Reentering / Reconnecting
Rubicon Richmond
Economic Empowerment Participants

• 96% very low income
• 77% homeless or unstably housed
• 64% have criminal record, of whom 47% released in last year, 53% on probation or parole
• 67% HS Diploma or less, 24% neither GED or HS Diploma
• 31% female, 69% male
• 75% African American, 12% Latino, 6% White, 5% other
(Hidden) barriers to self sufficiency

**Isolation**
“My life was in shambles, I didn’t know where to turn or who could help me. I felt completely alone.”

**Lack of positive peer groups/networks**
“The funny thing is the guys I was hanging out with, were the same guys I felt I had to protect my family from.”

**Dependence mentality**
“Before my job I didn’t have an income. I had food stamps. It was me and my brother living with my Auntie. There’s only so much she could do for grownups.”

**Low self esteem**
“I didn’t know what I wanted out of life and I found myself going from job to job without ever really investing in anything. I didn’t have the confidence or the skills to stick with a job and I see now that I really got swept up in to decisions that weren’t really mine, just ones I went along with because I didn’t want to be left out.”
Reentering:
Comprehensive, integrated, co-located services

“I have a legal person, I have a financial person. I feel like I have people in my corner.”

“They gave me everything that I needed to know seven years ago [before prison]. About taxes, housing, a car, just opened up my eyes. How to build economic empowerment within yourself.”

“I came here for a job, but what I got out of it is way more than I expected, I’m learning to be a better father and uncle, it means a lot to me.”

“Rubicon gave me the skills to learn how to help myself.”
**Reconnecting:**
**Relationship building / personal empowerment**

**Connection**
“They opened my mind up, they made me see that the world was bigger than where I was from.”

**Build/rebuild positive relationships**
“Every person in that building is willing to fight for me. I can’t just sit there and say, let me give up because it’s not just me, its other people. It’s like a second family. I don’t want to let them down.”

**Personal empowerment**
“I’ve never had so many people who I can actually say care... they have helped me to manage on my own.”

**Self confidence**
“Rubicon showed me how smart I am, they saw the potential inside of me. Now I don’t have to settle. Rubicon taught me that I shouldn’t have to settle.”
Impact (since February 2011)

• 696 Served
• 341 obtained employment, at average wage of $11.50/hr
• 57% retained employment for 12 months
• 218 increased net worth
• 49 increased credit score

“Rubicon just hasn’t changed my life, it’s changed all the people that are in my life too.”

“Now I can be an example for the people in my life that need it most. Rubicon gave me the confidence to fight for myself and help those I love.”
What’s next...

- Identify rubric to **measure social capital development** and “ripple effect” in family/community

- Incorporate **behavioral health** and ensure access to **primary care**

- Enhance **digital literacy** to open more career pathways and increase **social media networks**

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