

# REDF

Investing in Employment and Hope

Heartland Alliance: A Nation that Works  
Session: Social Enterprise & Public Procurement  
Opportunities  
October 26, 2016

[WWW.REDF.ORG](http://WWW.REDF.ORG)

To change  
a life,  
start with a job.

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# REDF's MISSION

To create jobs and employment opportunities for people facing the greatest barriers to work.



# REDF – National Portfolio, Strategic Grants, and SE4Jobs Accelerator



## National Portfolio

Social enterprises in REDF's national portfolio are shown above.

## Strategic Grants

Green Streets (San Francisco)  
Kitchens for Good (San Diego, CA)  
Neighborhood Industries (Fresno, CA)  
Pogo Park (Richmond)

Primavera Foundation (Tucson, AZ)  
Reconcile New Orleans (New Orleans, LA)  
Bee Love (Chicago, IL)  
Blue Sky Bakery (Chicago, IL)  
Rebuilding Exchange (Chicago, IL)  
EcoWorks (Detroit, MI)  
Community Kitchen Pittsburgh (Pittsburgh, PA)  
Goodwill Industries of Southern Piedmont (Charlotte, NC)

Thistle Farms Inc. (Nashville, TN)  
Second Chance Inc. (Baltimore, MD)  
Greyston Bakery (NY, NY)  
Drive Change (NY, NY)

## SE4Jobs Accelerator

Verde Landscape (Portland, OR)  
Corners Cafe & YU Green (Oakland, CA)  
Mamacitas Cafe (Oakland, CA)

The Town Kitchen (Oakland, CA)  
Food Shift (Oakland, CA)  
Growing Grounds (San Luis Obispo, CA)  
Good Soil Industries (Los Angeles, CA)  
LA Towel & Linen Service (Los Angeles, CA)  
T-Town Tacos (Tulsa, OK)  
Appetite For Change (Minneapolis, MN)  
Better Futures Minnesota (Minneapolis, MN)  
EmergeWORKS (Minneapolis, MN)  
Reclaim Detroit (Detroit, MI)

Project Return (Nashville, TN)  
Lindy and Company (Dayton, OH)  
CUPs Coffeehouse (Baltimore, MD)  
Flying Fruit (Baltimore, MD)  
The Kitchen (Hartford, CT)

# Example Policy Activities



**Defining Social Enterprise in  
Small Business Legislation**



**Preference Points during  
Procurement Process**



**LA County Homeless Initiative:  
Social Enterprise Employment Strategy**

# Where to Begin

## Where to begin:

Be clear about your product/services

Understand the Political Landscape:

- Partners/competitors who share policy goals
- The decision makers
- Key timelines and calendars

Cultivate relationships with legislators & administrators

- Identify supporters
- Identify opposition

Communicate the value of your product/services and tailor your pitch

## Exploring procurement & contracting opportunities:

- What public sector agencies use the services that you offer?
- What do those contracts look like – scope, costs, etc.?
- When are they up for renewal?
- Who do you need to develop relationships with to be positioned for competitive bid?
- What policies pose barriers to contracting with government (criminal record/Ban the box)?
- What policies could give your organization a competitive advantage?

## CA Social Enterprises: State Legislation

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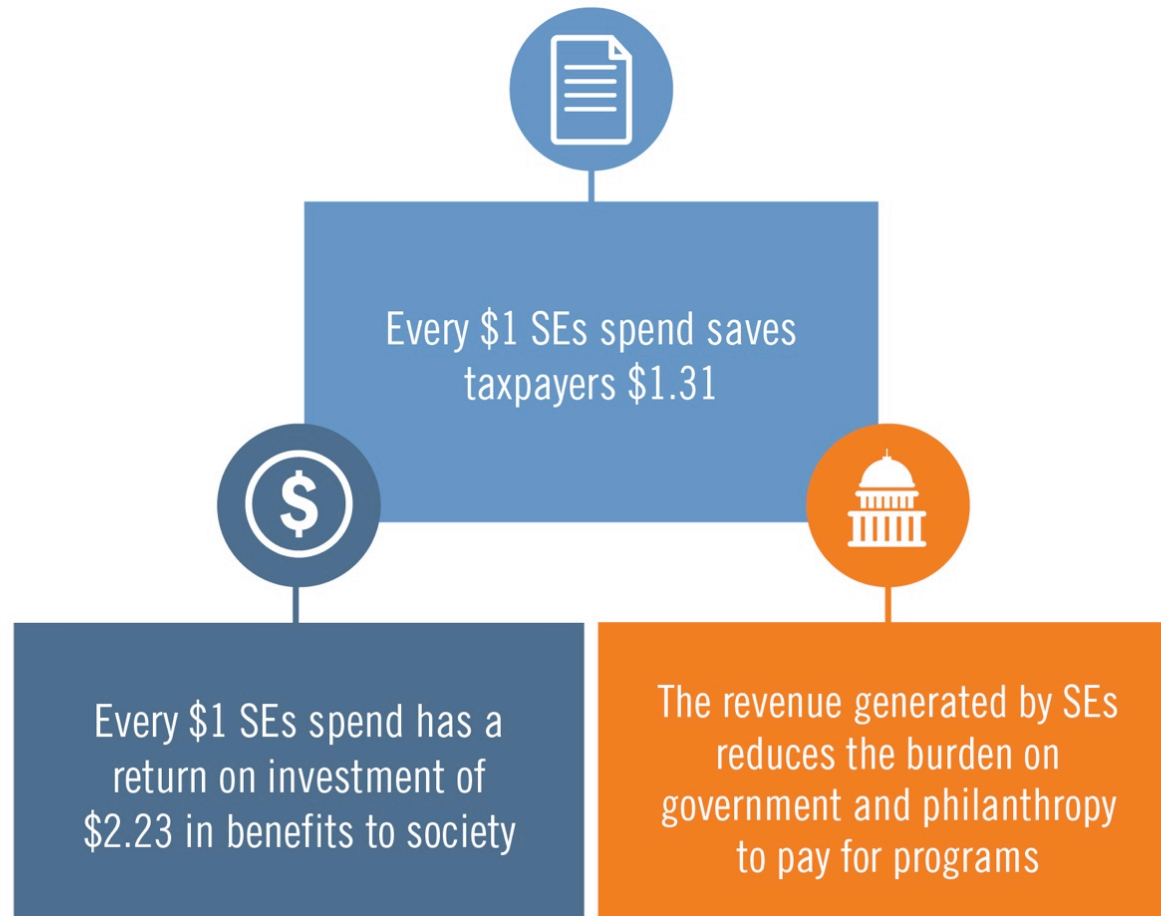
**SB 1219** would have amended the Small Business Procurement and Contract code to include a definition for employment social enterprise as a nonprofit or for profit business dedicated to hiring and assisting individuals who face significant barriers to employment. It would grant an employment social enterprise the preference and status to secure state business and procurement contracts.

SB 1219 *defined employment social enterprise* as:

a California-based social purpose corporation, a benefit corporation, or a nonprofit corporation that **earns 51% or more of its enterprise revenue from production or assembly of goods or the provision of services;**

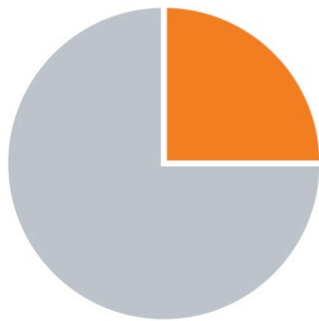
**Demonstrate evidence in its articles of incorporation or bylaws of its mission** to provide employment with on-the-job and life skills training to a direct labor forces that is comprised of **80% or more of enterprise participants who face multiple barriers to employment**, which includes, but not limited to, formerly incarcerated, homeless, and disconnected youth. (excluding administration and supervisors)

## HOW DO SOCIAL ENTERPRISES (SEs) BENEFIT SOCIETY?

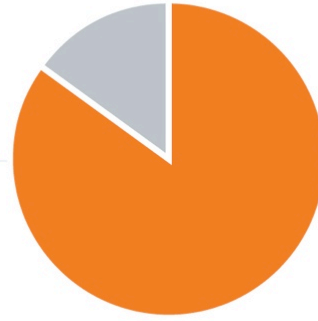


# REDF jobs report findings: who is employed

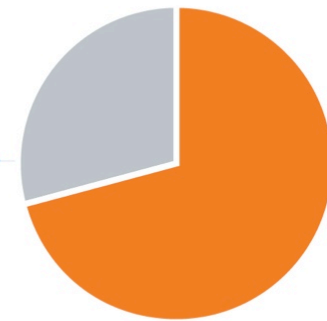
## PEOPLE ENTERING THE SOCIAL ENTERPRISES (SEs)



**25%**  
never had a job



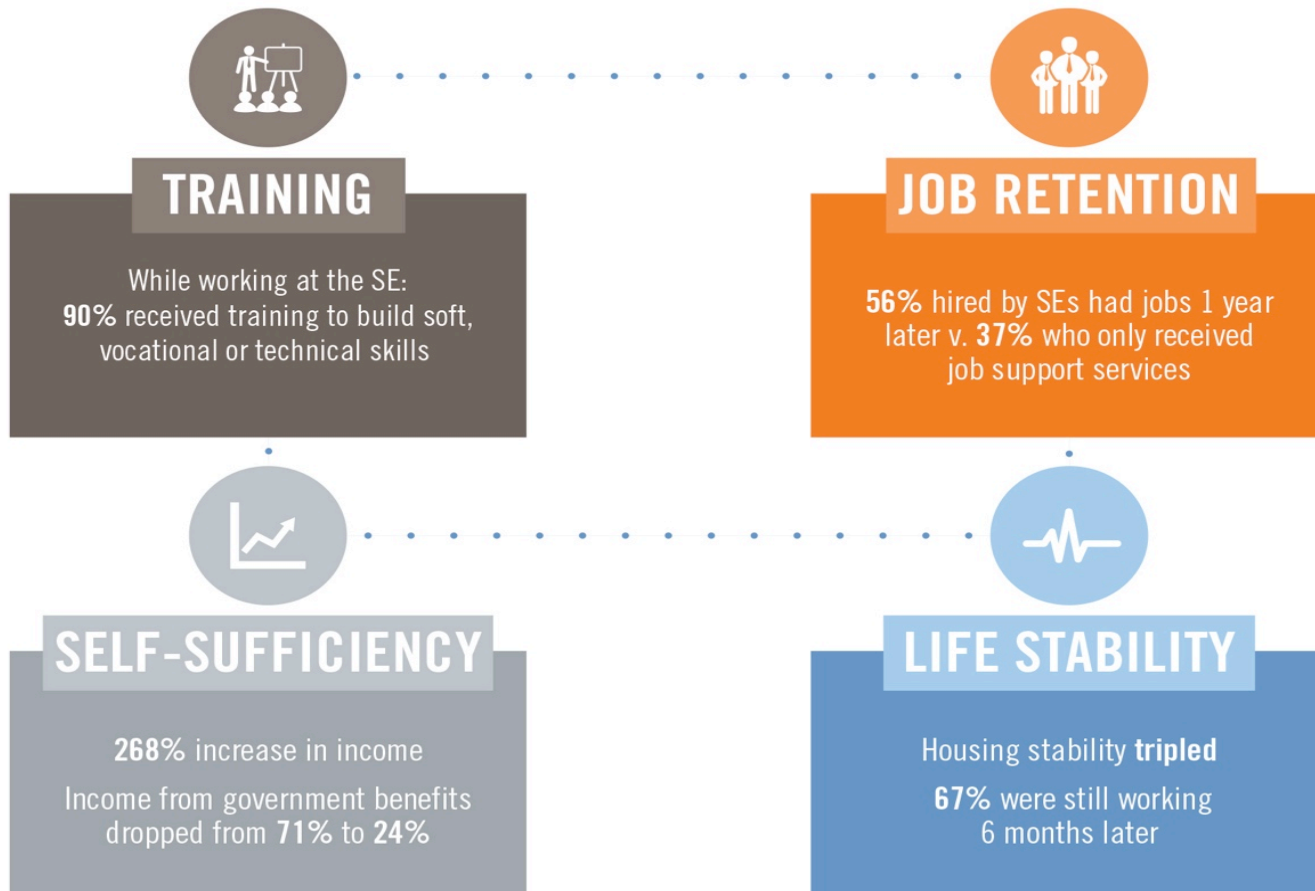
**85%**  
didn't have stable housing the year prior



**71%**  
of monthly income came from government benefits, 23% came from work



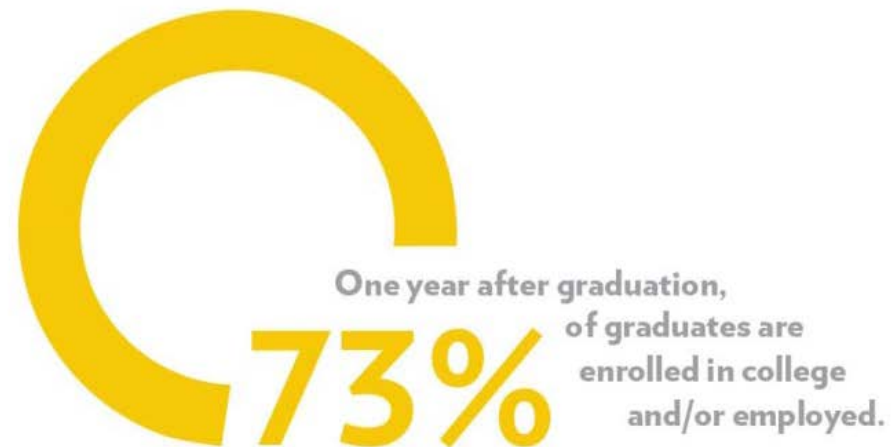
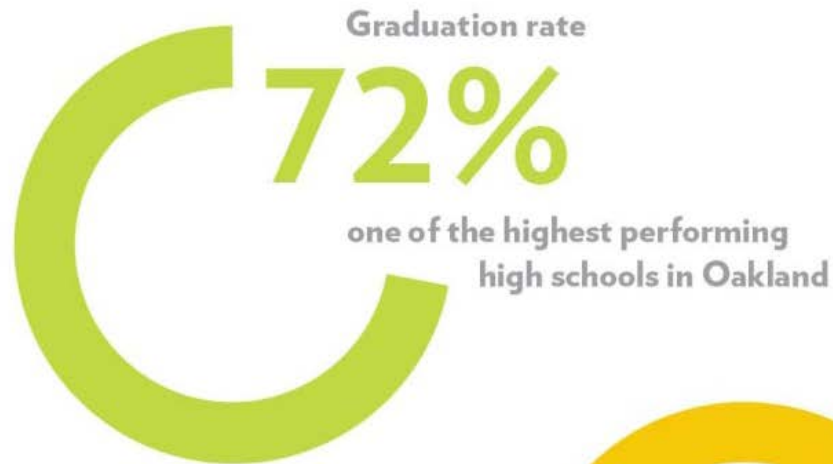
## HOW DO SOCIAL ENTERPRISES (SEs) BENEFIT INDIVIDUALS?





# CIVICORPS

Civicorps' mission is to re-engage young adults, age 18-26, to can earn a high school diploma, gain job skills, pursue college, and embark on family sustaining careers.



# Social Enterprise Earned Revenue from Government Procurement

From July 2007 through June 2016:

**Environmental Management Contracts = \$24,059,587**

**CalRecycle Recycling Grant = \$15,073,158**





# The CEO Model



## Annual Impact

**4,550**  
Enrollments

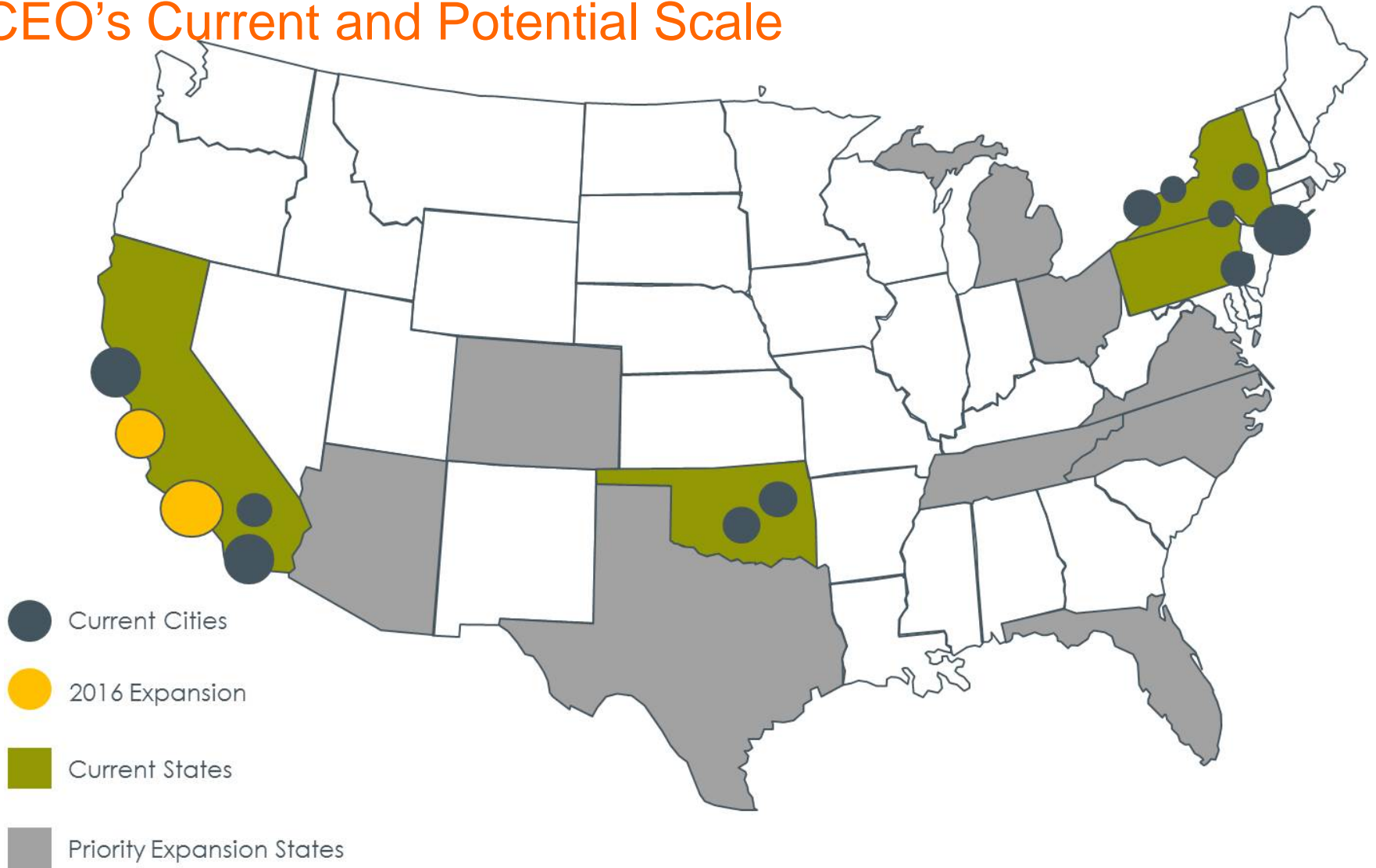
**400+** Participants  
**working every day**  
on 70+ work crews

**2,600**  
Job placements

**54%**  
Validated employment  
after 6 months

**47%**  
Validated employment  
after 1 year

# CEO's Current and Potential Scale



**Julie Sinai**

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