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FOR IMMEDIATE RELEASE

REDF Receives \$500,000 Grant from Kaiser Permanente to Support Social Enterprise Sustainability and Growth

Deployed through REDF's Upskilling and Higher Wages Pathway Project, Kaiser Permanente's recent investment will increase career pathways to higher quality, higher paying jobs through the continued enhancement and integration of employment social enterprises.

SAN FRANCISCO, CA (April 21, 2022)—REDF is pleased to announce a \$500,000 grant from Kaiser Permanente, the nation's largest nonprofit integrated health care organization dedicated to addressing social needs and improving community health.

The Kaiser Permanente funding will support REDF's investment in employment social enterprises (ESEs) in Northern and Southern California through the newly launched Upskilling and Higher Wages Pathway Project. The project improves the lives of returning citizens, individuals who have experienced homelessness, opportunity youth, and other people served by California-based ESEs. It seeks to increase access to higher quality, higher wage jobs and consequently address the public health need for improved health care access.

Focusing within three areas of work, the Upskilling and Higher Wages Pathway Project aims to increase job quality, mobility, and accessibility for individuals employed by REDF's Community and Accelerator programs, increase support, training, and coordination of new upskilling initiatives across REDF's network of ESEs, and support REDF's policy and advocacy efforts surrounding ESE sustainability and growth.

"The link between inclusive economic growth, access to health care, and overall community health and wellbeing is clear," said Maria Kim, REDF President and CEO. "When we invest in the success of all, we all prosper. To have one of the nation's leading health systems in our corner is testament to the power of ESEs to transform, reimagine, and innovate solutions in advancing access and equity."

By serving those facing barriers to employment, ESEs not only stimulate the economy, but combat multi-generational poverty and address economic, gender, and racial disparities through the accumulation of steady income, skill building, and the development of a work history. An impact study of 134 ESEs across 30 states found that nearly 70% of ESE employees were

Black or Latinx, highlighting the valuable role that these businesses play in addressing racial injustice and advancing racial equity across the economic landscape.

“Good jobs with livable wages provide much more than a paycheck. They help people stay healthy, provide for their families, purchase nutritious food, and inspire hope for a brighter future,” said Yvette Radford, Kaiser Permanente Northern California vice president of External and Community Affairs. “Kaiser Permanente is proud to invest in REDF’s innovative work to help people break through barriers to employment and improve the health of the communities we serve.”

John Yamamoto, Kaiser Permanente Southern California vice president of Community Health and Government Relations, noted the partnership with REDF is another example of how the health care organization is investing resources where it counts.

“We believe strongly that when our communities are thriving through good employment and economic opportunities for all residents, this will result in better health outcomes,” he explained. “Creating and expanding pathways to higher quality, higher paying jobs is part of Kaiser Permanente’s commitment to addressing health-impacting social needs.”

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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.