

LAUNCHING THE SEVENTH PROGRAM YEAR

As we begin LA:RISE's seventh program year this month, we give special thanks to our 43 dedicated partners. The program continues to grow, enabling LA:RISE to provide transitional employment and wraparound support to even more Angelenos. The City program now consists of 12 Employment Social Enterprises (ESEs), seven WorkSource Centers, three YouthSource Centers, two specialized retention providers and one legal provider. The county program has seven ESEs (four overlap with the City program) and 11 America's Job Centers of California (AJCC). To celebrate our partners, the incredible LA:RISE graduates, and our champions, we've re-released the LA:RISE video, updated from 2019. Watch it here: <https://redf.org/what-we-do/larise/>.



PARTNER VOICE



“Over the course of the past year, the demand for some of the Los Angeles LGBT Center’s vital program and services increased during

the COVID-19 pandemic. The LA:RISE program helped us to meet those demands. Participants learned valuable life skills from our Culinary Arts program and helped to maintain the growing meal production benefiting hundreds of local seniors and youth every day. We thank REDF for our continued partnership and for helping youth and communities thrive.”

—Lisa Phillips, LA LGBT Center Director of Youth Services

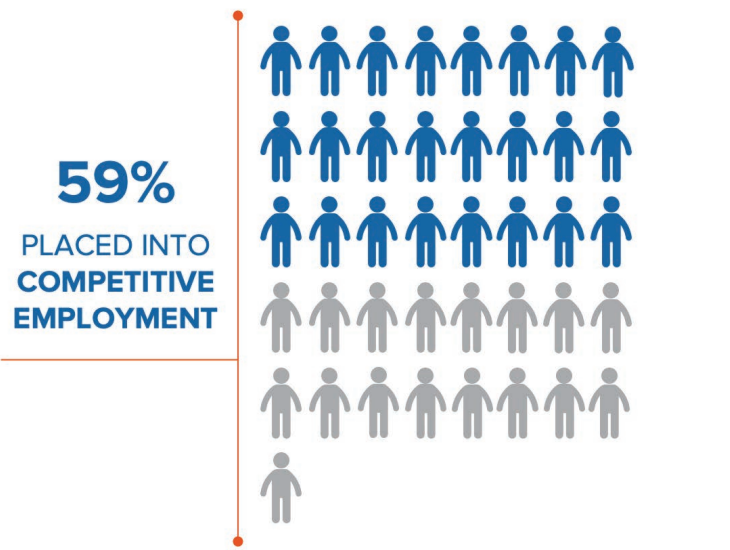
LA SOCIAL ENTERPRISE LANDSCAPE

Employment social enterprises are competitive, revenue-generating businesses that provide transitional employment and support to people striving to overcome employment barriers. From March 2020 to May 2021, there was a 22% increase in certified social enterprises in LA County—from 155 to 189—opening up potential new partnerships for LA:RISE. Certified social enterprises are eligible to receive a 15% price reduction or ‘preference’ when bidding on certain goods and services solicitations from LA County, increasing the pipeline for the LA County Department of Workforce, Development, Aging and Community Services (WDACS) Master Agreement. Currently, 56 social enterprises are on the Master Agreement.

REDF TECHNICAL ASSISTANCE

REDF has been revamping the Technical Assistance (TA) process for LA County ESEs while identifying potential TA project recipients for the pipeline. This initiative leverages REDF’s expertise in ESEs and provides capacity building support via hands on projects. REDF welcomes LA County ESEs to apply for support on specialized technical assistance projects that focus on business growth, client outcomes, or fundraising. For example, this quarter REDF is working with the Los Angeles LGBT Center, an LA:RISE social enterprise partner, to develop a communication and brand strategy toolkit.

TOTAL PARTICIPANTS EMPLOYED, CITY PROGRAM YEARS 1.0 TO 6.0 (2015-2021)



Key: = 100 people employed

4,100 individuals employed in transitional subsidized jobs

Source – CalJOBS data as of 6/30/2021 & SPR Evaluation Report

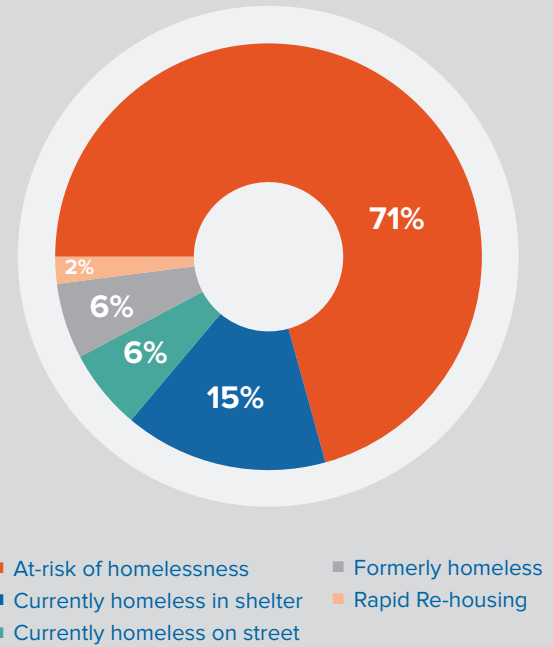
2,400 placed into competitive unsubsidized jobs

KARIANA, CHRYSALIS



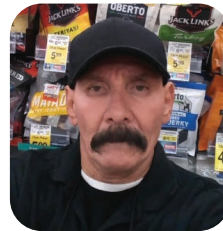
Kariana moved from Michigan to Los Angeles for a fresh start after her divorce—but due to the high cost of living and difficulties in finding a full-time job, she experienced homelessness as the COVID-19 pandemic began. While living in a shelter, Kariana enrolled in Chrysalis’ job readiness program and LA:RISE. Kariana began work as Food Delivery Staff for a Project Roomkey site where she gained on-the-job experience while supporting the local community. She also worked with Chrysalis staff to update her resume and write a cover letter. Kariana excelled in her role and was soon offered a permanent position as a Desk Clerk. Focused on building a future career, Kariana studied for her California real estate license in addition to working. She passed her exams and was offered a full-time role as Property Manager with Project Roomkey—a job that included a one-bedroom apartment. Today, Kariana is excited to have a place of her own and wrapped up the short-term position with Project Roomkey. She now is a Property Manager with AMC.

Housing Status at Program Enrollment



Source: CalJOBS self-reported data from 2020-2021 program year participants.

ANTHONY, HOMEBOY INDUSTRIES



Anthony, who proudly served as a U.S. Marine, is described as determined and driven. And that’s exactly what has propelled his success in the LA:RISE program. After returning home from service, Anthony spent 23 years incarcerated. When he was released, he faced steep barriers to regaining stability and entering the workforce, and experienced homelessness. While living in a shelter, Anthony learned about LA:RISE and enrolled at social enterprise Homeboy Industries. He began work at Homeboy’s bakery where he cultivated strong relationships and received on-the-job training. Outside of work, Anthony attended classes offered by Homeboy that boosted his confidence and equipped him with additional skills. With confidence, training, and recent job experience, Anthony worked with his Homeboy case manager to secure employment at Snacks R Us, a local distribution company. Anthony is proud of what he’s accomplished and is excited about what his future holds—and he hopes to be an example of what’s possible for others with experiences with the justice system.

LA:RISE is managed by the City of Los Angeles Economic and Workforce Development Department (EWDD), Los Angeles County Workforce Development, Aging & Community Services (WDACS), and REDF (Roberts Enterprise Development Fund).



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