

REDF

Investing in Employment and Hope

To transform a life, start with a job.



GRANTEE PROFILE

AGENCY: Chrysalis

FOUNDED: 1984

LOCATION: Los Angeles, Pacoima,
and Santa Monica, CA

SOCIAL ENTERPRISES: Chrysalis
Enterprises: Works (street
cleaning) and Staffing (staffing
services)

TARGET POPULATION: People
who face barriers to employment
including those with low-incomes
and a history of homelessness.

JOINED REDF PORTFOLIO: 2011

PEOPLE EMPLOYED: 1, 106

Chrysalis' Mission and Vision

Chrysalis is dedicated to creating a pathway to self-sufficiency for homeless and low-income individuals by providing the resources and support needed to find and retain employment. Chrysalis' philosophy is that a steady job is the single most important step in a person's transition out of poverty and onto a pathway to long-term self-sufficiency.

All Chrysalis clients enter a self-directed job search program where they receive comprehensive support as they search for work. Clients work closely with their Employment Specialist to build an employment plan and establish short- and long-term goals. Chrysalis provides the tools and support necessary so they can succeed in the job market for the rest of their lives.

Since 1991, Chrysalis Enterprises has provided transitional jobs for clients with the greatest barriers to employment. By providing valuable work experience, Chrysalis Enterprises helps clients gain the necessary skills needed to re-enter the job market. In 2015, Chrysalis Enterprises created almost 340,000 hours of employment and generated \$3.1 million in wages.

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1,106

people in jobs, contributing to their families and communities.

PERSONAL SUCCESS STORY:

Harlan was serving in the U.S. Navy when drugs became a part of his life. He had served almost six years when addiction caused everything to spiral out of control, and he landed himself in jail. When he was paroled to a transitional living home in Los Angeles, he found Chrysalis and a new path. “Chrysalis is a blessing,” according to Harlan. He describes the nonprofit as a place that is dedicated to uplifting people and providing opportunities that someone needs to better their lives. Harlan started working with Chrysalis’ transitional jobs program as a street sweeper. He gained experience that helped him secure another job with a company that maintains parking lots and structures in Los Angeles. “I am so grateful to have been given responsibility and trusted,” said Harlan. Working with Chrysalis renewed his sense of dignity in a way that only a job can do.

About REDF

REDF is the only venture philanthropy in the U.S. that invests exclusively in the growth of social enterprises — double bottom-line businesses that provide jobs and support to people who want to work, but who face formidable barriers to employment.

Since 1997, REDF has provided seed and growth capital and specialized advisory services to over 60 social enterprises in California, which have earned and reinvested in their businesses more than \$163 million in revenue and employed over 11,000 people, helping spending for government programs go further while improving lives and communities.

Now REDF is expanding the impact of its work nationally, building the field, deepening the evidence base to demonstrate the value of social enterprise, and partnering with some of the most effective and innovative social enterprises around the country to strengthen their business, scale their impact, and help tens of thousands more people transform their lives and futures.

REDF’s Investment

CAPITAL: Over \$1,600,000 invested over five years to scale Chrysalis’ social enterprises, and increase impact by strengthening employment programs to improve their clients’ job readiness.

KEY SUCCESS FACTORS: Coupled with the capital investment, REDF has helped Chrysalis expand its social enterprises and social impact.

- Provided ongoing business and programmatic assistance which has led to continued top and bottom-line growth and improved employee outcomes.
- Helped Chrysalis institute a new Program Design, including specific term-limits for Chrysalis Works and a more clearly defined employee flow model between Chrysalis Works and Staffing.
- Launched the Personal Employment Plan (PEP) assessment, a data-driven tool that allows Chrysalis to gauge and standardize client job readiness.
- In conjunction with a number of other social enterprises in Los Angeles, Chrysalis is currently participating in LA:RISE (Los Angeles Regional Initiative for Social Enterprise), which is uniting the city’s Workforce Development System with non-profit social enterprises and for-profit employers to employ more people who face barriers to employment.

IMPACT SNAPSHOT: Since joining our portfolio in 2011, REDF’s work has helped Chrysalis employ over 450 more people, provide an additional 83,000 hours of employment, and generate nearly \$1M more in wages.