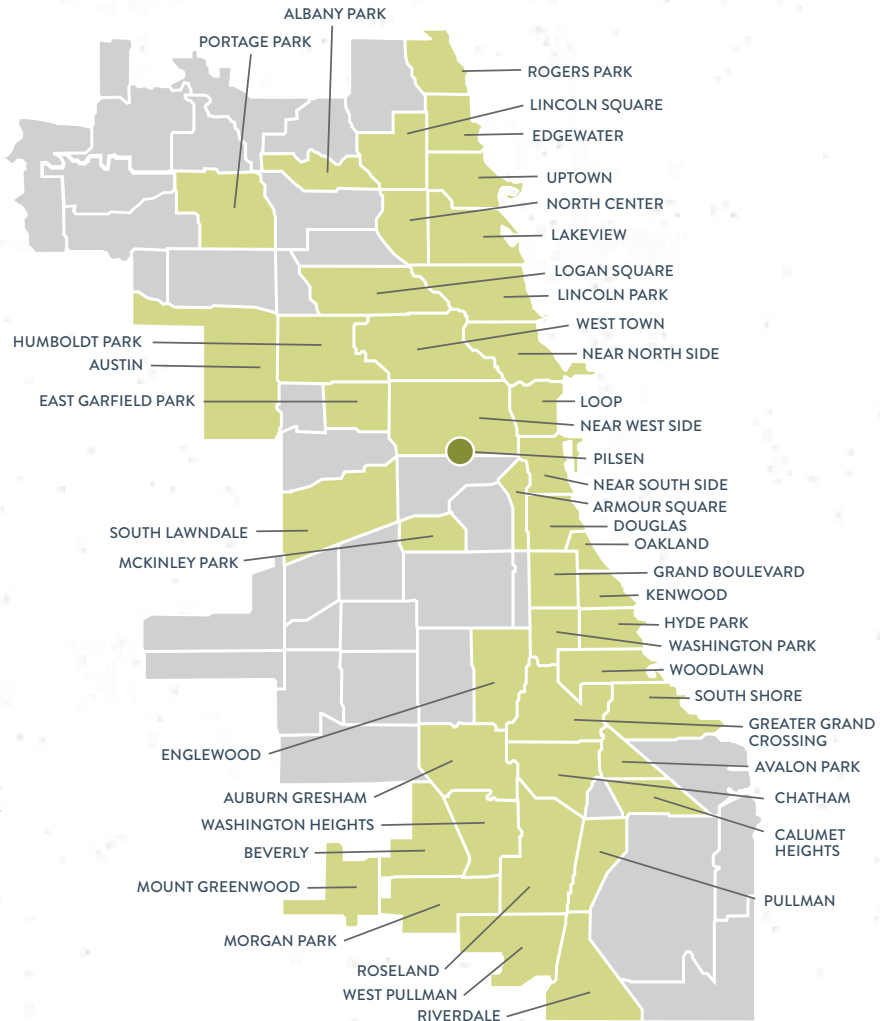
## WORKER DEMOGRAPHICS



# WE ARE TRANSFORMING

# OUR COMMUNITIES!

-  CLEANSLATE HEADQUARTERS
-  CLEANSLATE OPERATIONAL AREA



## OPERATIONAL AREA

88



CUSTOMERS

43



CHICAGO COMMUNITIES

## BEYOND CHICAGO

AURORA, IL  
 EVANSTON, IL  
 EVERGREEN PARK, IL  
 FRANKLIN PARK, IL  
 GARY, IN  
 SKOKIE, IL

## Join Us in Our Movement

As a social enterprise of Cara Collective, we've made it our mission to uplift people and communities through the power of a job since 1991.

## Hire Us




We are ready to get to work for you!  
**Contact Brady Gott at 312.798.6772**  
**or [bgott@cleanslatechicago.org](mailto:bgott@cleanslatechicago.org)**  
**to learn more.**

## Contact Us

Learn more about how we transform lives and communities through our work.  
**Contact 312.226.6361 or**  
**[info@cleanslatechicago.org](mailto:info@cleanslatechicago.org) for more info.**



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# PERFORMANCE UPDATE

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## APPENDIX

METRIC	NOTE
514 Total Jobs	The total number of Cleanslate-related jobs secured in FY21. Includes 415 transitional jobs at Cleanslate and 99 permanent and long-term placements of former Cleanslate workers.
38 Average Hours Worked Weekly	Applies to 99 permanent and long-term placements secured by former Cleanslate workers in FY21.
\$15.10 Average Wage Earned	Applies to 99 permanent and long-term placements secured by former Cleanslate workers in FY21, excluding 13 advancement placements (average wage of \$17.16) and excluding other outliers (\$11.88 and lower; \$18.57 and higher; \$15.22 if outliers included).
62% One-Year Retention	Includes former Cleanslate workers placed into permanent and long-term jobs in FY20 and accruing retention outcomes in FY21, for whom retention was tracked. Includes 38 participants retained of 61 participants tracked.
\$3,029,613 Community Reinvestment	Includes \$972,846 in actual FY21 earnings of Cleanslate workers and \$2,056,767 in actual FY21 earnings of former workers who moved on to permanent and long-term placements.
\$473,533 Total Annual Tax Contributions by Interns & Permanent Placements	Includes federal and state taxes paid on total annual earnings, as represented in Cleanslate's Community Reinvestment. Federal rates are primarily 10 or 12% for permanent and long-term placements and 10% for transitional jobs but vary based on actual annual earnings, and the state rate is 4.95% for both types of jobs.
"Ward by Ward Impact" Section	Productivity measures and employment outcomes directly resulting from Cleanslate's Ward by Ward initiative in FY21. Ward by Ward is a program dedicated to creating jobs directly in our communities most vulnerable to violence. This initiative launched in FY18.
"Impact on Aurora & Gary" Section	Productivity measures and employment outcomes directly resulting from Cleanslate's partnerships in Aurora, IL (launched in FY19) and Gary, IN (launched in FY20).
"Community Impact" Section	Productivity measures for Cleanslate work crews in FY21. Cleanslate work crews are comprised of Cleanslate workers and either a Crew Chief or Lead Intern.
"Intern Demographics" and "Gender & Age" Sections	Includes 353 participants starting 415 Cleanslate transitional jobs in FY21.
"New Customers" Section	A selection of new Cleanslate customers in FY21.
"Operational Area" Section	Shows the footprint of Cleanslate operations in FY21 through its 88 customers serviced in 43 Chicago communities and beyond.