

PERFORMANCE UPDATE

FY20 JULY 2019 - JUNE 2020



Who We Are

A social enterprise of Cara, Cleanslate provides paid transitional jobs to help individuals with high barriers to employment build the skills needed to secure permanent employment. Cleanslate crews see their work as more than a job – it's a life-changing opportunity. With every block swept clean or graffiti tag removed, another Cleanslate intern has taken a step toward building the necessary skills to achieve real and lasting success.

In addition to helping people get back to work, Cleanslate also serves as a catalyst for true community renewal. By concentrating its beautification efforts along high-traffic corridors, Cleanslate establishes itself as a neighborhood presence that helps restore community pride.

How We Measure Impact

Our **Employment Impact** measures all jobs – both temporary Cleanslate internships and permanent placements of former Cleanslate interns – secured during this time period. Note that one person may have multiple jobs in their journey (e.g. an internship to build job skills and 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.

Cleanslate's **Societal Impact** is measured by actual FY20 earnings of Cleanslate interns and that of former interns who moved on to permanent placements (together making up its Community Reinvestment), as well as the resulting tax contributions from earnings.

Our **Intern Demographics** (inside page) give a sense of who comes to Cleanslate and our **Community Impact** shows how our crews are transforming the physical and social landscape of the communities we serve.

For a full breakdown of how numbers were determined, see our appendix at www.cleanslatechicago.org/numbers

How You Make A Difference

When people are employed, their lives improve. The income they earn and the confidence they gain means Cleanslate interns 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

484 TOTAL JOBS

389 TRANSITIONAL JOBS AT CLEANSLATE

short-term positions meant to gain experience

95 PERMANENT & LONG-TERM PLACEMENTS FOR CLEANSLATE INTERNS

high-quality positions that provide stability and advancement opportunities

OF PERMANENT & LONG-TERM PLACEMENTS

39



AVERAGE HOURS WORKED WEEKLY

\$14.01



AVERAGE WAGE EARNED

72%



ONE-YEAR RETENTION FOR PERMANENT & LONG-TERM PLACEMENTS

SOCIETAL IMPACT

\$2,607,412



TOTAL COMMUNITY REINVESTMENT

\$404,385



TOTAL ANNUAL TAX CONTRIBUTIONS BY INTERNS & PERMANENT PLACEMENTS

WE ARE TAKING BACK OUR STREETS, WARD BY WARD!

An initiative of Cleanslate, Ward by Ward is dedicated to creating jobs – and thereby peace – directly in our communities most vulnerable to violence. Through the generous three-year support of sponsors, we are able to place Cleanslate crews in wards to create clean streetscapes and neighborhood beautification, a sense of safety and pride, and

transitional jobs for some of the toughest ward citizens to employ. We are already hard at work in the 27th, 29th, and 6th Wards creating real and lasting success!

Interested in sponsoring a ward? Contact Brady Gott at bgott@cleanslatechicago.org or 312.798.6722 for more details.

WARD BY WARD IMPACT



WARD BY WARD SPONSORS

- AT&T Foundation
- Daniel & Vicki Brennan
- John & Rita Canning
- Mark & Betsy Carroll
- Matt & Lisa Carolan
- McCaffrey Interests
- Patrick G. & Shirley W. Ryan
- The Habitat Company
- The Owens Foundation
- Waterton
- William & Laurie Conroy

SPECIAL EVENT SERVICES

- | | | |
|--------------------------------------------------|-----------------------------------|------------------------------------------|
| 50th Anniversary Mexican Independence Day Parade | Brooklyn Boulders Street Festival | Green City Market Chef BBQ |
| 79th Street Renaissance Festival | Cary Main Street Fest | The Letters at Lincoln Yards Celebration |
| Amazon Web Services Summit Chicago | Chicago Hotdog Fest | Square Roots |
| Apple Fest | Children's Book Fair | Sterling Bay Fleet Fields Day |
| Art on the Mart | Edgewater Art Festival | Trick or Treat on Southport |
| | Goose Island 312 Block Party | Winter Brew Festival |

HELLO, GARY!

Cleanslate closed out our FY20 and marked our 15th anniversary with the launch of our newest crew in Gary, Indiana.

The move is part of a larger \$1.2 million investment in the revitalization of the downtown Gary community through the city's Gary Go Team initiative – which envisions community regeneration and a resetting of city standards through key focus points including employment, litter remediation, and job training.

As part of this partnership, Cleanslate is projected to create between 25 to 35 jobs annually for citizens of Gary while providing cleaner, safer streets and communities through litter services in key city gateways, corridors, and commercial areas including Broadway, Miller Beach, and other zones determined by the city's Public Works Department.

“Cleaning up the City of Gary has been one of our highest priorities,” said Gary Mayor Jerome A. Prince. “Working with an innovative group like Cara and launching Cleanslate helps us clean up our city, and, just as importantly, it gives many of our residents an opportunity to build a solid work history and develop marketable skills. It's a win-win situation.”

The launch in Gary comes a little more than a year since Cleanslate launched its first crew outside of Chicago in Aurora, Illinois, thanks to a partnership with Hesel House. We look forward to bringing Cleanslate's transformative magic to more communities in the near future!

IMPACT ON AURORA & GARY



COMMUNITY IMPACT

1,520



TONS OF GARBAGE COLLECTED

455



TONS OF RECYCLABLES COLLECTED

49,716



GRAFFITI TAGS REMOVED

3,742



TONS OF SNOW PLOWED

GENDER & AGE

38



AVERAGE AGE

74%



MEN

NEW CUSTOMERS

ARCO
MURRAY
| DESIGN BUILD

G!
City of GARY

LATINOS
PROGRESANDO
Family. Community. Progress.

Morgan Park Beverly Hills
BUSINESS ASSOCIATION

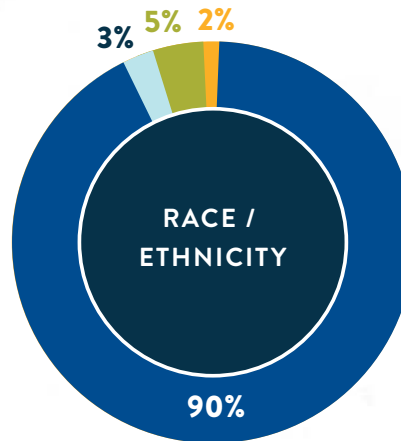
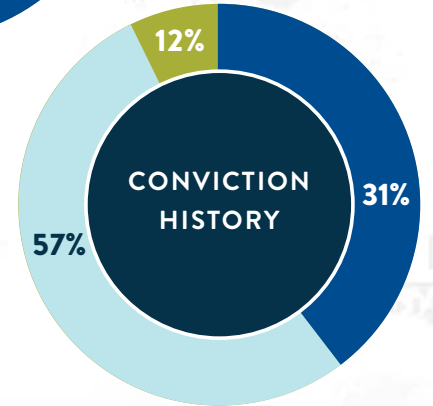
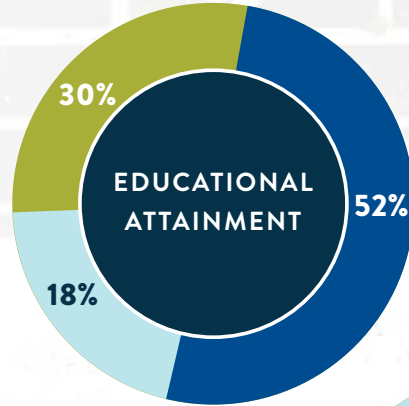
NORWOOD
PARK
CHAMBER OF COMMERCE
AND INDUSTRY

Old Second
National Bank

VENTURE ONE
REAL ESTATE

WCA
CHAMBER OF
COMMERCE

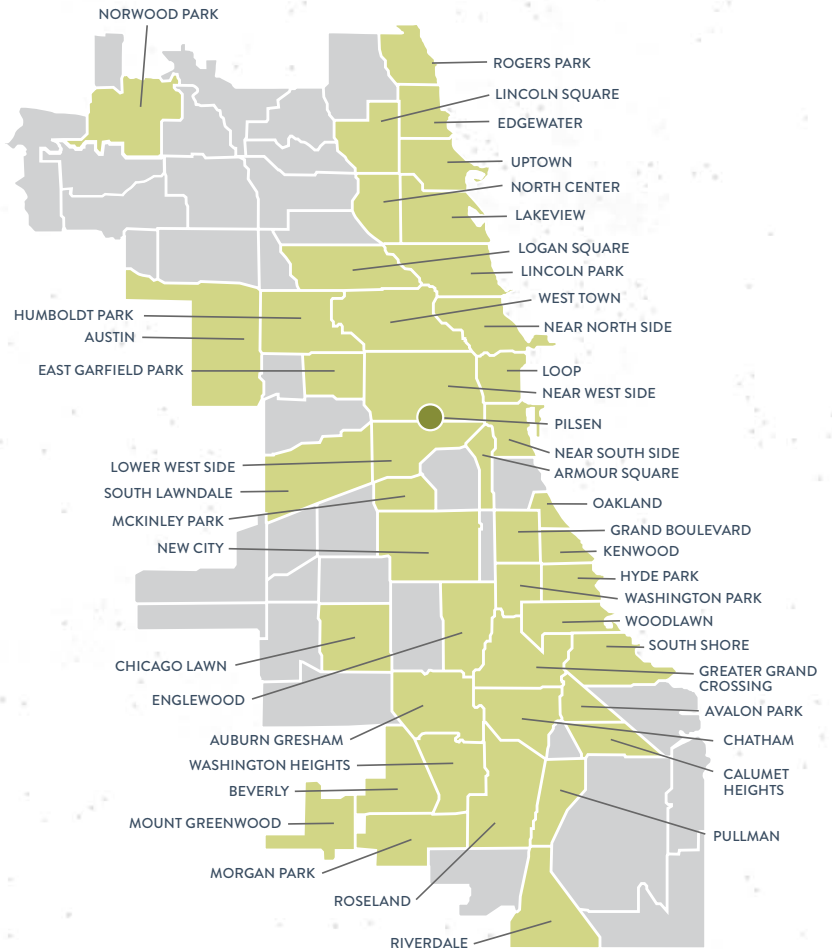
INTERN DEMOGRAPHICS



WE ARE TRANSFORMING

OUR COMMUNITIES!

- CLEANSLATE HEADQUARTERS
- CLEANSLATE OPERATIONAL AREA



OPERATIONAL AREA

97  CUSTOMERS

43  CHICAGO COMMUNITIES

BEYOND CHICAGO

- AURORA, IL
- CARY, IL
- EVANSTON, IL
- EVERGREEN PARK, IL
- FRANKLIN PARK, IL
- GARY, IN
- OAK PARK, IL
- SKOKIE, IL

Join Us in Our Movement

As a social enterprise of Cara, we've made it our mission to uplift people and communities through the power of a job since 1991.

Hire Us




We are ready to get to work for you!
Contact Brady Gott at 312.798.6772
or bgott@cleanslatechicago.org
to learn more.

Contact Us

Learn more about how we transform lives and communities through our work.
Contact 312.226.6361 or
info@cleanslatechicago.org for more info.



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CLEANSLATECHICAGO.ORG

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APPENDIX

METRIC	NOTE
484 Total Jobs	The total number of Cleanslate-related jobs secured in FY20. Includes 389 transitional jobs at Cleanslate and 95 permanent and long-term placements of former Cleanslate interns.
39 Average Hours Worked Weekly	Applies to 95 permanent and long-term placements secured by former Cleanslate interns in FY20.
\$14.01 Average Wage Earned	Applies to 95 permanent and long-term placements secured by former Cleanslate interns in FY20, excluding 11 advancement placements (average wage of \$16.78) and excluding other outliers (\$16.53 and higher; \$14.12 if outliers included).
72% One-Year Retention	Includes former Cleanslate interns placed into permanent and long-term jobs in FY19 and accruing retention outcomes in FY20, for whom retention was tracked. Includes 51 participants retained of 71 participants tracked.
\$2,607,412 Community Reinvestment	Includes \$840,497 in actual FY20 earnings of Cleanslate interns and \$1,766,915 in actual FY20 earnings of former interns who moved on to permanent and long-term placements.
\$404,385 Total Annual Tax Contributions by Interns & Permanent Placements	Includes federal and state taxes paid on total annual earnings, as represented in Cleanslate's Community Reinvestment. Federal rates are primarily 10 or 12% for permanent and long-term placements and 10% for transitional jobs but vary based on actual annual earnings, and the state rate is 4.95% for both types of jobs.
"Ward by Ward Impact" Section	Productivity measures and employment outcomes directly resulting from Cleanslate's Ward by Ward initiative in FY20. Ward by Ward is a program dedicated to creating jobs directly in our communities most vulnerable to violence. This initiative launched in FY18.
"Impact on Aurora & Gary" Section	Productivity measures and employment outcomes directly resulting from Cleanslate's partnerships in Aurora, IL (launched in FY19) and Gary, IN (launched in FY20).
"Special Event Services" Section	A selection of events serviced by Cleanslate in FY20.
"Community Impact" Section	Productivity measures for Cleanslate work crews in FY20. Cleanslate work crews are comprised of Cleanslate interns and either a Crew Chief or Lead Intern.
"Intern Demographics" and "Gender & Age" Sections	Includes 351 participants starting 389 Cleanslate transitional jobs in FY20.
"New Customers" Section	A selection of new Cleanslate customers in FY20.
"Operational Area" Section	Shows the footprint of Cleanslate operations in FY20 through its 97 customers serviced in 43 Chicago communities and beyond.