

# PERFORMANCE UPDATE

FIRST HALF FY20  
(JULY - DECEMBER 2019)

**cara**  
LET'S GET TO WORK

## Who We Are

We are people who believe in opportunity. **We are a community that builds success.** We are made up of motivated job seekers, passionate donors, active volunteers, savvy social investors, corporations with a conscience, and a top-notch dedicated staff. Together, we propel a mission with the strength of many. Through our workforce and leadership development training and social enterprises, **we prepare motivated people affected by poverty to unlock their power and purpose to create real and lasting success.**

## How We Measure Impact

Our **Employment Impact** measures all jobs – both temporary and permanent – secured during this time period. Note that one person may have multiple jobs in their journey (e.g. one or more transitional jobs to build marketability and one permanent placement). These numbers include participants who began their job(s) this year, whether their Cara journey started this year or in a prior year.

The results of Cara participants' jobs are measured in our **Societal Impact**, including financial earnings and tax contributions, as well as our social return on investment. Finally, our **Participant Impact** (inside page) gives a sense of who comes to Cara and measures how many people began their journey and secured their first job during this time period.

For a full breakdown of how numbers were determined, see our appendix at [www.carachicago.org/our-numbers](http://www.carachicago.org/our-numbers)

## How You Make A Difference

When people are employed, their lives improve. The income they earn and the confidence they gain means employed Cara participants start saving money, move into stable housing, reunite their families, and do their part to make our communities better for all of us. **Your help transforms lives.**

## EMPLOYMENT IMPACT

**544** TOTAL JOBS

**402** PEOPLE EMPLOYED

**392** INTERNSHIPS & TEMPORARY JOBS  
short-term positions meant to gain experience

**152** PERMANENT & LONG-TERM PLACEMENTS  
high-quality positions that provide stability and advancement opportunities



## OF PERMANENT & LONG-TERM PLACEMENTS

**38** AVERAGE HOURS WORKED WEEKLY

**\$14.35** AVERAGE WAGE EARNED

**72%** ONE-YEAR RETENTION FOR PERMANENT & LONG-TERM PLACEMENTS

**89%** HAVE PERMANENT HOUSING

## SOCIETAL IMPACT

  
**\$3,544,923**

TOTAL ANNUAL EARNINGS  
OF EMPLOYED CARA PARTICIPANTS

  
**\$575,238**

TOTAL ANNUAL TAX CONTRIBUTIONS  
MADE BY EMPLOYED CARA PARTICIPANTS

  
**\$5.97**

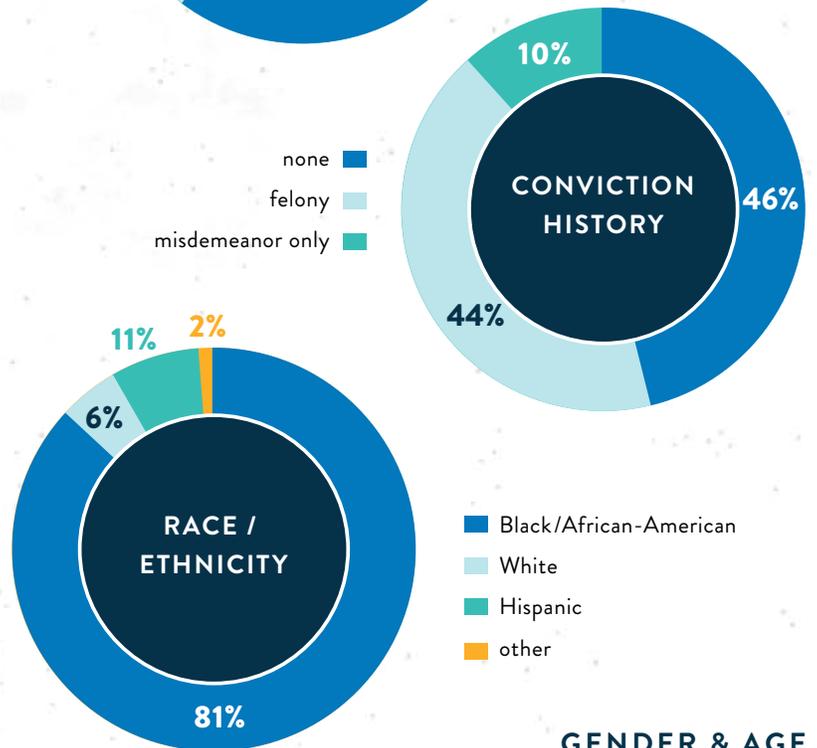
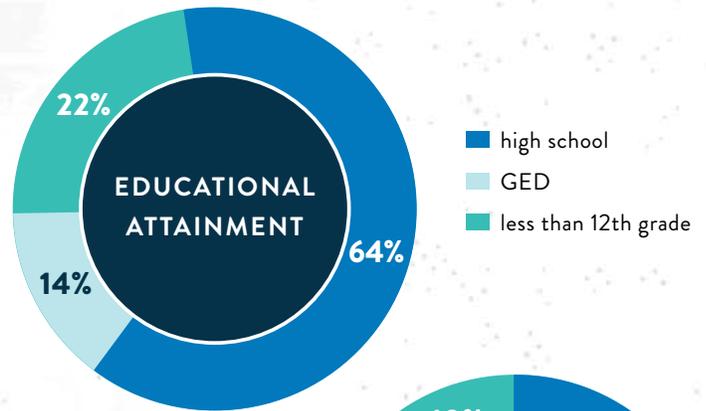
BACK TO SOCIETY  
FOR EVERY \$1 YOU INVESTED

# Who Comes to Cara

Our participants are motivated adults who want to break the cycles of poverty and homelessness by finding more than “just a job.” They are ready for **gainful employment** – a situation where the net pay, at the very minimum, meets basic-living needs. It is employment through which an individual derives a sense of purpose, pride, and growth; and it is employment that fuels momentum towards a career – the kind of success that, once people have a taste of, pushes them to better themselves, their families, and their communities.

We believe we are only at our best when our participants have the abilities to reach these goals. That’s why we go beyond workforce development to also focus on socio-emotional skills. We have a well-defined, well-measured process designed to help participants navigate their personal pathway at Cara, ensuring they have the tools needed to hit every milestone along their journey to self-sufficiency.

## PARTICIPANT DEMOGRAPHICS



## PARTICIPANT IMPACT

**403** PEOPLE COMPLETED CARA'S FOUNDATIONAL TRAINING

**314** PEOPLE SECURED THEIR FIRST JOB, A SIGNIFICANT MILESTONE TOWARD FUTURE SUCCESSES

## GENDER & AGE

**39** AVERAGE AGE

**44%** WOMEN

## TOP EMPLOYERS



## DID YOU KNOW

Our affiliate partners work with Cara to co-create their own workforce development program steeped in our methodology. Through these programs, Lutheran Social Services of Indiana placed **19 jobs** and Atlanta Mission placed **11 jobs** for their participants. Learn more about our affiliate partners at [www.caraplus.org](http://www.caraplus.org).

# JOSE'S STORY

## **Jose was ready for a better opportunity.**

A smart, charismatic young man, **Jose was filled with limitless potential** – but he was feeling trapped in jobs that were preventing him from realizing this. Soon, the sense of familiarity and settling translated into fears of change.

“I was afraid to step out of my comfort zone – to take a risk. I became more focused on what could go wrong if I took a chance instead of focusing on the positives.”

Jose no longer felt driven. He put college on hold. He was no longer taking care of himself. He was aimlessly going from one day to the next.

“I wasn't happy. **I could see my goals, but I was doing nothing to go after them.**”

It was by chance that Jose found Cara. While working a delivery job, he first walked into Cara's main offices in downtown Chicago. He was impressed with the warm atmosphere that greeted him and he inquired about the organization from the intern at the security desk. This led him to dig deeper, researching the history of Cara and the impact it's had in nearly 30 years of service.

## **That's when Jose was ready to step out of his comfort zone.**

In September 2019, Jose started his Cara journey. Immediately, he felt motivated by the culture he found in the Cara community.

“There was a culture of believing in people, and it really meant the world to me. **That encouraging attitude and acknowledgment that I could be great...I needed that.**”

Cara taught Jose how to look with new eyes and how having a more positive perspective would open new doors for him. Soon, he was no longer afraid and he could feel his confidence returning.

“Cara gives its participants full autonomy over our choices, while holding us accountable for them. **I appreciated having that structure and being challenged by it.** Cara made me step out of my comfort zone, which was something that was often difficult for me.”

Three months after starting Cara, Jose was able to self-secure a permanent job with MaidPro as an Operations Specialist. In this role, Jose gets to use his interpersonal skills to improve employee relations and customer service while assisting in critical back office functions like payroll.

He has also resumed his studies. He has one semester left in his associate degree and plans to pursue a bachelor's degree next. His dream is to work in human resources for an organization that impacts the community and helps prepare individuals for success – like Cara.

“I never would have imagined that day I stepped into Cara that it would be the greatest thing that ever

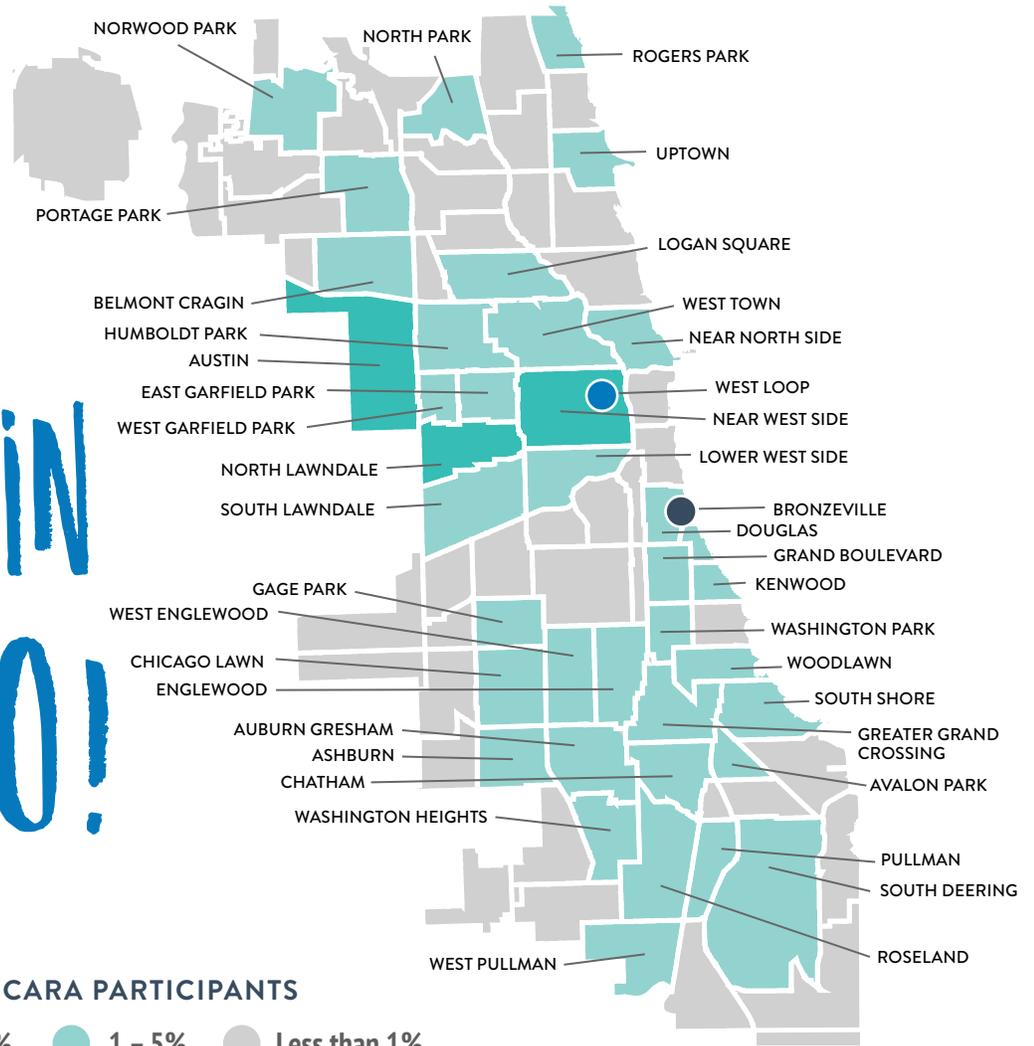
happened to me. Today I have goals and I am keeping myself accountable for my own success. **I am ready for my next chapter!**”

*Your support helps Cara participants realize their true potential. Thank you for investing in Jose and others like him!*

“CARA TOOK A  
CHANGE ON ME  
AND HELPED ME UNDERSTAND  
THAT EVERY STRUGGLE  
HAS A SILVER LINING.”



READY.  
MOTIVATED.  
MADE IN  
CHICAGO!



## Hire Our Participants

Cara participants are motivated, trained, and ready to work. To learn more, contact **Kathie Stokes at 312.798.3348** or [kstokes@carachicago.org](mailto:kstokes@carachicago.org).

## Come For A Visit

Contact **Jonathan Eisen at 312.798.3321** or [jeisen@carachicago.org](mailto:jeisen@carachicago.org) to schedule a visit to attend Motivations and see the unique way we start each day.

## Invest In This Work

Your donation will give a motivated person the chance to overcome poverty with a quality job. Contact **Gabriel Pachter at 312.798.3304** or [gpachter@carachicago.org](mailto:gpachter@carachicago.org).



237 S. DESPLAINES  
CHICAGO, IL 60661

in f /CaraChicago  
@CaraChicago

[CARACHICAGO.ORG](http://CARACHICAGO.ORG)

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APPENDIX

METRIC	NOTE
544 Total Jobs	The total number of jobs secured during the first half of FY20. Includes 392 internships and temporary jobs and 152 permanent and long-term placements.
402 People Employed	The unduplicated number of people securing jobs during the first half of FY20. Includes 308 people in 392 internships and temporary jobs and 151 people in 152 permanent and long-term placements.
38 Average Hours Worked Weekly	Applies to 152 permanent and long-term placements secured in the first half of FY20.
\$14.35 Average Wage Earned	Applies to 152 permanent and long-term placements secured in the first half of FY20, excluding 15 advancement placements (average wage of \$17.79) and excluding other outliers (\$21.58 and higher; \$15.04 if outliers included).
72% One-Year Retention	Includes participants placed into permanent and long-term jobs the first half of FY19 and retained in the first half of FY20, for whom retention was tracked. Includes 65 participants retained of 90 participants tracked.
89% Have Permanent Housing	Housing status after one year of employment for Cara participants placed in permanent and long-term jobs in the first half of FY19 and retained in the first half of FY20, for whom housing data was reported. Includes 53 participants retained, of whom 47 were in permanent housing after one year on the job. Permanent housing is defined as independent housing without a specified end date, where the participant is able to pay their own rent (or their own share of rent) and is listed on a lease, or is a homeowner.
\$3,544,923 Total Annual Earnings	Includes \$2,836,461 in actual annual earnings from permanent and long-term placements and \$708,462 in actual annual earnings from internships and temporary jobs, up to one year per participant. All jobs started in the first half of the previous year, to allow for retention outcomes to accrue.
\$575,238 Total Annual Tax Contributions	Includes federal and state taxes paid on total annual earnings. Federal rates are primarily 12% for permanent and long-term placements and 10% for internships and temporary jobs but range from 10 to 22% based on actual annual earnings, and the state rate is 4.95% for both types of jobs.
\$5.97 Back to Society for Every \$1 You Invested	Cara's Social Return on Investment (SROI), including contributions to society (i.e. income tax, social security, sales tax) and savings to society (i.e. housing expenses, cash assistance, unemployment benefits, rearrests costs, etc.) resulting from one year of placements. If you'd like to learn more about Cara's SROI calculation, please visit our website: <a href="http://www.carachicago.org">www.carachicago.org</a>
403 Completed Cara's Foundational Training	Includes participants across Cara's four programmatic pathways (Cara Classic, Cleanslate Direct, Connects Direct, and Workshop Direct) who began programming in the first half of FY20. "Foundational training" is defined uniquely for each pathway and is internally considered the "point of traction", i.e. the point at which the participant has been exposed to enough of our enterprise service delivery and mission that meaningful intervention has occurred and program outcomes can begin to be considered.
314 Secured Their First Job	Includes participants across Cara's four programmatic pathways (Cara Classic, Cleanslate Direct, Connects Direct, and Workshop Direct) who secured their first job through Cara in the first half of FY20.
"Participant Demographics" and "Gender & Age" Sections	Includes 403 participants completing Cara's foundational training in the first half of FY20.
"Community of Origin" Section	Includes 403 participants completing Cara's foundational training in the first half of FY20.
"Top Employers" Section	Highlights companies and organizations among the most active in hiring Cara participants into permanent and long-term placements in the first half of FY20. Number of hires for each employer ranges from 5 to 8: Lettuce Entertain You (8); The Habitat Company (7); Rebuilding Exchange (5); Northwestern Medicine (5); Eataly (5); East Bank Club (5).