

Nonprofit & Corporate Citizenship Awards 2013 Honoree

SOCIAL ENTERPRISE OF THE YEAR

REDF

REDF (also known as The Roberts Enterprise Development Fund) is a California nonprofit organization that creates jobs and employment opportunities for people facing the greatest barriers to work.

Founded in 1997 by George R. Roberts, REDF provides equity-like grants and business assistance to a portfolio of nonprofits from across the state to start and grow real businesses, known as “social enterprises,” that sell goods and services demanded by the marketplace while intentionally employing young people and adults who would otherwise face bleak prospects of ever getting a job. A focus on this “double bottom line” results in both a social and financial outcome and generates sustainable returns in the form of revenue to the nonprofit, employment to the individuals, and reduced costs to society as social enterprise employees become self-reliant.

REDF is a leader in the social enterprise community locally, statewide, and nationally. A pioneer of engaged grant making now known as “venture philanthropy, REDF has supported more than 50 California social enterprises that have employed more than 7,500 formerly homeless or incarcerated individuals and those with mental illness and addiction. These enterprises have generated over \$125 million in sales with an investment by REDF of \$35 million in grants and technical assistance. In 2011, REDF launched a five-year strategy to expand its work in California and create a replicable and sustainable social enterprise model that can be scaled across the country.

A significant first milestone of this new strategy was the opening of REDF's first office in Los Angeles—REDF's first outside of the San Francisco



Bay Area. Also significant was the selection of three exemplary Los Angeles-based nonprofit organizations for REDF's portfolio: Chrysalis, Coalition for Responsible Community Development, and Weingart Center Association. From 2011-2015, REDF estimates that it will provide grants totaling \$3,800,000 to nonprofits in Los Angeles as well as technical assistance—business planning, market analysis, operational assistance, PR and marketing, and other services.

In addition, REDF's investment has resulted in additional public and private funders contributing additional resources to REDF and its Los Angeles-based portfolio to match REDF's contributions. REDF also just hosted its first Social Enterprise Expo in Los Angeles drawing more than 200 nonprofit, philanthropic, business, and public leaders.

California State University, Northridge congratulates all the 2013 Nonprofit and Corporate Citizenship Award nominees and finalists.

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