



# Welcome!

*California Regional Initiative for Social Enterprise*





# Agenda

1

## Welcome & Celebration

- *Welcome*
- *Breakout: Icebreaker*

2

## Getting to Know CA RISE

- *Program Expectations*
- *Program Overview*

3

## Wrapping Up

- *Next steps*
- *Q&A*
- *Closing Survey*



# Welcome to CA RISE!



**Maria Kim**  
*REDF President  
& CEO*



**Chris Earl**  
*Assistant Deputy Director,  
Office of the Small Business  
Advocate*



# Introductions of the CA RISE Program Team



**Greg Ericksen**  
*Director, Government  
Partnerships & Policy*



**Karen Chern**  
*Sr. Director, Programs*



**Jeff Bergquist**  
*Sr. Director, Program Services*



**Will Portnof**  
*Manager, Growth Portfolio*



**Jamie Stark**  
*Manager, Growth Portfolio*



**Kalen Cornelious**  
*Sr. Manager, Government  
Partnerships & Policy*



**Justin Van Zerber**  
*Manager, Government  
Partnerships & Policy*



**Stephanie Chiu**  
*Sr. Associate, Government  
Partnerships & Policy*



**Katie Orovecz**  
*Sr. Manager, Capacity  
Building*



**Walter Chacón**  
*Sr. Associate, Capacity  
Building*

**Share a recent win you've had at your organization – could be big or small, but something you're proud of!**





# You all make up the First Ever CA RISE Cohort!



# Welcome to the CA RISE community!

This cohort has already done amazing things for the state of California!

- How much earned revenue has this cohort generated?

**More than \$500 million in revenue**

- How many people does this cohort employ?

**More than 10,000 people**



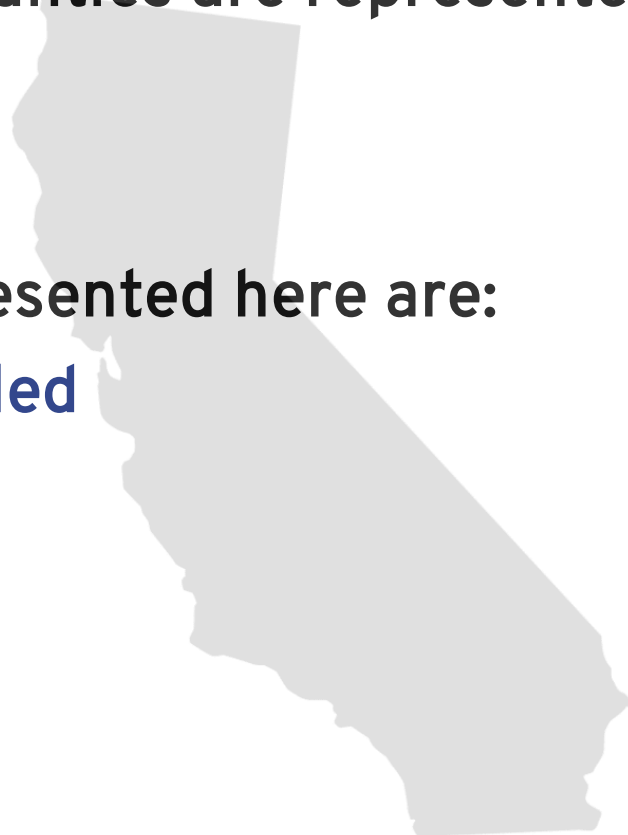
# Welcome to the CA RISE community!

- How many California counties are represented by the CA RISE cohort?

16

In addition, the ESEs represented here are:

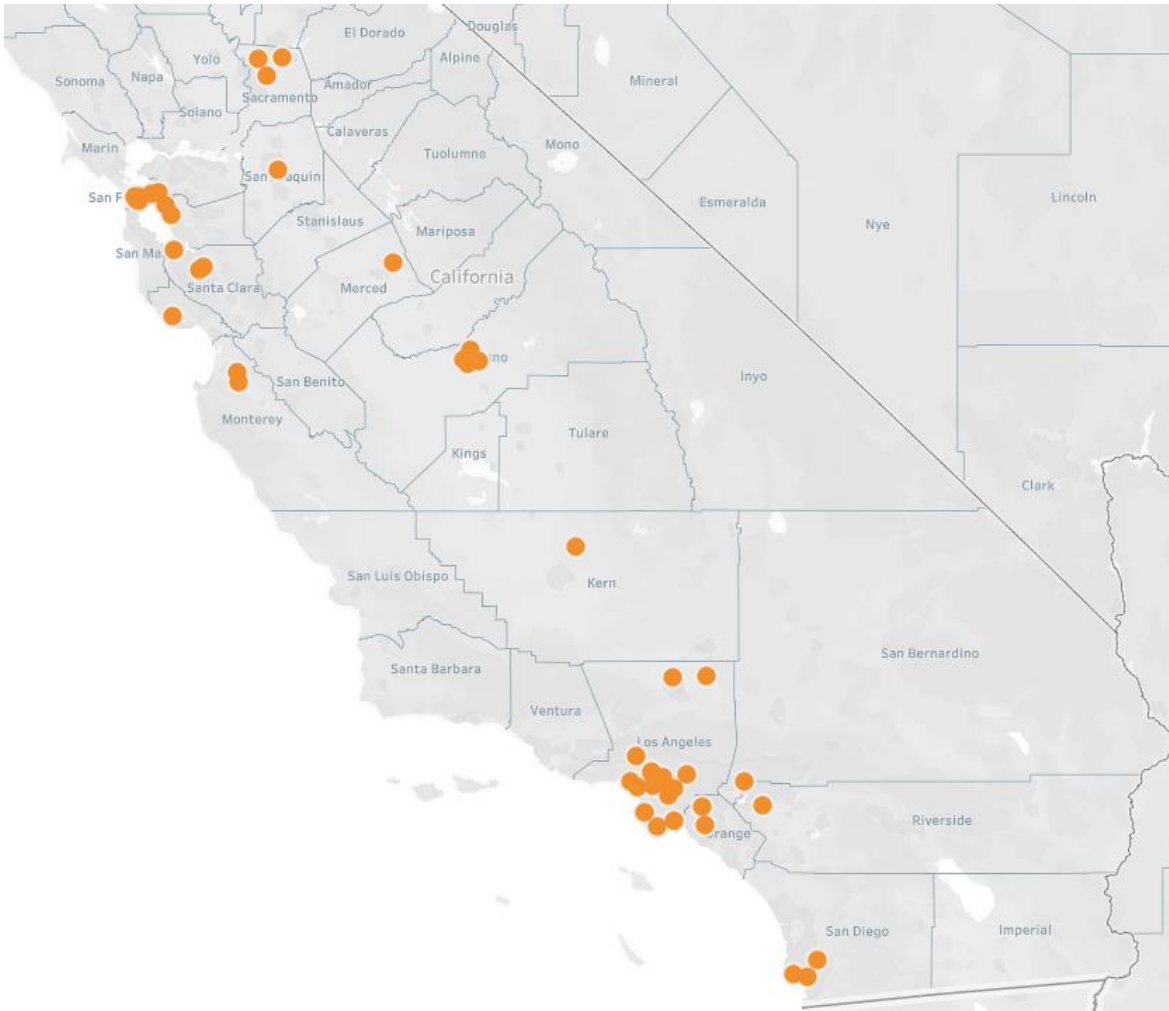
- ~75% lived experience-led
- ~60% BIPOC-led





# In Good Company

CA RISE ESE HQ Locations



County	# ESEs
Alameda	8
Fresno	4
Kern	1
Los Angeles	19
Marin	2
Merced	1
Monterey	2
Orange	2
Riverside	1
Sacramento	3
San Bernardino	1
San Diego	5
San Francisco	7
San Joaquin	1
Santa Clara	3
Santa Cruz	1



# BREAKOUT: ICE BREAKER

*In 2-3 sentences, what does your organization do and what is its mission?*



*What motivated you to start and/or join your ESE?*












# **What to expect during your time in CA RISE**



# CA RISE Program Model Overview

Capital	 Grant	<ul style="list-style-type: none"> <li>• 50% of grant disbursed in late June / early July 2024</li> <li>• Remaining 50% of grant disbursed in November 2024</li> </ul>
Community	 In Person Capacity & Network Building	<ul style="list-style-type: none"> <li>• Aug 7th &amp; 8<sup>th</sup>, 2024 in person kickoff in Sacramento (details coming)</li> <li>• Optional Regional Meetings In February (details coming)</li> </ul>
	 Relationship Manager Advisory Meetings	<ul style="list-style-type: none"> <li>• 1:1 Meetings to help you navigate program opportunities</li> <li>• Offers continued support and connection to resources</li> </ul>
Capacity	 Cohort Track Sessions	<ul style="list-style-type: none"> <li>• Sessions every other month with 10-20 ESEs focused on Sustainable Growth of ESE businesses or Economic Mobility of ESE participants</li> </ul>
	 Responsive TA	<ul style="list-style-type: none"> <li>• Optional in-depth support from external consultants or ESE leaders focused on a specific topic or challenge</li> </ul>
	 Workshops	<ul style="list-style-type: none"> <li>• Optional working sessions focused on ESE specific challenges and opportunities with talent, operations, and government opportunities</li> </ul>
	 Self-Service Tools	<ul style="list-style-type: none"> <li>• Access to resources (e.g., tools and templates) on specific topics through REDFWorkshop and monthly newsletters</li> </ul>





# Grant Funding

## Disbursements

- 50% of grant in late June / early July 2024
- Remaining 50% of grant November 2024

Grant amounts were provided in your acceptance email via the Lendistry portal

## Requirements to Receive Final 50% of Grant

- **Data Submission:** Meet data reporting requirements at established intervals
- **Monthly Track Sessions:** Attend and participate in 4 required track sessions over first 8 months of program
- **Grant Use:** Use grant funding in the manner proposed and approved



# In Person Capacity Building and Network Building

## August Cohort Kickoff

- **Location:** Sacramento, CA
- **August 7<sup>th</sup> 1pm-8pm:** ESE site visit and welcome dinner
- **August 8<sup>th</sup> 8:30am-1:30pm:** speakers and breakfast, first track session, and networking lunch

## February Regional Meetings

- **Location:** one in Northern CA and one in Southern CA hosted at an ESE-sponsored organization
- **Dates and time:** Details to come
- **Programming:** Includes ESE specific learning, site visit, networking opportunities, and discussions with ESE leaders

## Additional Opportunities

- As the program progresses, we may add additional in-person capacity and network building activities

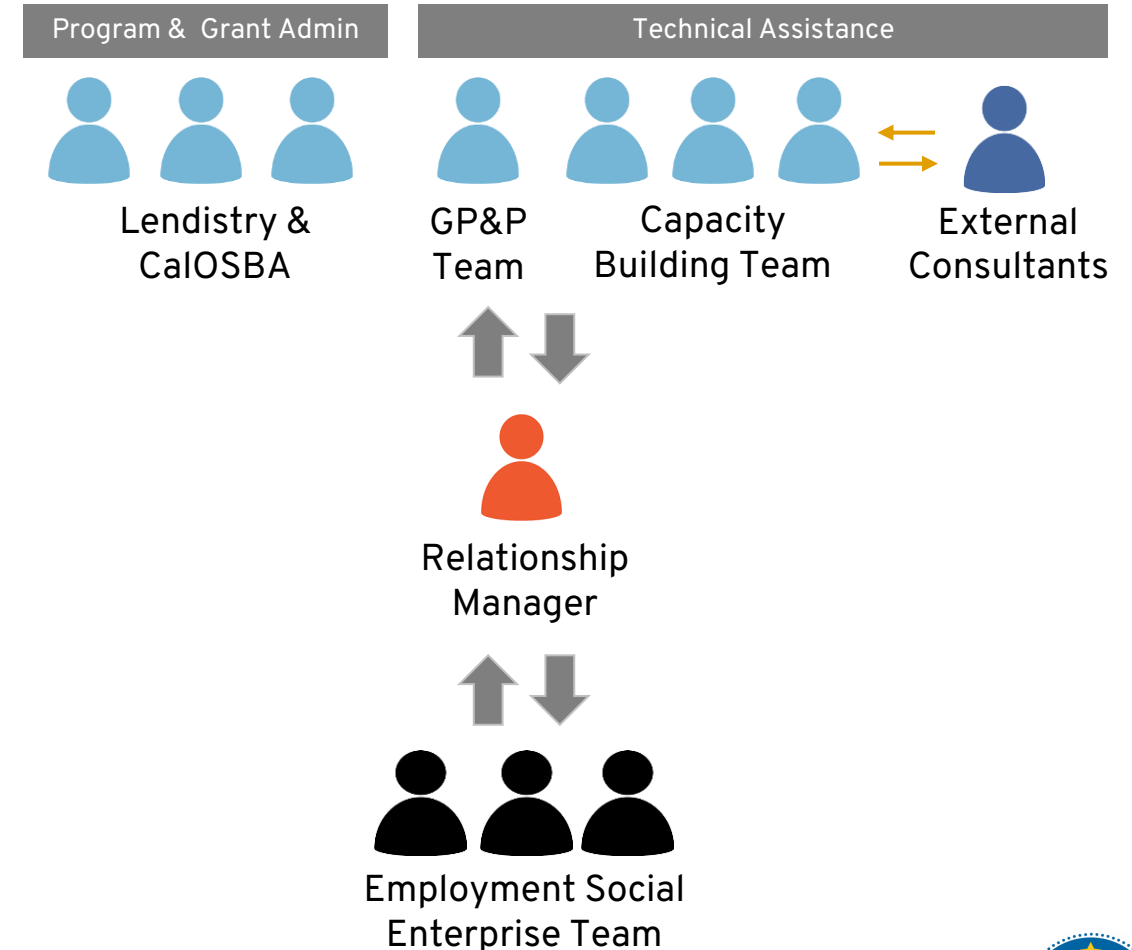




# Relationship Manager Advisory Meetings

## Your Relationship Manager (RM) is your primary CA RISE point of contact and your biggest champion

- Serves as a navigator to tap into CA RISE resources and make connections to other ESE leaders
- Acts as a coach, confidante, advisor, and thought partner
- Conducts three individual working sessions with each ESE (June/July, February/March, September)
- Helps your team identify and prioritize areas for CA RISE support





# Cohort Track Session Technical Assistance (TA)

## Track Overview

- Sustainable Growth [Optimizing Business Operations](#)
- Sustainable Growth [Business Scaling and Expanding](#)
- Economic Mobility [Optimizing Program Design](#)
- Economic Mobility [Program Scaling and Expanding](#)

## Track Schedule

### Format:

- Each session will be 90 minutes
- Exact dates depend on the track selected
- Dates will be released in August

### Required Sessions:

- August 7<sup>th</sup> & 8<sup>th</sup> 2024 (in-person)
- October 2024
- December 2024
- February 2025
- April 2025
- June 2025

### Optional Sessions:

- September 2024
- November 2024
- January 2025
- March 2025
- May 2025
- July 2025

# Optional Technical Assistance (TA)

## Responsive TA

There are four start dates:

- Sept/Oct 2024
- Jan/Feb 2025
- Apr/May 2025
- Jun/Jul 2025

### Next steps:

1) Discuss in 1:1 Relationship Manager (RM) meeting:

- Interest in responsive TA
- Timing of TA
- Top of mind challenges/opportunities for your ESE

2) Schedule follow up meeting with your RM

## Workshops

Workshops cover topics that are not covered in detail during cohort track sessions (e.g., talent, operations, leadership)

### Next steps:

- Workshop opportunities will be sent to out by your Relationship Manager and will be listed in the monthly CA RISE Newsletter
- The first workshop is Employer Behavior Change, a three-part series starting September 2024 (details to come)

## Self-Service Tools

Two self-service platforms:

- REDFWorkshop – overviews and resources covering a wide variety of topic areas
- Monthly CA RISE Newsletter - logistical updates, links to resources/upcoming events, public partnership and funding, and community stories

**Next steps:** more details will be provided through email



# CA RISE Program Expectations

## CA RISE Program Expectations

- Designate one or more organization leaders to participate in bi-monthly cohort meetings
- Provide data at established intervals to measure key performance indicators for CA RISE (e.g., business/financial data, program/participant data, feedback surveys)
- Meet with relationship manager (RM) at established frequency (June/July, February/March, September)
- Use grant funding in the manner proposed and approved

## CA RISE Time Expectations

- 16-month programmatic commitment (June 2024-September 2025)
- 2 to 4 hours per month for CA RISE programming (e.g., cohort meetings, relationship manager meetings, data submission, optional workshops)
- Additional time commitment for optional technical assistance projects taken on outside of the cohort structure

# Grant Use Guidance

## General Principles

- The cost is **reasonable**; it reflects what a prudent person might pay.
- The cost is **allocable**; the contract or grant that paid the expense benefits from it. For a cost to be allocable, it must meet one of the following criteria:
  - It is **incurred solely to advance the work** under the sponsored agreement.
  - It **benefits the sponsored agreement** and the work of the institution, in proportions that can be approximated through the use of reasonable methods.
  - It is **necessary to the overall operation of the institution** and is deemed to be assignable in part to sponsored projects.
- The **accounting treatment of the cost is consistent** with expenses across the organization.

# Allowable & Unallowable Costs

CA RISE grants are intended to support the growth of your ESE business and the expansion or deepening of impact of your programming for individuals overcoming barriers to employment. This allows for a wide range of potential uses. **The following are non-exhaustive examples of allowable and unallowable costs:**

## Allowable

- Providing jobs, training, and support to employees
- Creating new jobs
- Employee-related costs including salary
- Developing data and learning systems
- Replicating services to new California communities
- Expanding services within existing communities
- Specific-use equipment for your social enterprise

## Unallowable

- Advertising and public relations
- Alcoholic beverages
- Convocations or other events related to instruction
- Donations
- Entertainment
- Fines and penalties
- Fully depreciated assets or assets gifted by the federal gov't
- General purpose equipment, buildings, and land
- Housing and personal living expenses
- Insurance and indemnification
- Legal costs
- Lobbying
- Memberships in any civic or community organization
- Royalties or patents
- Travel & meals



# Record-Keeping Guidance

## Overview

- CA RISE grant funds allow for significant flexibility in spending, but it is still considered best practice to track spending against the grant.
- For a period of at least three (3) years after disbursement of each installment of the Grant Funds, maintain records relating to your eligibility for the Grant Award, as well as the receipt and expenditure of the Grant Funds for compliance purposes.
- Although you will not be required to submit receipts on a regular basis, there is the possibility that they will be required by the State in the future, so please maintain financial records and documentation of how grant funds are spent on relevant expenses.

## Record-keeping

- **Transaction Identification:** Implement a system to identify transactions funded by CA RISE grant.
  - **Minimum:** Use memo fields or download transactions into an Excel worksheet and label accordingly.
  - **Suggested:** Use specific general ledger fields to track CA RISE transactions.
- **Record Accessibility:** Ensure easy access to financial records with the ability to issue reports to auditors if required.

# Wrap Up & What's Next?



# Next Steps

- RMs will be following up with you to complete your mandatory kickoff session if you have not already completed this
- Get ready for our in-person kick-off of cohort track sessions on August 7<sup>th</sup> and 8<sup>th</sup> in Sacramento
- Over the Summer you will receive:
  - Access REDF Workshop for track session resources
  - Press Release and Media Toolkit
  - The first CA RISE monthly newsletter
  - Additional information about the in-person kick-off
  - The first of three data requests



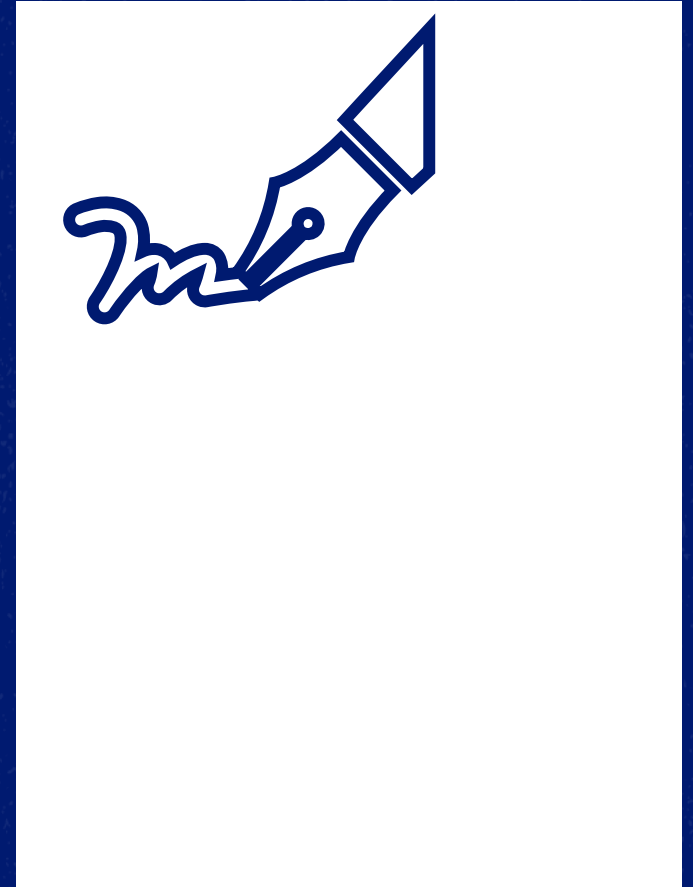


# CA RISE Commitments

Based on everything you've learned about the program, what is a commitment(s) you'd like to make related to CA RISE?

A few examples:

- Take advantage of 3+ optional workshops
- Share learnings back with 2+ leadership team members at my enterprise
- Better connect our participant workers with apprenticeship and pre-apprenticeship work that will lead to higher income

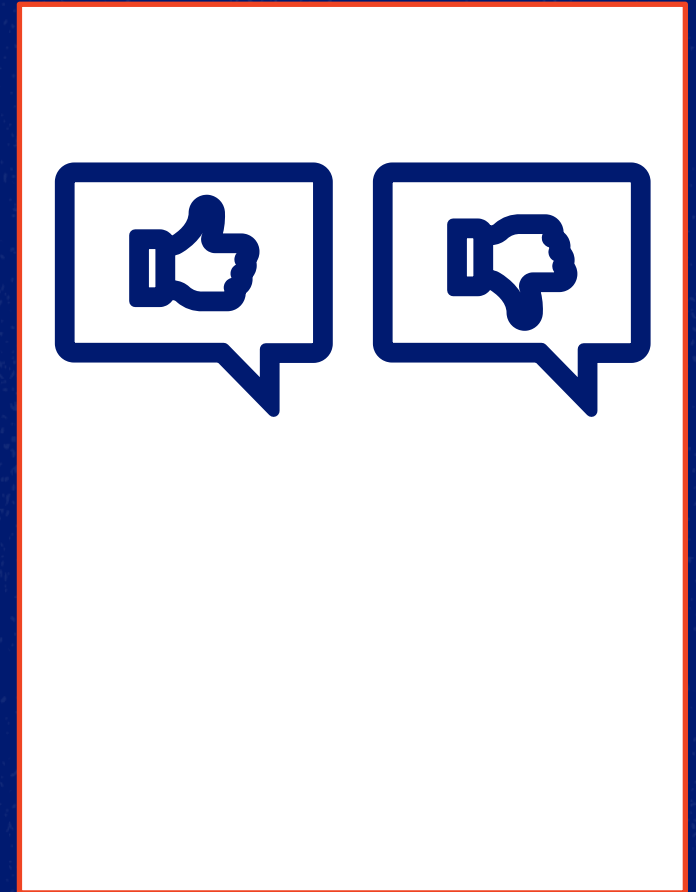


# Feedback Survey

Please take a few minutes to fill out our Survey on this session:

[https://redf.qualtrics.com/jfe/form/SV\\_cT6OxcBB4cXOLv8](https://redf.qualtrics.com/jfe/form/SV_cT6OxcBB4cXOLv8)

This feedback helps us improve your experience and plan adjustments to make moving forward.



# Q&A

*Any final questions?*





# Thank you & Congratulations!



# Appendix

*Also posted on REDF Workshop*





# Responsive Technical Assistance (TA) - Optional

## Types of Responsive TA

Advisory support, which is best suited for ESEs that:

- Need a coach to work with through a challenge/opportunity
- Have less time (1 hour monthly or bi-monthly)

Discrete project support, which is best suited for ESEs that:

- Need an expert to build a specific work product
- Have a committed point of contact that can spend 3-5 hours per week for 8-12 weeks with a consultant

## TA Start Dates

There are four set periods that responsive TA can start for groups:

- Sept/Oct 2024
- Jan/Feb 2025
- Apr/May 2025
- Jun/Jul 2025

## Process for Getting Support

1) Discuss in your 1:1 RM meeting:

- If you are interested in optional responsive TA
- Timing of TA
- Challenges or opportunities that are top of mind for your ESE

2) Schedule a follow up meeting with your RM 1 month prior to start date and provide required information to match you with your coach/consultant



# Workshops - Optional

Workshops cover topics that are not part of the cohort track curriculum. Their format also varies by topic area. Formats include:

- Multiple part series
- One facilitated content workshop 90 minutes or less
- Recorded webinar walking through resources
- Fireside chat with ESE leaders on the topic
- Expert hosted session with follow up coaching

Initial Topics include but are not limited to:

- **Employer Behavior Change:** three-part series starting September 2024
- **Government Support:** multiple part series including SNAP E&T, WIOA, Pre-apprenticeship, workforce development, and partnership mapping
- **Operations** (e.g., standard operating procedure development)
- **Talent** (e.g., staff retention)

**Additional topics will be sourced from you all and released throughout CA RISE**





# Self-Service Tools

## REDFWorkshop

### REDFWorkshop Contains:

- Overviews and resources across a wide variety of topic areas (e.g., business planning, financial management, operations, program, fundraising, leadership, talent, growth planning, marketing)

### CA RISE participants can use to:

- Bolster understanding of topics most relevant to ESE
- Solve challenges and frame opportunities relevant to ESE

## CA RISE Monthly Newsletter

### Monthly Newsletters Contain:

- Logistical updates about CA RISE program and links to resources/upcoming events
- Public partnership and funding
- Community stories and highlights

### CA RISE participants can use to:

- Access additional resources
- Stay informed of upcoming program events and opportunities
- Stay connected to the ESE community in CA RISE

# Program and Reporting Calendar (subject to change)

June 2024		July 2024		August 2024		September 2024	
<ul style="list-style-type: none"> <li>• Welcome Email Survey</li> <li>• June 20<sup>th</sup> Virtual Kickoff</li> <li>• Initial 1:1 RM Meetings</li> <li>• Responsive TA Survey</li> </ul>		<ul style="list-style-type: none"> <li>• Initial 1:1 RM Meetings cont.</li> <li>• First monthly newsletter available</li> </ul>		<ul style="list-style-type: none"> <li>• Aug 7-8<sup>th</sup> In-Person Kickoff and Track Session #1</li> </ul>		<ul style="list-style-type: none"> <li>• Optional Coaching for Track Session #1</li> <li>• Initial Data Request</li> </ul>	
October 2024		November 2024		December 2024		January 2025	
<ul style="list-style-type: none"> <li>• Virtual Track Session #2</li> <li>• Responsive TA Group #1 Kickoff</li> </ul>		<ul style="list-style-type: none"> <li>• Optional Coaching for Track Session #2</li> <li>• 2<sup>nd</sup> Half of Grant Disbursed</li> </ul>		<ul style="list-style-type: none"> <li>• Virtual Track Session #3</li> </ul>		<ul style="list-style-type: none"> <li>• Optional Coaching for Track Session #3</li> <li>• Responsive TA Group #2 Kickoff</li> </ul>	
February 2025		March 2025		April 2025		May 2025	
<ul style="list-style-type: none"> <li>• Virtual Track Session #4</li> <li>• Midpoint 1:1 RM Meetings</li> <li>• Midpoint Data Request</li> </ul>		<ul style="list-style-type: none"> <li>• Midpoint 1:1 RM Meeting cont.</li> <li>• Optional Coaching for Track Session #4</li> </ul>		<ul style="list-style-type: none"> <li>• Virtual Track Session #5</li> <li>• Responsive TA Group #3 Kickoff</li> </ul>		<ul style="list-style-type: none"> <li>• Optional Coaching for Track Session #5</li> </ul>	
June 2025		July 2025		August 2025		September 2025	
<ul style="list-style-type: none"> <li>• Virtual Track Session #6</li> </ul>		<ul style="list-style-type: none"> <li>• Optional Coaching for Track Session #6</li> <li>• Responsive TA Group #4 Kickoff</li> </ul>		<ul style="list-style-type: none"> <li>• Closing Session</li> </ul>		<ul style="list-style-type: none"> <li>• Closing 1:1 RM Meetings</li> <li>• Closing Data Request</li> </ul>	

# Responsive Technical Assistance Examples



Discrete Projects	Advisory Hours and Thought Partnership
<ul style="list-style-type: none"> <li>• <b>Focus Area:</b> Fundraising</li> <li>• <b>Project Scope &amp; Goals:</b> Develop a more focused, impactful set of 1-2 fundraising strategies and identify the changes needed at the ESE as it grows</li> <li>• <b>Deliverables:</b> Fundraising evaluation/audit + 3-year fundraising plan + recommendations for infrastructure improvements (e.g., staffing model)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Focus Area:</b> Employee Success</li> <li>• <b>Project Scope &amp; Goals:</b> Bi-weekly meetings with the employee success team to build upon a full program assessment</li> <li>• <b>Deliverables:</b> One on one meetings talking through how to define/update the ESE's employee success program, including case management meeting cadence, goals, and retention support</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Focus Area:</b> Business Growth/Expansion</li> <li>• <b>Project Scope &amp; Goals:</b> Determine where and how to scale Freedom's model to another city</li> <li>• <b>Deliverables:</b> Analysis of fit of different cities, how to start the business in the new location (e.g., shared kitchen, full café), and breakeven financial model &amp; projections</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Focus Area:</b> Team &amp; HR</li> <li>• <b>Project Scope &amp; Goals:</b> Workshop to co-design an approach for more efficient and informed decision making across for leaders</li> <li>• <b>Deliverables:</b> Decision-making framework and process that the leadership team</li> </ul>



# FAQs

## What data reporting is required to meet participation expectations?

At this time, we are planning three data reporting milestones. First in September 2024, second near the midpoint of the program in February 2025, and third near the closing of the program in September 2025. For each milestone, we will request information related to:

- Business lines
- Number of people employed at your ESE, broken down by demographics
- Additional programmatic supports offered to participants (e.g. total wages paid, upskilling opportunities)
- Existing partnerships with employers and government entities
- Current access to public funding or interest in accessing public funding
- Sense of optimism over ESE prospects and connection to ESE peer leaders



# FAQs

## What are the allowable grant uses under this program?

- Providing jobs, training, and support to employees
- Creating new jobs
- Employee-related costs, including salary
- Developing data and learning systems
- Replicating services to new California communities
- Expanding services within existing communities
- Specific-use equipment for your social enterprise

For specific questions about allowable and unallowable grant uses, reach out to your relationship manager.