2014 Annual Report

A YEAR IN FOCUS

CHRYSALIS

a nonprofit organization **Changing Lives Through Jobs**

"Chrysalis has really motivated me and helped me build up my integrity. I use the three P's: positivity produces productivity."
—Johnny

2014 ANNUAL REPORT

FOCUS ON THE MISSION

Dear Friend,

As Chrysalis' 30th anniversary year comes to a close, it's a great time to reflect on what has developed over the past three decades—and what will develop in the future. Since John Dillon and his friends opened the doors of Chrysalis in 1984, we have helped more than 51,000 courageous men and women get back on the path to self-sufficiency through employment. While our curriculum, technology and facilities have changed significantly over the years, what hasn't changed is our singular focus on developing the potential that each of our clients has. Their drive, determination and willingness to change inspires us to continue to find new and more effective ways to help them toward their employment goals and the self-sufficiency that results from those achievements.

More than 2,100 clients secured employment with the help of our program last year—an all time high, and especially meaningful considering that this represents a 37% increase since 2010. Over the past five years we have developed new programming and curriculum designed to help our clients compete in today's changing economy. Many of these projects came to fruition in 2014, including the construction of a new center in Pacoima, as well as our greatly expanded computer and customer service curriculums.

Our clients' motivation and success is what drives us to take our program to the next level. In the pages that follow you will meet some of these inspirational clients and learn more about our work. We are excited about what lies ahead, and can't wait to share more stories of success with you as the future unfolds.

Mark Loranger
President & CEO

Hayward Kaiser
Chairman of the Board

2,146
clients secured jobs

$11.44
average hourly wage

337,180
hours worked through Chrysalis Enterprises

100%
low-income

15%
veterans

55%
high school diploma or less

33%
parents of kids under 18

28%
history of substance abuse

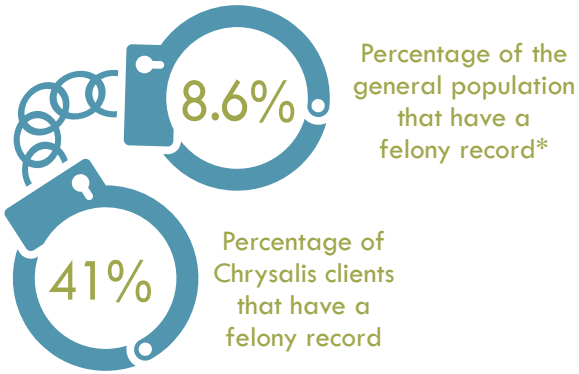
CLIENT DEMOGRAPHICS

FOCUS ON THE PERSON

Each Chrysalis client has a unique set of barriers that often obstructs their path to employment. Rather than a one-size-fits-all model, our program is designed to allow for a customized approach to understanding where our clients come from and where they want to go. Often, issues such as a history of incarceration and unstable housing are obstacles that our clients must deal with as they prepare themselves for the workforce. Our program teaches clients how to answer the tough questions to move beyond their past.

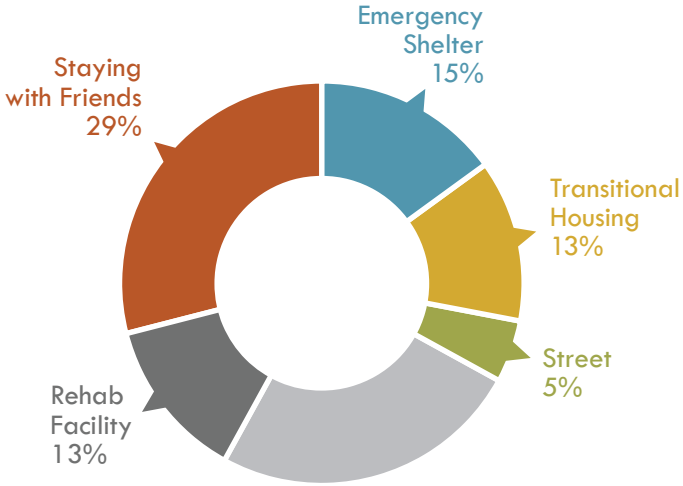
SNAPSHOT: BEYOND THE BARS

A FELONY CONVICTION CAN END THE CONVERSATION WITH A FUTURE EMPLOYER BEFORE IT BEGINS



SNAPSHOT: HOUSING

75% OF OUR CLIENTS ARE HOMELESS OR UNSTABLY HOUSED UPON ARRIVAL AT CHRYSALIS



*As reported by "Growth in the U.S. Ex-Felon and Ex-Prisoner Population, 1948–2010."

"I got out of jail a year ago and never could have imagined how much good would be in my life. I have my own apartment, bank account and I'm attending classes—all because of Chrysalis."
—Michael

2,549
resumes prepared

2,073
practice interviews

1,558
hours of computer training

2,377
core curriculum classes

CORE EMPLOYMENT PROGRAM

FOCUS ON THE SKILLS

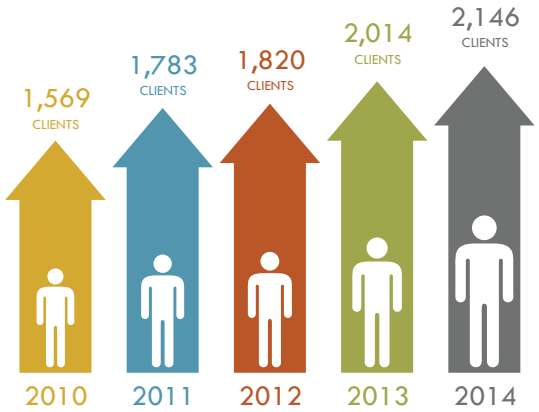
We realize that the path to self-sufficiency is different for every person. A key part of our individualized approach is the relationship that each client develops with their Employment Specialist—that's what we call our case managers. Through one-on-one meetings and weekly check-ins, clients have someone to help keep them on track and motivated, not to mention a rich offering of services available in each of our three centers.

In 2014, we formed a partnership with the Legal Aid Foundation of Los Angeles (LAFLA), which provides counseling to assist clients with legal issues that are barriers in their search for employment. Taking a cue directly from our annual client feedback survey, we also added a seven-session Computer Workshop Series to address the ever-increasing need for a higher level of technical proficiency and know-how.

Both programs have proved to be enormously valuable in helping clients move the needle towards employment. Over the last five years, we've seen our expanded service offerings pay off in increased employment outcomes.

SNAPSHOT: JOB GROWTH

30% INCREASE IN CLIENTS THAT HAVE SECURED EMPLOYMENT OVER THE LAST FIVE YEARS



SNAPSHOT: RESOURCES

OUR SERVICES STAY CURRENT WITH THE CHANGING JOB MARKET

- Resume Prep
- Practice Interviews
- Workshops
- Computers
- Phones
- Bus Tokens
- Mental Health Counseling
- Work Wardrobe
- Scholarship Fund
- Support Groups
- Mail Center
- Customer Service Training
- GED Prep
- Legal Counseling
- Driver License Fund

"I found hope again through Chrysalis. They are truly dedicated to treating everyone with compassion and humanity."
—Juanita

502
clients worked at Chrysalis

$2.9M
in wages earned by Chrysalis workers

6,722
tons of trash collected

44,791
graffiti tags removed

TRANSITIONAL JOBS PROGRAM

FOCUS ON THE JOB

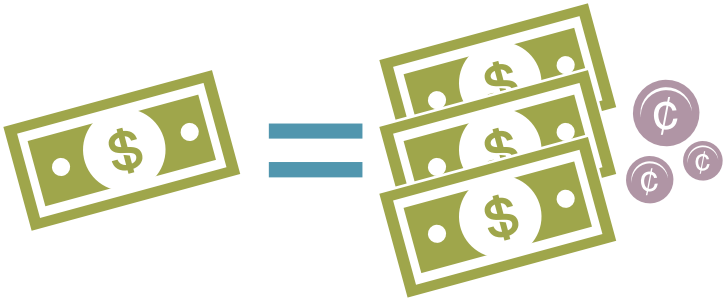
Chrysalis Enterprises, the transitional jobs program we've operated since 1991, isn't your run-of-the-mill business. Through unique partnerships with over 16 Business Improvement Districts throughout L.A. and more than 100 other customers, Chrysalis employs an average of 220 individuals each week.

Here's how it works: once a client has completed our core curriculum they may be referred to Chrysalis Enterprises by their Employment Specialist. If it is determined that a job opportunity through Chrysalis Enterprises will help address one or more of their employment barriers, they will be offered a position in one of our businesses. These transitional jobs are designed to provide clients with the ability to develop their resume, confidence and skills while paving the way to successful long-term employment.

In 2014, a three-year study of social enterprises, including Chrysalis, was completed and the results show beyond a shadow of a doubt that giving people the opportunity to work pays off, not only for the individual, but for society as a whole. In this first of its kind study, 191 individuals were followed for more than a year and measured in a number of key categories.

SNAPSHOT: WORK PAYS OFF

FOR EVERY $1 SPENT AT CHRYSALIS ENTERPRISES
THERE IS A $3.36 ROI TO SOCIETY*



** Findings from the Mathematica Jobs Study final report*

"Chrysalis is a great place to get started. But it's more than just about finding work. You can find yourself as a person here."
—Michael

30 YEARS OF CHANGING LIVES THROUGH JOBS

1984

Chrysalis is started by 22-year-old John Dillon, who uses his own money to open the agency in Skid Row. What begins as a food and clothing distribution center quickly grows into the first employment program to serve the homeless.

1985

Chrysalis is honored for its work at a black tie gala in Beverly Hills and awarded its first major gift of $5K with support from Los Angeles Mayor Tom Bradley.

1995

In his book *Reinvesting in America*, Pulitzer Prize winning author, Robin Garr, names Chrysalis "one of the top organizations in L.A. County for combatting poverty."

1997

Chrysalis' Santa Monica center moves to a larger building to accommodate three times the number of clients.

1999

Chrysalis launches the annual Women's Empowerment Program with the help of the Junior League of Los Angeles.

2001

With a rising demand for services in the San Fernando Valley, Chrysalis opens its third center in Pacoima. The center offers its entire curriculum in both Spanish and English, to accomodate a large Spanish speaking client base.

2008

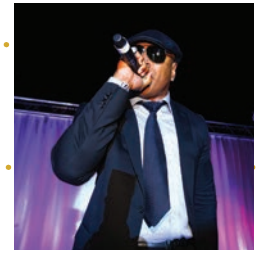
Chrysalis receives Bank of America's Neighborhood Excellence Initiative award for its efforts toward strengthening the community.

2009

The toughest economy in a generation leads to a 40% increase in the number of new people coming to Chrysalis. Despite the burden on staff, not a single person is turned away.

2010

A five-year strategic plan is approved, that includes curriculum enhancements like specialized workshops, a scholarship fund, and more computer and customer service trainings.



2011

The annual Chrysalis Butterfly Ball celebrates its 10th Anniversary. Widely regarded as one of the top events in L.A. Today, the event routinely raises in excess of $1.2M and is attended by more than 700 guests.

1987

The first annual "Run for the Homeless" brings together runners and Chrysalis clients. The event raises funds, awareness and media attention.

1991

Labor Connection, known today as *Chrysalis Staffing*, is created to provide temporary jobs for clients. This innovative social enterprise model is one of the first of its kind in the country.

1992

Chrysalis' Downtown center moves to 516 S. Main St.

1994

Chrysalis opens a center in Santa Monica. A second social enterprise is created. *Chrysalis Works* employs clients to do street cleaning and maintenance in Los Angeles County.

2002

The first annual Chrysalis Butterfly Ball is held at a private estate in Beverly Hills. The event honors leaders in the entertainment industry and raises $400K in its inaugural year.

2004

Charles Stewart Mott Foundation selects Chrysalis' temporary staffing agency as a national model of a successful solution to returning the hardest-to-employ to the workforce.

2005

A gift from Alan Long allows Chrysalis to purchase and expand its Santa Monica center. The new space provides double the square footage.

Chrysalis receives the "Rose Award" as the top social service agency in Downtown L.A. over 25 years.

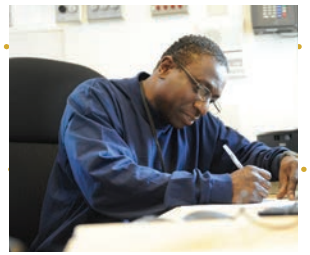
2007

Chrysalis Works cleans L.A.'s busiest blocks, playing an integral role in the revitalization of the Downtown L.A. Chrysalis' combined social enterprises generate $6M in revenue.

2012

Chrysalis completes a $2M expansion and renovation of the Downtown center. The new facility adds additional classrooms, computer stations and offices.

Chrysalis is named Nonprofit of the Year by the *Los Angeles Business Journal*.



2013

Through a historic partnership with the affordable housing community, Chrysalis Staffing is able to expand its business by 77%. An increase of 56,000 additional hours of work is gained.

2014

A $1M+ relocation of the Pacoima Center doubles the amount of client resource space to better serve the growing population in need of Chrysalis' services in the Valley.

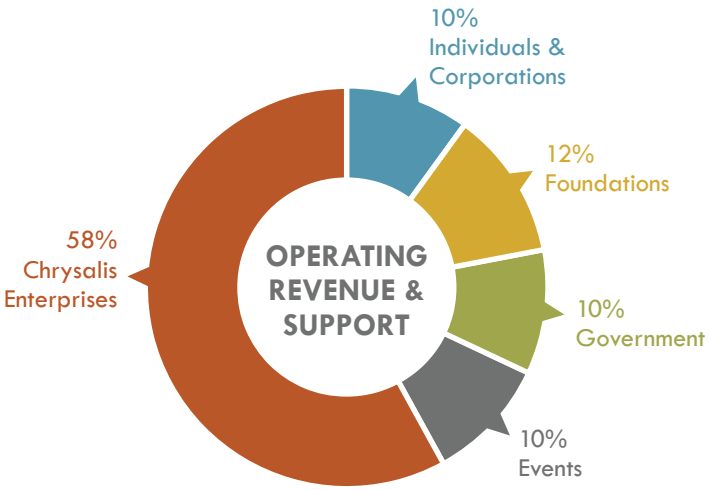
3
Chrysalis centers

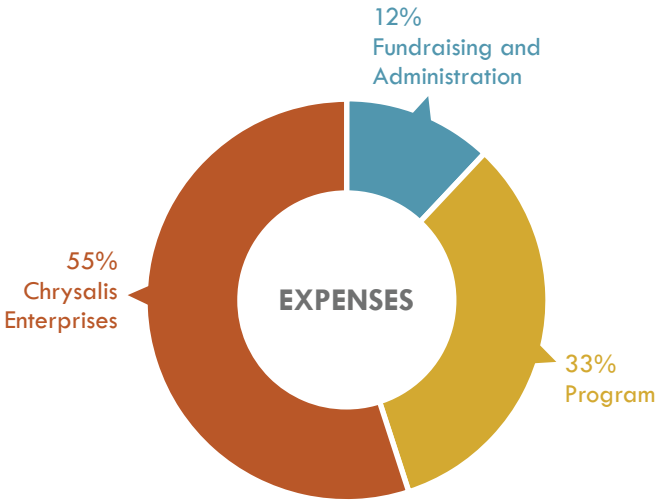
80
full-time employees

508
volunteers

2014 ANNUAL BUDGET

FOCUS ON THE NUMBERS





OPERATING REVENUE & SUPPORT

Individuals & Corporations	$1,131,987	10%
Foundations	$1,459,368	12%
Government	$1,119,105	10%
Events	$1,203,933	10%
Chrysalis Enterprises	$6,778,518	58%
TOTAL	**$11,692,911**	**100%**

EXPENSES

Fundraising and Administration	$1,300,122	12%
Program	$3,735,021	33%
Chrysalis Enterprises	$6,259,132	55%
TOTAL	**$11,294,275**	**100%**

"I was living in a shelter when I found Chrysalis. While taking classes, I realized that I was at a place that cares about me and my success!"
—Sandrenna

THANK YOU

Thank you to the following individuals, foundations, corporations and government agencies whose generous contributions help make our work possible.

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U.S. Dept of Housing and Urban Development

"Chrysalis has given me more skills and made me feel enthusiastic about my job search."
—Anthony

CHRYSALIS

a nonprofit organization **Changing Lives Through Jobs**

www.changelives.org

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Every dollar given today changes a life tomorrow.
changelives.org/donate
(310) 401-9424

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Give the gift of time. Volunteers play a vital role in our mission, including facilitating classes and preparing resumes.
changelives.org/volunteer

HIRE

Our quality workers can meet your company's needs.
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1853 Lincoln Blvd.
Santa Monica, CA 90404
(310) 401-9400

San Fernando Valley
13545 Van Nuys Blvd., Suite 1
Pacoima, CA 91331
(818) 794-4200

Chrysalis is a non-profit organization dedicated to creating a pathway to self-sufficiency for homeless and low-income individuals by providing the resources and support needed to find and retain employment.