



FOR IMMEDIATE RELEASE

Journey to Headline Annual REDF Benefit at San Francisco's Warfield Theatre on October 22

Don't Stop Believin' as REDF and Journey Join Forces to Create Employment Opportunities for People Facing the Greatest Barriers to Work

CONTACT: Lori Warren, Marketing & Communications, REDF (415) 561-6683

Stephanie Ferragut, FleishmanHillard (847) 668-6788

DATE: Thursday, October 22, 2015

TIME: 6:00 PM

LOCATION: The Warfield, 982 Market Street, San Francisco, CA 94102

###

SAN FRANCISCO (October 7, 2015) – Today REDF announced the iconic band Journey will be returning to their hometown of San Francisco to perform an exclusive show at the seventh annual REDF Benefit. The event will take place on October 22 at the legendary Warfield Theatre.

The annual event unites supporters, key stakeholders, and members of the REDF Board of Directors, such as [Chris O'Donnell](#) and [Harris Barton](#), to increase awareness and raise funds to help people with employment barriers join the workforce.

"I give to REDF because jobs are what fuel our economy," says actor and REDF board member Chris O'Donnell. "Jobs have the power to transform lives and strengthen families and communities."

Since its founding in San Francisco in 1997, REDF has directly supported more than 60 social enterprises in California that have employed more than 10,000 individuals who faced significant barriers to work. Social enterprise is a model that works; for every dollar social enterprises spend, they return \$2.23 in benefits to society.

To demonstrate the power of social enterprises, each year REDF honors an individual who has overcome formidable life challenges and is now a vital part of the workforce. This year's Stuart G. Moldaw Step-Up award winner is Katelyn Dalton. The award is named after one of REDF's founding board members and a leading Bay Area philanthropist.

After facing a lifetime of challenges including foster care and homelessness, Katelyn vowed to turn her life around but could not find anyone to hire her until she connected with REDF portfolio organization Goodwill Silicon Valley. She worked in their warehouse, and did so well she was promoted to a store leader and then an employee support specialist – helping others prepare to go to work. She was recruited away by Teen Force, where she is now a business developer.

REDF

Investing in Employment and Hope

Today she is a leading example for other individuals as they aim to turn their lives around through workforce training and employment. Her dream is to open her own social enterprise and help people get the same opportunity for a second chance that she had.

“Stories like Katelyn's show us that access to a job is absolutely fundamental – especially at that moment when a person becomes determined to change the course of their lives; giving them a sense of purpose and pride,” said Carla Javits, REDF President and CEO. “The positive impacts ripple out far beyond the individual. As parents we want our children to grow up in communities they can believe in, and as community members we want our tax dollars used wisely and our neighbors to participate in the economy. We all benefit when people are able to contribute their talents.”

Bank of America will receive the inaugural George R. Roberts Good Business Award for leading the business community in creating more economic opportunity for people facing the greatest barriers to work.

For further information on supporting REDF's work, please visit <http://redf.org/redf-2015-benefit/>.

About REDF

REDF creates jobs and employment opportunities for people facing the greatest barriers to work – like young people who are disconnected from school or work, people who've been homeless or incarcerated, and those with mental health disabilities. Founded in 1997 by George R. Roberts (KKR), REDF provides funding and business expertise to mission-driven organizations in California to launch and grow social enterprises, which are businesses with a “double bottom line” that make money in order to employ people with multiple barriers to employment. REDF has helped over 10,000 people in California get jobs and find hope. Now REDF is taking best practices learned from 18 years of experience to grow their impact nationally. For more information, follow REDF on Twitter at @REDF_CA or visit <http://redf.org/>.

Media Contacts:

Lori Warren, Director of Marketing & Communications, REDF, lwarren@redf.org, (415) 561-6683
Stephanie Ferragut, Managing Supervisor, FleishmanHillard, stephanie.ferragut@fleishman.com, (847) 668-6788

###