

PERFORMANCE UPDATE

FY22 JULY 2021 - JUNE 2022

CLEANSLATE
BY cara

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 jobs 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 transitional 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 workers and that of former workers 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

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

480 TOTAL JOBS

374 TRANSITIONAL JOBS AT CLEANSLATE

short-term positions meant to gain experience

106 PERMANENT & LONG-TERM PLACEMENTS FOR CLEANSLATE WORKERS

high-quality positions that provide stability and advancement opportunities

OF PERMANENT & LONG-TERM PLACEMENTS

39



AVERAGE HOURS WORKED WEEKLY

\$17.05



AVERAGE WAGE EARNED

57%



ONE-YEAR RETENTION FOR PERMANENT & LONG-TERM PLACEMENTS

SOCIETAL IMPACT

\$3,356,863



TOTAL COMMUNITY REINVESTMENT

\$522,300



TOTAL ANNUAL TAX CONTRIBUTIONS BY WORKERS & PERMANENT PLACEMENTS

AMBASSADORS FOR THE COMMUNITY

Over several months, Building Owners and Managers Association of Chicago (BOMA) and Uptown United partnered with Cleanslate to launch ambassador programs in their communities. Through the programs, members of our crews were a visible and welcoming presence on the streets in the West Loop and Uptown – whether it be keeping the neighborhoods clean, handing out masks to combat the ongoing pandemic, or simply being a friendly face for residents to turn to if they feel unsafe or need directions. Check our community impact below.

Interested in launching an ambassador program in your community? Contact Brady Gott at bgott@cleanslatechicago.org or 312.798.6722 for more details.

HELLO, ENGLEWOOD!

Cleanslate made a big move this summer to Chicago's Englewood neighborhood. The move to a newly purchased \$1-million, 11,000-square-foot building positions us to be a contributor to the revitalization of the South Side neighborhood. In addition to bringing our exterior maintenance services to the surrounding corridor, Cleanslate seeks to utilize our positive, proactive presence in the neighborhood to encourage more residents to access our workforce services. To date, more than 200 Englewood residents have found transitional employment on Cleanslate's crews - and we're just getting started.

AMBASSADOR PROGRAM IMPACT



3,889
HOURS WORKED



1,764
BAGS OF TRASH
COLLECTED



3,297
MILES PATROLLED



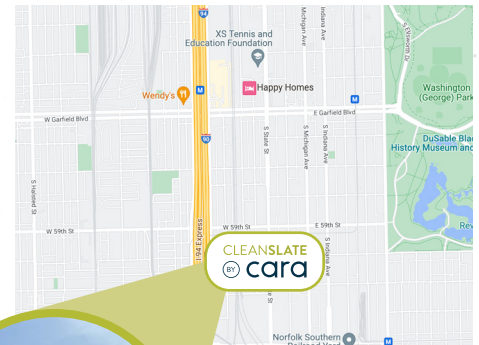
437
BAGS OF RECYCLABLES
COLLECTED



20,640
PATRONS ENGAGED



329
SIGNS REMOVED



GARRARD'S STORY

"When I was young, I went to jail. But that has no bearing on what's taking place in my life right now. I'm working really hard to get my record expunged, so that way it'll be as if it never happened.

For now, though, I need to get a job without going through an employer's background check because they always turn me down when they see I've been to jail. The last company I contacted found out about my criminal record, and they needed so much documentation for me to simply apply.

I just wanted a chance – and finding Cara and Cleanslate gave me that chance.

When I first joined the program, I didn't understand why I needed to attend classes at Cara; I just needed a job. Once I got here, though, I understood that it's the recipe for success.

So, in addition to doing great work for our communities through Cleanslate, I'm also gaining knowledge – and no one can take knowledge away from you – which means a lot to me."

Read the full story of how Garrard is launching his career and new beginning at www.caracollective.org/garrard



COMMUNITY IMPACT

2,089



TONS OF GARBAGE COLLECTED

554



TONS OF RECYCLABLES COLLECTED

19,178



GRAFFITI TAGS REMOVED

877



TONS OF SNOW PLOWED

GENDER & AGE

38



AVERAGE AGE

73%



MEN

WOMEN

27%

NEW CUSTOMERS

51st Street Business Association - SSA 52

Building Owners and Managers Association of Chicago

Greater Englewood Chamber of Commerce

Greater Southwest Development Corporation

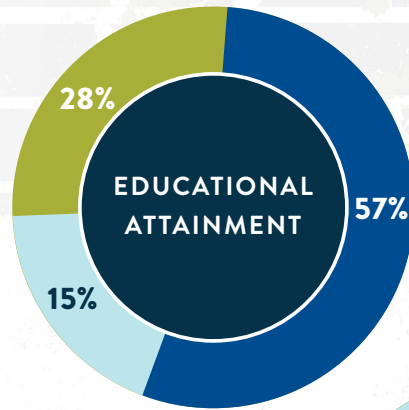
Miller Community Fund

Pullman Community Center

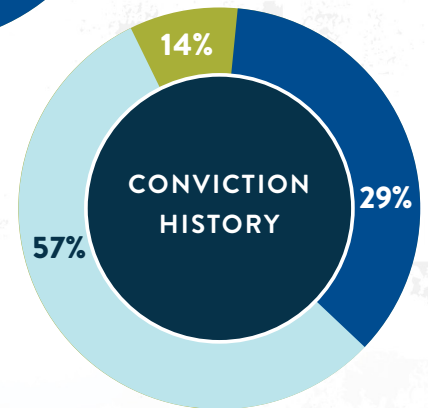
PullmanArts

The University of Chicago

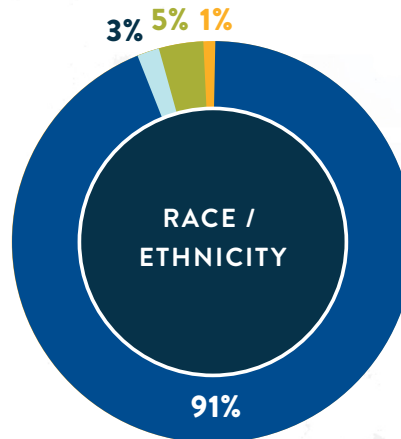
WORKER DEMOGRAPHICS



■ HIGH SCHOOL
■ GED
■ LESS THAN 12TH GRADE



■ NONE
■ FELONY
■ MISDEMEANOR ONLY



■ BLACK
■ WHITE
■ HISPANIC
■ OTHER



WE ARE TRANSFORMING OUR COMMUNITIES!

-  CLEANSLATE HEADQUARTERS
-  CLEANSLATE OPERATIONAL AREA

OPERATIONAL AREA

79



CUSTOMERS

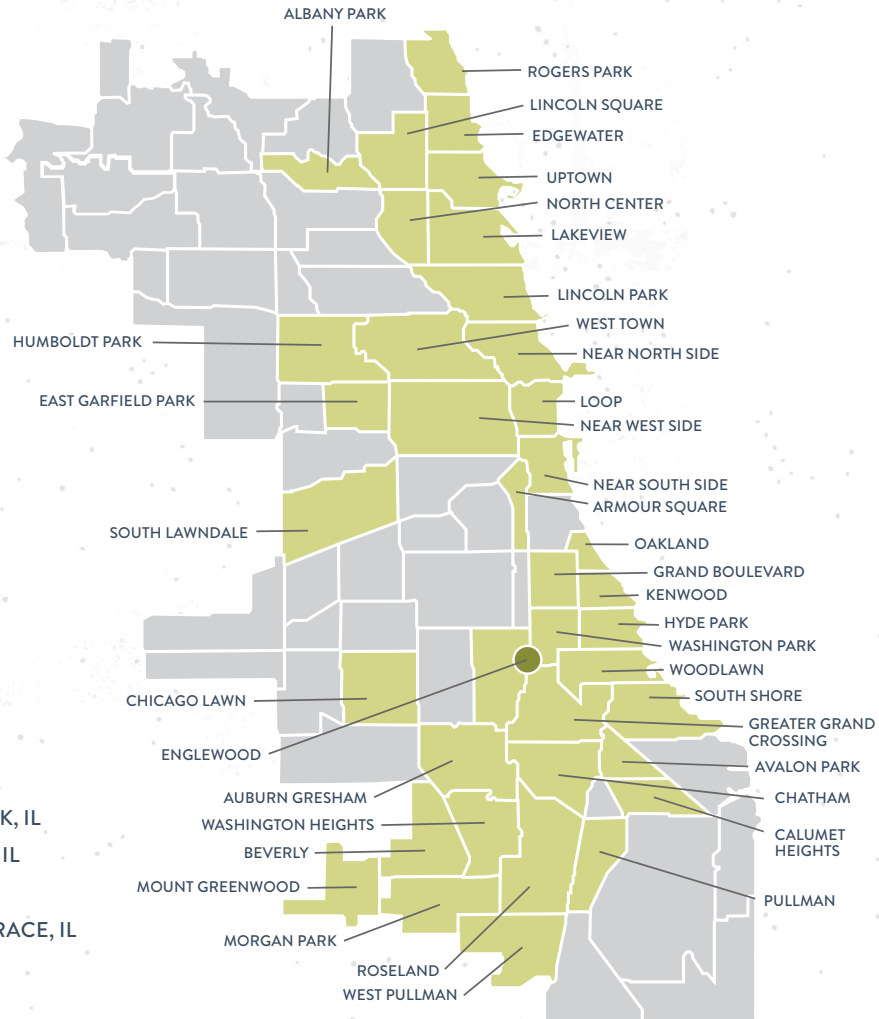
42



CHICAGO
COMMUNITIES

BEYOND CHICAGO

AURORA, IL
EVANSTON, IL
EVERGREEN PARK, IL
FRANKLIN PARK, IL
GARY, IN
OAKBROOK TERRACE, IL
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
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 for more info.



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APPENDIX

METRIC	NOTE
480 Total Jobs	The total number of Cleanslate-related jobs secured in FY22. Includes 374 transitional jobs at Cleanslate and 106 permanent and long-term placements of former Cleanslate workers.
39 Average Hours Worked Weekly	Applies to 106 permanent and long-term placements secured by former Cleanslate workers in FY22.
\$17.05 Average Wage Earned	Applies to 106 permanent and long-term placements secured by former Cleanslate workers in FY22, excluding 11 advancement placements (average wage of \$18.54) and excluding other outliers (\$13.36 and lower; \$21.19 and higher; \$17.28 if outliers included).
57% One-Year Retention	Includes former Cleanslate workers placed into permanent and long-term jobs in FY21 and accruing retention outcomes in FY22, for whom retention was tracked. Includes 40 participants retained of 70 participants tracked.
\$3,356,863 Community Reinvestment	Includes \$1,251,229 in actual FY22 earnings of Cleanslate workers and \$2,105,634 in actual FY22 earnings of former workers who moved on to permanent and long-term placements.
\$522,300 Total Annual Tax Contributions by Workers & 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.
"Ambassador Program Impact" Section	Impact measured in FY22 of Cleanslate crews working specifically with Building Owners and Managers Association of Chicago (BOMA) and Uptown United as ambassadors in their communities.
"Community Impact" Section	Productivity measures for Cleanslate work crews in FY22. Cleanslate work crews are comprised of Cleanslate workers and either a Crew Chief or Lead Worker.
"Worker Demographics" and "Gender & Age" Sections	Includes 337 participants starting 374 Cleanslate transitional jobs in FY22.
"New Customers" Section	A selection of new Cleanslate customers in FY22.
"Operational Area" Section	Shows the footprint of Cleanslate operations in FY22 through its 79 customers serviced in 42 Chicago communities and beyond.