

CONTACT:

Lori Warren
Director of Marketing & Communications
lwarren@redf.org
(415) 561-6683

FOR IMMEDIATE RELEASE

Carla Javits Welcomes Maria Kim as REDF's President & CEO

Carla Javits' legacy of growth paves way for expansion and diversification plans under Kim's leadership

SAN FRANCISCO, CA (March 1, 2022)—Effective today, REDF's longtime CEO [Carla Javits](#) will transition full leadership to REDF President [Maria Kim](#).

When Carla Javits took the helm of REDF in 2007, it had a staff of six people, a budget of under \$1 million, and a five-member portfolio of Employment Social Enterprises (ESEs) all based in California.

Under her leadership, REDF has become a leading national organization that has helped build a thriving field impacting countless lives. REDF has now worked with 220 ESEs in 30 + states that have provided jobs and support to more than 74,000 people—most of them formerly incarcerated or homeless—while earning \$1.3 billion to reinvest in people by creating more jobs, training, and supports. REDF now has an outstanding, determined staff of 50, a budget of \$18 million, and a \$5 million (and growing) impact investing fund.

Maria Kim came to REDF last year as President while Carla was CEO. Prior to joining REDF's leadership team, Kim was the President & CEO of [Cara](#), a Chicago-based ESE that uplifts more than 1,000 people and communities experiencing poverty each year through a suite of workforce services including trainings and social enterprises.

"Maria's business savvy and total commitment to justice and equity combine to make her the right leader at the right time to take REDF to the next level," said Carla Javits, outgoing CEO of REDF. "Having now watched her in action—honing our strategy, prioritizing so that we can deliver outstanding results, developing an even more engaged internal culture, and communicating about our work in ever more compelling ways—I am thrilled for REDF's next exciting chapter."

Javits will remain involved with the organization, initially continuing to support the staff team as a senior advisor focused on strategic partnerships and policy and remaining a member of REDF's board of directors.

“I come to this role understanding the import of the baton being passed to me,” said Maria Kim, incoming President and CEO of REDF. “I succeed a transformational leader in Carla Javits – a leader who has given language, voice, and undeniable traction to the notion that business can be a uniquely powerful force for good. And I am honored to steward this mission and be a part of the movement she has ignited.”

###

ABOUT REDF

REDF (the Roberts Enterprise Development Fund) is a pioneering venture philanthropy accelerating a national movement of employment social enterprises—businesses achieving transformative social impact by investing the money they make into helping people striving to overcome employment barriers get jobs, keep jobs, and build a better life. Independent research shows this approach works. It leads to greater economic security and mobility and a significant rate of return to society—\$2.23 in benefits for every \$1 invested. For more information, visit www.redf.org.