



MEDIA KIT

VERSION 5.0 - MARCH 2025

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 Senior Director of Marketing & Communications at mtoriski@caracollective.org and we will be happy to answer any questions.

OUR MISSION

Build an inclusive economy by developing employment pathways to advance transformative individual and community success.

OUR VISION

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 Collective 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.



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.



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.



Equity

Equity informs. We commit to taking an antiracist approach in all we do. We leverage our individuality and differences as a way of deepening community and expanding opportunity.



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 three entities under one name to advance our reach and impact.

 [Download Logos](#)



Our signature workforce readiness program focusing on personal and professional development through training, coaching, and resource support.

Founded 1991

 [Download Logos](#)



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

Founded 2005

 [Download Logos](#)



Our expansion arm working with companies and nonprofits across the nation to build, launch, and grow workforce solutions.

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 Collective

Other acceptable usage: Cara (after first usage of Cara Collective)

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 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 Chicago

CLEANSLATE

Cleanslate by Cara

Cara Cleanslate

FAST FACTS

* as of July 2024



16,034

JOBS SINCE
1991



9,441

PEOPLE
EMPLOYED
SINCE 1991



62%

ONE-YEAR
RETENTION RATE
FOR PERMANENT
JOB PLACEMENTS



\$10.8M

ANNUAL
EARNINGS BY
EMPLOYED CARA
PARTICIPANTS

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 Senior Director of Marketing & Communications at

mtoriski@caracollective.org

Cara Collective

Cara Collective seeks to fuel a courageous national movement to eradicate relational and financial poverty. Through our three entities – Cara, Cleanslate, 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 9,400 people get placed into more than 16,000 jobs and get started on their path to real and lasting success. Learn more at www.caracollective.org.

Cara

As an entity of Cara Collective, Cara works with people experiencing poverty to help them get and keep quality jobs. 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 9,400 people have been placed into more than 16,000 jobs and started on their path to self-sufficiency. Learn more at www.carachicago.org.

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 5,000 Cara participants have worked in transitional jobs in more than 50 Chicagoland communities. Learn more at www.cleanslatechicago.org.

Cara Plus

As an entity of Cara Collective, Cara Plus builds upon nearly 35 years of experience to build, launch, and grow workforce solutions across the country. Since our launch, Cara Plus has worked with more than 100 companies and nonprofits to adopt and adapt our methodology and create more inclusive employment pathways for our nation's untapped talent. Learn more at www.caraplus.org.

IMAGES

Below, please find Cara stock images as well as a headshot of President & CEO Kathleen St. Louis Caliento. All photos should be credited "Courtesy of Cara Collective." If you need different assets, please contact our Senior Director of Marketing & Communications at mtoriski@caracollective.org

 [Download Images](#)

