



## 2022-2023 Strategic Plan | • Engage • Enhance • Expand

### Our Mission

Chrysalis serves people navigating barriers to the workforce by offering a job-readiness program, individualized supportive services, and paid transitional employment. We empower our clients on their pathway to stability, security, and fulfillment in their work and lives.

### The Investment

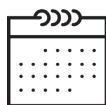
Over the next two years we will **engage** with our clients, staff, volunteers, customers, and donors to respond to their changing needs; **enhance** our programming and infrastructure to build upon what we've learned; and **expand** by finding new ways to bring our programming to more communities. During this time, more than 6,250 jobs will be secured by Chrysalis clients, reaching an average wage of \$19.11 an hour by 2023.

### Change We Need

Southern California needs quality jobs for working age adults impacted by systemic barriers, including identity-based barriers (e.g. racism), homelessness, inequitable education, involvement with the justice system, social/economic disadvantage, and immigration status, and who have experienced a disproportionate economic disruption as a result of the pandemic.

Locally, nearly 64,000 individuals are unhoused, and most state that the leading factor in their experiencing homelessness was job loss or economic hardship.

Employment is also a key factor in reducing recidivism rates; however, justice-involved individuals (1 in 3 Americans) face significant barriers to reentering the workforce.



### Our Plan

- **Improve programming and increase client income results.** We will formalize a hybrid service model and focus on career pathways for clients.
- **Expand services to new regions.** Chrysalis will bring transitional job opportunities with the Roads program to San Bernardino and Riverside counties with the potential for further growth across Southern California.
- **Invest in infrastructure and resource needs to ensure Chrysalis is sustainable and inclusive.** We will build on our strong foundation with a focus on staff salaries and support, DEI, and resource development.



### Our Pathway

- **A strong history and network of engaged stakeholders on which to build.** Chrysalis has been a leader in the fields of workforce development and employment social enterprise for nearly 40 years.
- **A tested model and robust data systems to inform program enhancements.** Incorporating the voices of clients and volunteers, Chrysalis will enhance our programming to build an effective model for our new hybrid economy that focuses on quality employment and family-sustaining wages.
- **An expansion track record.** Chrysalis has grown steadily over the last decade, opening new centers and co-located offices, as well as launching new business lines and programs. We're excited to bring our services to new audiences and communities.



### Why We Need You

- **Need for growth capital and diversified, sustainable funding streams.** We have a vision of a world where people work and thrive, and with your help, we can make it happen. Chrysalis seeks to raise \$5 million over the next two years for our Strategic Growth Fund. This Fund will invest in capacity- and infrastructure-building needs and ensure the delivery of the 13 focus areas and 45 action items of our strategic plan.