



# JOIN US OUR WORK – AND THIS CITY – WOULD FOREVER BE TRANSFORMED AS A RESULT.

Our city is in crisis. We can reclaim it, but first we need to give it **a clean start**. The kind of start that begins with collaboration and dedication to bringing back the magic of hope and opportunity to our communities. We believe this comes through the power of reclaimed self-worth and connection to employment.

Cleanslate revitalizes whole neighborhoods that have become most susceptible to poverty and violence by getting its residents **back to work**. When we do this, it brings swagger to the people and swagger to the streets – the kind of pride and impact in a neighborhood that comes when people take charge and keep it clean, keep it safe, and keep it alive.

Won't you join us? We achieve real growth by being a catalyst of change, but we can't do it alone. Our best partners are lead anchors in their neighborhoods and in their field – **people like you!**

If you choose to sponsor a neighborhood with us, you would **become a civic champion** by forever changing the landscape of a community via beautification and the power of job creation.

**We're taking back our streets  
Ward by Ward!**

*To get involved, please contact:*



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# WE DO MUCH MORE THAN JUST CLEAN...

## About Cleanslate

As a social enterprise of Cara, Cleanslate provides what some might consider an ordinary service (litter abatement, landscape maintenance, snow removal) in an extraordinary way, so that all Chicago neighborhoods – from Uptown to South Shore to many communities in between – can take pride in the safety, revitalization, and vibrancy that is created through clean streetscapes serviced by motivated and motivating people.

## One Executive's Fellowship Was Our Transformation

Cleanslate went from idea to activation in 2005, at the hands of **Mark Carroll, former Managing Director of Goldman Sachs**, who was one of just five top-performing executives in the world awarded a Public Service Fellowship. The year-long fellowship allowed him to use his skills to help a social purpose organization of his choice anywhere in the world. Having been inspired by Cara and its focus on the head and heart of poverty alleviation, Carroll helped launch Cleanslate and so began our exterior maintenance business designed to transform lives while transforming communities in the process.

## Cleaning Streets Is Step One To A Much Bigger Mission

In addition to helping people secure transitional employment and valuable job skills, Cleanslate also serves as a catalyst for true community renewal. By concentrating its beautification efforts along high-traffic corridors, Cleanslate establishes itself as a neighborhood presence that helps restore community pride – as important to the neighborhood identity as the schools, parks, churches, and storefronts.

*The more we live, learn and play together,  
the stronger we become.*



## CLEANSLATE QUICK FACTS



**33** CHICAGO NEIGHBORHOODS  
& SUBURBAN COMMUNITIES



**750k** BAGS OF TRASH  
REMOVED FROM STREETS



**250k** BAGS OF RECYCLING  
REMOVED FROM STREETS



**2,349** TRANSITIONAL JOBS  
CREATED



**920** INDIVIDUALS SECURING  
PERMANENT OR  
LONG-TERM EMPLOYMENT

# ...AND WE'RE JUST GETTING STARTED!

An initiative of Cleanslate, **Ward by Ward** is a new program, already hard at work in Chicago's 27th Ward, dedicated to building a crew-based work model that creates jobs – and thereby peace – directly in our city's communities most vulnerable to violence.

## Ward by Ward brings to neighborhoods:

- Clean streetscapes and beautification
- A sense of safety and pride
- Transitional jobs for the toughest to employ
- A buoy of hope

## As part of Cleanslate, Ward by Ward will help:

- Create **over 350 transitional jobs** per year
- Nearly **80% of employees** remain employed for at least one year
- Secure a **SROI of \$5.97 for every \$1** over a five-year period

NOTHING STOPS A BULLET  
LIKE A JOB.

– FATHER GREG BOYLE



20%

BETTER THAN THE AVERAGE  
U.S. JOB RETENTION



80%

CELEBRATE THEIR  
ONE-YEAR ANNIVERSARY  
AT THEIR FIRST JOB



# YOUR DOLLARS AT WORK!

**\$1M**  
SROI

Your annual contribution will help bring Ward by Ward to a Chicago neighborhood, improving the landscape of a community susceptible to violence and poverty by empowering residents through a crew-based work model guaranteed to create jobs.

## Level 1 - \$50,000

You will help ensure more than **\$95k in annual wages** are paid and **1,335 miles** and **10,680 city blocks** are serviced, while securing a SROI of \$298.5k. Additionally, you'll receive a commendation from the ward's alderman, recognition as a Cleanslate partner online and in marketing materials, and signage acknowledging your organization on Cleanslate vehicles and work sites.

**\$798.5k**  
SROI

## Level 2 - \$100,000

You will help ensure more than **\$150k in annual wages** are paid and **2,671 miles** and **21,368 city blocks** are serviced, while securing a SROI of \$500k. In addition to the recognition received in Level 1, your company logo will be featured on banners in the community, along with other level 2 sponsors, thanking you for your investment.

**\$500k**  
SROI

## Level 3 - \$150,000

You will help ensure more than **\$285k in annual wages** are paid and **4,005 miles** and **32,040 city blocks** are serviced, while securing an SROI of \$798.5k. In addition to Level 1's recognition, Cleanslate will hang banners exclusively showing your organization's logo, thanking you for your dedication to this neighborhood.

**\$298.5k**  
SROI

## Level 4 - \$200,000

**Become a true champion of the community!** You will help ensure more than **\$300k in annual wages** are paid and **5,342 miles** and **42,736 city blocks** are serviced, while securing an SROI of \$1M. In addition to Level 1, 2, and 3's recognition, Cleanslate will coordinate with the ward's alderman to host a kick-off event and to place a plaque in a local park, marking your commitment to preserving the landscape of this neighborhood.