



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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