



Investing in Employment and Hope

**FOR IMMEDIATE RELEASE**

July 11, 2012

[www.REDF.org](http://www.REDF.org)

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**REDF Receives \$530,000 from W.K. Kellogg Foundation to Expand Social Enterprise, Create Jobs for 2,500 Californians**

San Francisco (July 11, 2012)—San Francisco-based venture philanthropy organization REDF, also known as The Roberts Enterprise Development Fund, today announced a two-year, \$530,000 grant from the W.K. Kellogg Foundation. The investment will help REDF expand its work to create jobs for people facing the most barriers to employment while ensuring that its successful model can be replicated nationwide.

“The current economic downturn calls for innovative solutions, and social enterprise is a proven and cutting-edge strategy that can put people to work and increase economic mobility,” said Carla Javits, REDF President. “With the support of the Kellogg Foundation, we are poised to help communities across the state and the country sustainably create jobs that enlarge the circle of opportunity and hope for very vulnerable individuals and families.”

With this grant, REDF will continue its expansion in California by supporting social enterprises that can create employment opportunities for 2,500 more people. REDF also will provide training and advancement programs to boost job retention, as well as “best practice” approaches to employee supports, including health, social, financial literacy and asset building, education, and job placement. In addition, REDF is developing a social enterprise model that can be scaled nationally to employ hundreds of thousands more.

Since its inception, REDF’s innovative social enterprise model—which supports nonprofit-run businesses that employ individuals facing barriers to employment such as homelessness, incarceration, substance abuse or mental illness—has helped more than 6,700 people move into the workforce. The social enterprises that REDF has supported have earned more than \$120 million in revenue. 2012 marks REDF’s 15th anniversary.

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## **About REDF**

REDF (also known as The Roberts Enterprise Development Fund) is a San Francisco-based venture philanthropy organization that creates jobs and employment opportunities for people facing the greatest barriers to work. Founded in 1997 by George R. Roberts (KKR), REDF provides equity-like grants and business assistance to a portfolio of nonprofits in California to start and expand social enterprises—nonprofit-operated businesses selling 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. For more information, visit [www.redf.org](http://www.redf.org).

## **About the W.K. Kellogg Foundation**

The W.K. Kellogg Foundation (WKKF), founded in 1930 as an independent, private foundation by breakfast cereal pioneer, Will Keith Kellogg, is among the largest philanthropic foundations in the United States. Guided by the belief that all children should have an equal opportunity to thrive, WKKF works with communities to create conditions for vulnerable children so they can realize their full potential in school, work and life.

The Kellogg Foundation is based in Battle Creek, Mich., and works throughout the United States and internationally, as well as with sovereign tribes. Special emphasis is paid to priority places where there are high concentrations of poverty and where children face significant barriers to success. WKKF priority places in the U.S. are in Michigan, Mississippi, New Mexico and New Orleans; and internationally, are in Mexico and Haiti. For more information, visit [www.wkkf.org](http://www.wkkf.org).