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CONTACT:

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

FOR IMMEDIATE RELEASE

**REDF Unveils Bold 5-Year Strategy to
Build a More Just and Inclusive Economy**

Strategic plan builds on REDF's 20+ year history of investing in employment social enterprises to ensure all people have the opportunity to work and thrive

SAN FRANCISCO (May 11, 2021) -- REDF, a leading venture philanthropy that invests in employment social enterprises (ESEs), today released its five-year strategic plan. With a focus on equity and inclusivity, the strategy lays out a plan of action to accelerate the impact of ESEs that create quality, supportive jobs for people overcoming barriers to employment, including those who have experienced incarceration and homelessness. The plan is available on [REDF's website](#).

"Families will be more prosperous and hopeful and our economy will be stronger, when the talented people who are being left behind in today's job market have the opportunity to work," said Carla Javits, REDF president and chief executive officer. "Through our investments and actions, REDF will provide pathways toward quality jobs and family-sustaining wages, prioritizing those who have experienced the most acute repercussions of the COVID-19 pandemic and those who are overcoming generations of systemic racial and economic inequities."

REDF's strategy will accelerate the growth and impact of nearly 200 employment social enterprises across the country, and the highly skilled, mission-driven entrepreneurs who lead them. REDF will provide multi-year capital investments and specialized capacity building consulting shaped by 20+ years of partnering with and learning from ESEs. REDF will also catalyze public and private sector support and partnerships, driving toward more universal market adoption and greater investment in ESEs. Specifically, the plan aims to tackle workforce equity gaps through three core commitments:

- Increase partnerships with ESEs led by people of color and those who share the lived experience of the people they employ;
- Identify and promote the most impactful approaches that ESEs can put into practice, individually and as a field, to create more equitable outcomes for the individuals they support; and
- Amplify the economic mobility of ESE talent so that they are on a path to livable, family-supporting incomes.

Maria Kim will join REDF as President in mid-June, partnering with Javits to begin executing on the new strategy. Kim brings 15 years of on the ground experience as president and CEO of Cara Collective – a preeminent Chicago-based employment social enterprise, and a member of REDF's National Portfolio from 2016-2020.

“If there is one truth about our country that has come into a full relief this past year – it’s that talent is ubiquitous, while access to opportunity is not. We know there is an incredible and untapped talent pool in our country, and we are committed to partnering with employment social enterprises to shine a light on this talent as one step in a larger process of shrinking the equity gap. With their laser focus on the sector and increased emphasis on equity, REDF is uniquely positioned to advance the power of employment social enterprise to build a more just, inclusive economy, and I am thrilled to soon be part of it.”

As the strategic plan is put into action, REDF will continue to seek collaborative opportunities with visionary leaders who wish to further the life-transforming impact of ESE jobs and build a thriving and inclusive economy.

For more information and to download the full REDF strategic plan, visit [REDF’s website](#).

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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 with a social purpose to provide paying jobs, training, and support for people striving to build a better life as they overcome steep barriers to employment. 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.