

# Performance Update

as of December 31, 2010

**cleanslate**

POWERED BY THE CARA PROGRAM

## Primary Performance Indicators



**2,645**  
**Tons of Garbage**  
collected  
since inception<sup>1</sup>



**1,270**  
**Tons of Recycling**  
materials collected  
since inception<sup>1</sup>



**23**<sup>2</sup>  
**Community Customers**  
in 15 Chicago  
neighborhoods



**11,743**<sup>3</sup>  
**Services to Homes**  
in Foreclosure

## Part of the Solution

Unfortunately, Chicago is no stranger to violence. In fact, in November 2010, two Cleanslate interns (Field Service Representatives) witnessed a mid-morning shooting while on their Cleanslate route in Uptown. Both interns were unharmed, but of course they were deeply rattled.

We teach our interns that not only are they representatives of The Cara Program and Cleanslate when they are on their routes, but they are also advocates for the communities in which they work and essential components of that community's revitalization. Therefore, we were not surprised to receive the following email from the Chicago Police Department's Area Police Commander that afternoon:

*Dear Cleanslate, We have two of your interns here as witnesses to a person shooting a gun. The detectives are telling me they've been great in every way. They truly are committed to the company and the community. Thank you for your work.*

Despite the fact that the interns had been at work since 6AM that morning, they stayed to support the detectives until after 7PM. And, when most of us would have asked for a day off, both interns showed up to Cleanslate right on time (6AM!) the next morning. They clearly remained dedicated to their transitional jobs and to Cleanslate's role in strengthening our communities. We are grateful for our Cleanslate

## Mission Statement

Cleanslate is a neighborhood beautification business providing on-the-job training and transitional support services for students in The Cara Program who face significant obstacles to employment.

Cleanslate is the social enterprise of The Cara Program. For more information, visit [thecaraprogram.org](http://thecaraprogram.org) or [cleanslatechicago.org](http://cleanslatechicago.org).

interns' sense of responsibility to the Uptown neighborhood and to their own personal paths to real and lasting success. And, it's this accountability, dedication and team work that make Cleanslate interns great permanent employees for The Cara Program's employment partners in the future.

## Introducing 180° Properties




In late 2009, the success of The Cara Program's social enterprise, Cleanslate, created the opportunity for us to launch a new joint venture social enterprise with Mercy Housing Lakefront (MHL), called Cleanslate Property Services (CSPS). The goal of CSPS was to meet the local demand for property maintenance services for the growing number of homes in foreclosure in the city of Chicago. CSPS performed beyond

expectation in its first year of operation, and with Bank of America as the venture's largest customer, the social enterprise provided over 11,743 services to homes in foreclosure and generated more than \$1 million in revenue!

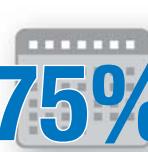
In January 2011, in order to address the increasing demand for their services, CSPS became a stand-alone enterprise with TCP and MHL continuing to provide oversight as managing owners. And, with this transition, CSPS will now be known as 180° Properties to reflect the enterprise's transformational effect

on properties and homes in foreclosure. This new phase will also allow 180° Properties to expand its capacity and infrastructure to accommodate business expansion, while not straining the quality job training and placement services The Cara Program has become known for providing to its motivated students and clients. 180° Properties will continue to contract with Cleanslate, provide training opportunities for Cara students and Cleanslate interns; and serve as a pathway to permanent, quality jobs for our students.

## Key Employment Indicators



**84**  
**Cleanslate Interns**  
placed in permanent jobs in 2010  
[of TCP's 277 total placements]  
[406 since inception of Cleanslate]



**75%**  
**Remain Employed**  
in initial placement for  
at least one year  
[goal = 70%]



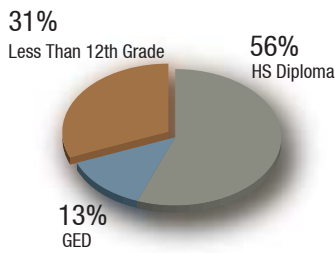
**221**  
**Transitional Jobs**  
at Cleanslate in 2010  
[1,062 since inception]  
[goal = 250/ year]



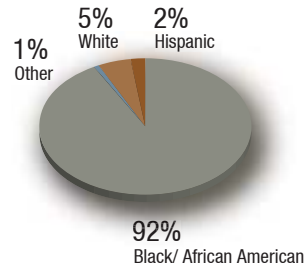
**\$10.47**  
**Average Wage**  
for employed  
Cleanslate Interns  
[goal = \$9.00]

## Demographics

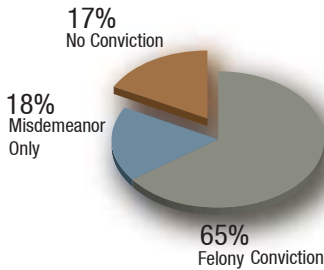
### Educational Attainment



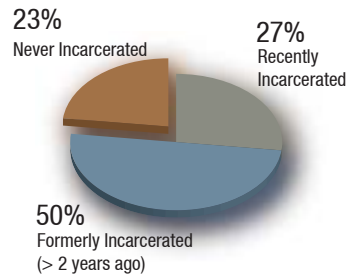
### Race



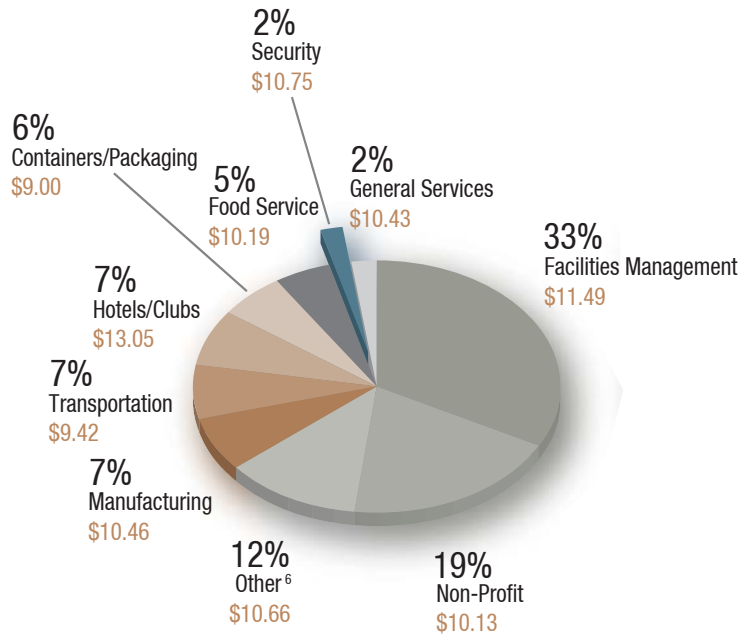
### Conviction History



### Incarceration History<sup>4</sup>



## Industries Hiring Cleanslate Interns<sup>5</sup>



## Notes

<sup>1</sup> Cleanslate began operations on June 1, 2005.

<sup>2</sup> Customer is defined as large-scale accounts (e.g. communities, business contracts) that comprise our current revenue base of over \$2.2 million.

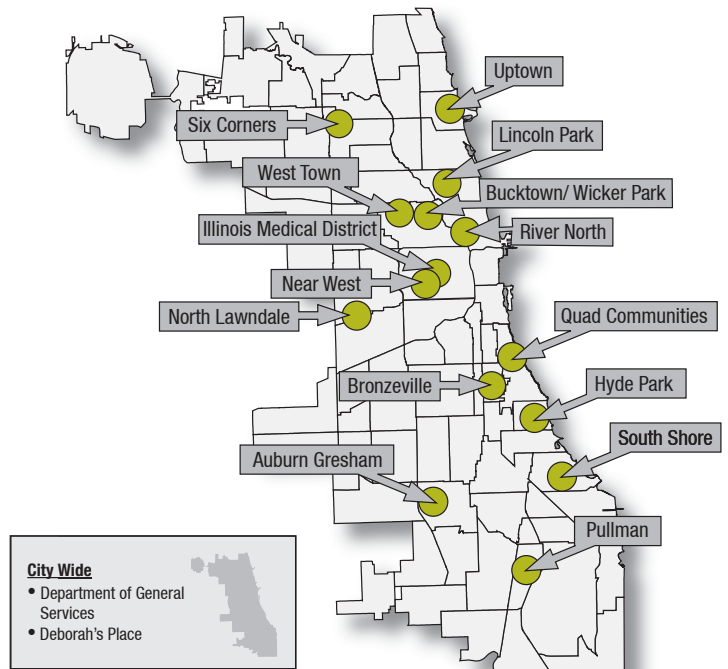
<sup>3</sup> This figure represents visits of our joint venture social enterprise, 180° Properties (formerly known as Cleanslate Property Services) to foreclosed homes, wherein a variety of services are provided including: janitorial services, interior/exterior debris removal, board-up services, winterization, lawn maintenance/snow removal services, and varying exterior preservation.

<sup>4</sup> Per the Illinois Department of Corrections, the statistical definition of incarceration equals time served in either jail, prison, parole, or probation on the county or state level.

<sup>5</sup> And average hourly wage per industry.

<sup>6</sup> Other includes: Health Care, \$8.00, 1%; Human/Social Services, \$14.90, 1%; Media/Publishing, \$10.00, 1%; Office Services, \$9.00, 1%; and Misc, \$11.14, 8%.

## Operational Areas



## Litter Abatement

CLEANSLATE CUSTOMER	LAUNCH DATE	Year to Date		
		# RECYCLING BAGS	# GARBAGE BAGS	# TOTAL BAGS
Greater Auburn Gresham Development Corporation	06/01/05	2,179	3,490	5,669
Chicago Department of General Services	05/08/07	0	232	232
4 <sup>th</sup> Ward TIF—Hyde Park	05/14/07	1,347	3,118	4,465
Illinois Medical District Commission	02/27/06	674	2,930	3,604
24 <sup>th</sup> Ward TIF—North Lawndale	09/01/10	1,290	3,580	4,870
Lincoln Park Chamber of Commerce	01/01/09	115	251	366
Chicago Neighborhood Initiatives	07/01/08	6	157	163
Quad Communities Development Corporation	02/15/06	465	987	1,452
River North Hospitality Alliance	05/05/07	151	210	361
South Shore Chamber Inc.	05/14/07	1,622	3,499	5,121
Stroger Hospital	02/03/10	153	678	831
Uptown United	06/12/06	3,146	8,467	11,613
West Town Chamber of Commerce	01/09/08	1,195	7,257	8,452
Wicker Park/Bucktown Chamber of Commerce	05/31/07	3,153	6,141	9,294
<b>CUMULATIVE</b>				
All Contracts	06/01/05	15,496	41,001	56,497

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