

# SPRING 2021 NEWS

## LOOKING BACK AND CHARTING STEPS FORWARD 2020 YEAR IN REVIEW & 2021 GOALS

Last February, our spring newsletter highlighted a study noting that homelessness and jobs were projected to be a top concern for Californians during the 2020 election. Less than a month later, the world's collective attention shifted to the pandemic and the subsequent wide-spread safety measures that changed every aspect of our personal and professional lives.

The effects of this crisis also had a swift impact on employment levels. As a result of sweeping closures, millions of Californians were faced with job loss last year, with Los Angeles and Orange County reflecting the sharpest increases in unemployment rates.

For new Chrysalis clients like Eddie, who was suddenly let go by his employer of over two decades and faced with navigating the unfamiliar territory of looking for employment online, our remote services were critical to getting him back to work with minimal delay. Individualized support from his Employment Specialist, access to resume writing and practice interview services offered by volunteers, a gift card to purchase professional attire, and a referral to a temporary job in line with his interests and experience with our local hiring partner LA Family Housing, ultimately led to Eddie securing permanent work.

For those who were able to safely seek employment in 2020, Chrysalis was there to help. Last year, over 6,500 people accessed our programs and services, including over 2,000 new clients since we shifted to a virtual program model in mid-March.

Despite the increased hurdles our clients faced to the workforce, virtual success bells rang every day. **Over 1,500 individuals – and counting – secured employment and another 1,600 worked a transitional job through our employment social enterprise** last year. Our virtual volunteers

*(continued inside)*



**“Chrysalis is truly a blessing to me. I have found my passion in helping others and am currently pursuing a degree in social work.”**

DWONA  
Guest Services Associate  
National Health Foundation

*Photo credit: Mallory Powers Loring*



## CHRYSALIS COVID-19 RESPONSE

	Remote Service Period*	Calendar Year 2020**
New Client Assessments	2,082	3,306
Clients Working a Transitional Job with Chrysalis Enterprises	1,484	1,654
Clients Who Secured Employment	1,017	1,587
Resumes Written	1,421	2,188
Practice Interviews Conducted	964	1,643

Emergency Relief Funds Distributed

\$927,511

\*March 16 - December 31, 2020

\*\*Chrysalis data to be audited and finalized by March 31, 2021

and staff helped conduct a combined 3,800 resume writing and practice interview sessions, while a select number of on-site staff across our centers in Southern California ensured that over 650 clients working temporary jobs with us received paychecks each week.

**Thanks to the generosity of our supporters, we also distributed over \$925,000 in direct financial aid to clients,** helping them cover essentials like rent, utility bills, groceries, transportation, and more. In the words of a Chrysalis Employment Specialist:

*Being able to access these funds has allowed me to feel agency in advocating for my clients and helping them receive real support in an immediate way. I have been able to help my clients when there is no other help available during this pandemic. That is the best result any direct service provider can hope for during such a difficult time.*

A lot has changed in the last 12 months, but the issues of homelessness and unemployment must remain top priorities if our community is to truly recover from the effects of COVID-19. At Chrysalis, we believe that a job is a key step in someone's transition out of poverty and onto a pathway to self-sufficiency. At the same time, it is just as important that we continue to support folks in remaining

employed or – as was the case with Eddie – in securing new employment as quickly as possible after they experience job loss to prevent them from experiencing additional hardship.

The Los Angeles Homeless Services Agency's 2019 Homeless Count confirmed the steeply rising rate of people falling into homelessness, with 59% of the unsheltered adults experiencing homelessness for the first time citing economic hardship as the cause. As we anticipate an increased need for our services in the near and distant future, this is another confirmation of why our employment-focused services are crucial.

### THE YEAR AHEAD

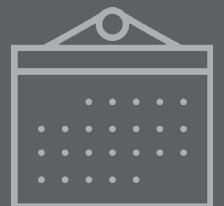
Despite a tumultuous year, our dedication to our clients is unwavering. **As we look forward to 2021, we have committed to helping 1,900 clients secure employment** and anticipate welcoming at least 3,400 new clients to our program. We are also prepared to grow hiring partnerships throughout Southern California and get new programs off the ground that will ensure more clients are able to prepare for, find, and retain employment. Read on to learn about two programs that are allowing us to equip more clients with the resources and support they need to realize their employment goals.

## ENGAGING WITH CHRYSALIS ONLINE

[ChangeLives.org/Events](https://www.ChangeLives.org/Events)

Last year, we hosted a record-breaking number of virtual events, including our first-ever Chrysalis Night In. The star-studded event featured live music and entertainment, raising over \$425,000! Visit [ChangeLives.org/CNI](https://www.ChangeLives.org/CNI) to watch the show!

We also invite you to check out our YouTube channel for recordings of our monthly Community Broadcasts and exclusive behind-the-scenes interviews with Chrysalis staff and clients. Flip the page for details on joining us for upcoming virtual events.



# SECTOR

## MORE PATHWAYS TO EMPLOYMENT FOR INDIVIDUALS IMPACTED BY THE CRIMINAL JUSTICE SYSTEM

Chrysalis is excited to be part of Skills and Experience for the Careers of Tomorrow (SECTOR), a new three-year program in partnership with LA County's Office of Diversion and Reentry aimed at connecting 1,500 individuals who have been impacted by the criminal justice system to training and employment opportunities in growing job industries. We will be serving 250 participants this year and a total of 750 individuals over the next three years.

Launching in February 2021, Chrysalis will be actively enrolling clients into this exciting new program.

Led by our Director of SECTOR, Kelli Micheau, our team of Career Coaches will work with clients to achieve the program's key goals, including decreasing unemployment



rates and increasing wages, reducing recidivism, and improving participant wellbeing by preparing them to realize their employment goals with the support of vocational training. Meanwhile, our Chrysalis Enterprises Business Development team will be working closely with our employer partners to meet their hiring needs while targeting job opportunities in growing industries, including public sector, healthcare, social service, IT, construction and green jobs, and more.



**Kelli Micheau**  
Director of SECTOR  
[ChangeLives.org/Leadership](https://www.ChangeLives.org/Leadership)

Learn more about how your company can find dedicated employees through Chrysalis: [ChangeLives.org/Hire](https://www.ChangeLives.org/Hire)

# PROJECT ROOMKEY

## PROGRAM UPDATE & OUTCOMES

Last fall, we announced Chrysalis' participation in Project Roomkey, a State-wide program made possible by the efforts of the State of California, its Counties, and other municipalities aimed at creating temporary housing solutions for our most vulnerable community members during the pandemic. Throughout Southern California, the County and City of Los Angeles and the Los Angeles Services Authority worked together to connect over 6,000 at-risk individuals experiencing homelessness with a safe place to stay in the form of vacant hotel or motel rooms to help prevent the spread of COVID-19. A similar program, Project Toolbelt, operates in Orange County.

In addition to access to shelter, these locations offer residents three meals a day and wrap-around supportive services. Two of these sites are run by Chrysalis hiring partner National Health Foundation, which has worked with our Staffing team to hire over 275 Chrysalis clients each week in transitional jobs at these locations throughout the pandemic. 13 clients have since transitioned into permanent roles at the organization, including Paul and Dwona.

**“Through our partnership with Chrysalis, individuals are gaining valuable personal and professional skills, opening up the door to roles in the healthcare field that may not have been otherwise accessible to them,”** shares National Health Foundation President & CEO, Kelly Bruno.

We introduced you to Dwona last September, who has since accepted a permanent Guest Services Associate position with the foundation. “Chrysalis is truly a blessing to me because without them I would have never been connected to National Health Foundation (NHF). Thanks to NHF, I have found my passion in helping others and am currently pursuing a degree in social work. I want to help others the same way Chrysalis and NHF helped me,” she shares.

Building on the success of Project Roomkey, Project Homekey is the next phase in the state's response to protecting Californians experiencing homelessness who are at high risk for serious illness and are impacted by COVID-19.

Administered by the California Department of Housing and Community Development, \$600 million in grant funding has been made available to purchase and rehabilitate housing, including hotels, motels, vacant apartment buildings, and other buildings and convert them into interim or permanent, long-term housing. Chrysalis looks forward to answering the call when staffing of these locations picks up in the coming months.



**Paul**  
Guest Services Associate  
National Health Foundation  
*Photo credit: Genesis Productions*

**CHRYSALIS**  
a nonprofit organization *Changing Lives Through Jobs*



## UPCOMING VIRTUAL EVENTS

### CHRYSALIS COMMUNITY BROADCAST

Join our President & CEO and guest panelists for key programmatic and increased in-person services updates.

TUESDAY, MARCH 16

### CHRYSALIS VIRTUAL TOUR

Tune in for a live, behind-the-scenes experience at our centers and locations – all from your computer!

THURSDAY, MARCH 18

### THE FUTURE IS WORKING

Mark your calendar for an online giving day aimed at raising \$10,000 toward workforce development in Orange County

THURSDAY, MARCH 25

### CHRYSALIS NIGHT IN

Save the date for our next online evening event packed with comedy, music, and live entertainment – don't forget the popcorn!

THURSDAY, MAY 13

LEARN MORE & RSVP →  
[ChangeLives.org/Events](https://www.ChangeLives.org/Events)

## THANK YOU, TIM DUBOIS

**PRESIDENT/CEO, EDWARD THOMAS COMPANIES**

After 27 impactful years on Chrysalis' Board of Directors, Tim Dubois retired from the Board at the end of 2020. Below, he reflects on his time at Chrysalis. We thank Tim for his years of service and support and celebrate him as a lifelong member of the Chrysalis family.

*Back in 1992, I was concerned about homelessness and was asking a friend if he had any suggestions for what could be done to mitigate the situation. He told me about this young organization, Chrysalis, which had a very smart model for helping people out of homelessness permanently and breaking the cycle of poverty by finding them jobs. A few months later, I was fortunate to be asked to join the Board of Directors.*



*Today, Chrysalis is blessed with having many friends and benefactors that recognize and support its mission. In the early days, this was certainly not the case, and we continually struggled to make ends meet. At one particularly difficult moment, the Board was considering how to deal with the latest financial crisis and whether we should close the Pacoima Office. We were reminded that places like Pacoima are exactly where Chrysalis needs to be. The Board and the staff did the right thing that evening. Pacoima stayed open that night and is open today.*

*Anyone who works with or supports Chrysalis can truly participate in not only transforming one person's life, but the lives of an entire community. What is also genuinely amazing is that Chrysalis has been changing lives for more than a quarter of a century. In that time, Chrysalis has gone from a small start-up to a multimillion-dollar operation, and yet it has maintained its strong culture and core values. It is not easy to do that and to also take a solid and consistent business approach to a difficult social issue. For whatever small part I may have played in all of that, I am grateful.*

#ChangeLives

[ChangeLives.org](https://www.ChangeLives.org)

