

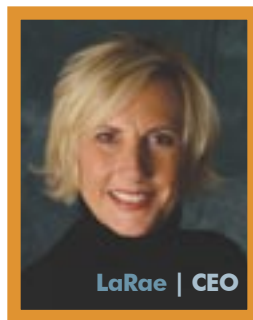


Changing Lives Through Jobs

CHRYSalIS NEWSLETTER  
FALL/WINTER 2007

## Chrysalis Names New CEO

Chrysalis is thrilled to introduce LaRae Mardescic Bechmann as our new CEO/President. After an extensive recruitment process, LaRae was selected from a field of stellar candidates to lead programs and operations for Chrysalis and Chrysalis Enterprises, and guide the organization's strategic growth and financial sustainability.



Bringing with her more than 15 years of fundraising and marketing experience for non-profit organizations, LaRae joined Chrysalis in March as Chief Development Officer. Most recently, she served as Vice President of Development at the Petersen Automotive Museum and Director of Development at the University of Southern California. She also led corporate fundraising for the Our Lady of the Angels Cathedral campaign. Additionally, LaRae is


a long-time volunteer of Chrysalis, serving as co-chair of Friends of Chrysalis, one of the organization's special fundraising committees during 1999 and 2000. LaRae has led the organization through two of the highest-grossing events in Chrysalis history, and is preparing to launch a campaign for

**I am delighted to have the opportunity to lead Chrysalis...**

*LaRae Mardescic Bechmann*

Chrysalis' 25th anniversary.

"The Board and I are very pleased to have such an effective, successful and passionate leader as LaRae to head our organization," said Bob Hart, Board Chair. "LaRae has proven her success in the development department, and we look forward to her leadership at Chrysalis."

"I am delighted to have the opportunity to lead Chrysalis as we continue to find meaningful ways to serve the homeless in our community," said LaRae. "Together with an outstanding staff and a highly committed Board of Directors, I am confident that we will see Chrysalis spread its wings and rise to meet the challenges that lie ahead." 


## 2007 Spirit of Chrysalis Awards



Event Chair Jill Baldauf  
and Auction Chair  
Karen Murphy O'Brien

Our 2007 Spirit of Chrysalis Awards was a huge success! Held on October 24, the event drew over 500 guests to honor Chris M. Kanoff of Jefferies & Co., Chrysalis Enterprises' Customer of the Year Topa Management Company, and Client of the Year Jai Hilton.

The Spanish-themed fête, held at the gorgeous Vibiana (formerly St. Vibiana's Cathedral) downtown, featured a flamenco guitarist, fabulous silent and live auction, dinner and dancing to the sounds of Spreadin' Rhythm 'Round. Client of the Year Jai Hilton brought the room to tears as she spoke of her transformation at Chrysalis, and Customer of the Year Topa Management Company was lauded for providing Chrysalis clients with a road to success. It was certainly a night to remember!

Thanks to the dedication of Chrysalis Board Member Mary Ellen Kanoff, honoree Chris Kanoff and our incredible Event and Auction Committees, the event reached record numbers, raising nearly \$600,000. Tremendous appreciation also goes to Event Chair Jill Baldauf and Auction Chair Karen Murphy O'Brien for their tireless commitment and efforts! 



Chris Kanoff, LaRae Mardescic Bechmann, Paul Geinger, Topa Management Co., Jai Hilton and Bob Hart

## Mission Statement

Chrysalis is a nonprofit organization dedicated to helping economically disadvantaged and homeless individuals become self-sufficient through employment opportunities.

GET INVOLVED - CHANGE LIVES

Call (310) 401-9400 or visit [www.ChangeLives.org](http://www.ChangeLives.org) to learn how you can help change lives.

# Getting Creative to Help Change Lives!

There are more ways to support Chrysalis than writing a check! Board Member Brett Ratner raised over \$1,500 by charging his cast and crew when their cell phones went off during meetings. Another donor, Courtney Love, raised nearly \$2,000 by auctioning her old clothing off on eBay. A third supporter, Ken Fabrick turned his company's computer-recycling program into a fundraiser for Chrysalis.

**See back page for things you can do to help!**

## New Client Services Initiatives

We are happy to share three new initiatives we've begun in order to support our clients' drive for self-sufficiency.

Clients with criminal backgrounds often continue to pay for mistakes they made in their pasts, in turn limiting their job prospects. But through our new **Expungement Clinics** – offered in partnership with Homeboy Industries, O'Melveny & Meyers LLP, and Public Counsel – clients have an opportunity to clean up their records. Expunging convictions can serve as a message to employers that these prospective hires are turning a new leaf, and – more importantly – allows clients to answer the question, "Do you have any convictions on your record?" with a confident, "No."

Education and earnings potential are also closely linked. Studies have shown that individuals with a high school diploma earn 40% more than those

**Studies have shown that individuals with a high school diploma earn 40% more than those without.**

without, yet over one-third of Chrysalis clients do not have their diploma or equivalency certificate. Our new **GED Support Program**, being initiated this fall through a grant from the Thomas and Dorothy Leavey Foundation and an anonymous donor,

will encourage our clients to pursue their GED and help them earn it. During the evenings, we will provide test preparation resources, dinner, and the opportunity for clients to work with volunteer tutors to study for the battery of five exams. With GEDs in hand, these clients will soon be ringing the success bell for higher wage jobs!

Lastly, imagine a client getting hired in his or her dream job, only to lack the equipment they need to perform it. Through our new **Material Needs Fund**, we are now able to offer clients the resources to purchase these items – such as tools, tool belts, uniforms, and safety equipment. Thanks to the Castruccio Family Foundation for making this new initiative possible! 🌟

**If you are interested in participating in any of these new initiatives, please contact Michael Graff-Weisner, VP of Client Services, at MichaelGW@ChangeLives.org or (213) 806-6341.**



**Hugh | Success Story**

## Client Success Story

Once a successful musician who had played with the greats of modern jazz, Hugh lost both his career and his family in the early 90s when he was imprisoned for dealing drugs. Bitter and disillusioned with life after prison and lacking any family support, Hugh sought to re-enter the working world in 1999. He battled the stigma of his criminal background and his lack of marketable job experience for years, never securing work or housing for very long. In February 2006, when he was about to lose his shelter bed and was on the verge of finally just giving up, he spotted a Chrysalis Works employee sweeping the street and asked how he could get that job. Hugh says he felt like he belonged from the moment he walked through Chrysalis' doors.

The classes, resources and counseling Chrysalis provided gave him security and direction and helped to restore his dignity; his Employment Specialist George Matos also helped him get into a housing program. Interestingly, though Chrysalis Works is what initially attracted Hugh to Chrysalis, he decided to forgo transitional employment in hopes of a full-time job in construction. With over six months of diligent job searching and small jobs along the way, Hugh eventually achieved his goal of working in construction, which quickly led to a stable place to live. A year later, he has a truck, thousands of dollars in tools and a checking account. Hugh has also moved up in his construction company from general labor to a skilled position by taking advantage of the training opportunities they provided. Hugh is reestablishing a productive and successful life, is active in his church, and looks forward to giving back by helping others in need. Congratulations, Hugh! 🌟

# Did you know...

LA County saw a drop in homelessness over the past two years from approximately 88,000 people homeless each night in 2005 to 73,000 in 2007.

Skid Row, however, saw a slight increase from 3,600 to 5,100 people homeless each night.

In LA County, the gap between the rich and poor is still greater than in any major region in the US.

The most common cause of homelessness is loss of a job, followed by eviction and conflict with a family member or friend.

\*Figures from the **2007 Greater LA Homeless Count.**



## Rick Stoff Ambition Transition

According to the National Transitional Jobs Network, transitional employment “combines real work, skill development and supportive services to transition participants rapidly and successfully into the labor market.”

Our Chrysalis Enterprises division does just that for homeless and poor men and women with multiple barriers to work - and the benefits are substantial. Rick Stoff, Director of Business Partnership, has seen the transformation after several years working with our clients and “selling” their potential as capable, reliable workers for Chrysalis Enterprises.

So how useful is transitional employment anyway? You might not think minimum wage is enough to rent an apartment or provide training for something better, but transitional jobs provide this and much more.

“Clients come to us with a wide range of employment barriers, and many of them have

large gaps in their resumes. Quite a few have forgotten how it feels to show up at 8 am, take lunch at noon, and follow a task to completion,” explains Rick. “Once a job is done and clients receive their paychecks and hearty congratulations on a job well done, you should see their faces. After a few months of steady work, the client has the ability to either find a temp job with more responsibility or possibly land permanent independent work.”

All along the way, clients’ resumes are enhanced, gaps are filled, references are created, and self-esteem is rebuilt. It doesn’t take long before a worker shakes his head and smiles, realizing how far he has come in a few short months.

So...do you have any sweeping, hauling or cleanup jobs for people making radical changes in their lives? Use Chrysalis Enterprises to get them done. 🌱

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For more information, please call **Rick Stoff, Director of Business Partnerships** at (310) 401-9382.

## Clean Sweep

Meet one of Chrysalis Enterprises’ oldest and newest customers - Urban Place Consulting Group Inc. Urban Place is a place-making and business improvement district (BID) consulting firm that has worked with more than 44 districts in 34 cities and 23 states in facilitating the development of community in urban places. They have long managed operations for one of our oldest and largest customers, the Figueroa Corridor Partnership, and they now also manage the North Hollywood BID and Culver City Downtown Business Association, two of Chrysalis Enterprises’ newest contracts.

North Hollywood (NOHO) BID, a property-based BID, was established in April 2007 by the 108 property owners along Lankershim and Magnolia Boulevards in the heart of North Hollywood to supply cleaning and security services for the district. The cleaning services provided by Chrysalis Enterprises include litter pickup, sidewalk sweeping, emptying trash cans, graffiti removal, landscaping and pressure washing.

The Culver City Downtown Business Association hired Chrysalis in March 2007 to provide maintenance services for its newly emerged, vibrant downtown scene. The Clean Team covers Culver and Washington Boulevards from Duquesne to Robertson. Chrysalis Enterprises employees provide litter pickup, pressure washing, and light landscaping.

“I have been managing BIDs for 15 years and I have never seen a Clean Team member work harder than those supplied by Chrysalis,” says Rena Leddy, VP BID Development and Operations, Urban Place Consulting Group, Inc. “The Chrysalis teams are hard-working, dedicated and trained to handle just about anything they encounter on a downtown street.” 🌱



### Chrysalis Locations:

516 S. Main Street, Los Angeles, CA 90013 • 213.806.6300

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1853 Lincoln Blvd., Santa Monica, CA 90404 • 310.401.9400

14015 Van Nuys Blvd. Suite E, Pacoima, CA 91331 • 818.794.4200

[www.ChangeLives.org](http://www.ChangeLives.org)  
[www.ChrysalisEnterprises.com](http://www.ChrysalisEnterprises.com)

**91%** of all Chrysalis funds raised go directly to client services

**93%** of individuals completing our Job Readiness Curriculum secure employment

**150** businesses partner with Chrysalis to provide transitional jobs for nearly 900 Chrysalis clients



## Calendar of Events

**Sotheby's Run to Change Lives**  
**February 17, 2008**

**The Fairmont Miramar Hotel's**  
**"Meet Me Under the Fig Tree"**  
**Community Gathering to benefit Chrysalis**  
**December 2, 2007**

For more information, contact

**Laney Kapgan** at (310) 401-9393 or [KapganL@ChangeLives.org](mailto:KapganL@ChangeLives.org)

### Here are some little things YOU can do to make a difference

- ✔ Sell your old clothes, valuables or computer equipment on eBay and give a portion of proceeds to Chrysalis through [www.missionfish.org](http://www.missionfish.org)
- ✔ Hold a "friend raising" event in your home
- ✔ Use [www.goodsearch.com](http://www.goodsearch.com) while you surf online
- ✔ Order amazing Bodega Chocolates for your holiday and corporate gifts and a percentage of your sales will be donated to Chrysalis. Just call 714-330-7828 and ask for Martucci (reference code "ChangeLives")

For more information on any of these opportunities, please contact Joshua Goldstein at [GoldsteinJ@ChangeLives.org](mailto:GoldsteinJ@ChangeLives.org).

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