

TOGETHER



We Can...



BUILD
Bridges
CONNECT
Communities
EMPOWER
Families

Annual Report 2022

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Together We Can... build more, reach higher, and go further.

When participants engage in Rubicon's programs and services, one of our most immediate priorities is to connect and begin to build a relationship. This is the foundation upon which one's journey is supported. It is our hope that we can make each participant's journey a little lighter through removing individualized barriers and expanding their relationships and networks.



A handwritten signature in blue ink that reads "Carole 'DC' Dorham-Kelly".

Carole "DC" Dorham-Kelly, Ph.D.
**President and CEO,
Rubicon Programs**

As a supporter of Rubicon, you are part of our network that helps us bust barriers as we work with our participants to clear a pathway to opportunities and options. These journeys require your continued support because the gap in access and opportunity persist for the communities who have systematically been excluded from economic mobility. For individuals and families in the Bay Area, economic mobility looks like health, happiness, community connections and a career making a living wage.

In addition to direct services, Rubicon was increasingly active this past year in collaboratives and coalitions aimed at broader systems change. Alleviating poverty in the East Bay requires a range of strategies interceding at multiple layers. Poverty is not an individual problem, and together we can dismantle the systemic inequities that keep our families and communities in the cycle of struggle. One of the most critical efforts in this systems change work is shifting the narrative and debiasing the assumptions society holds around families and communities who are living in poverty.

In this report, you will read about some amazing people doing great work, rebuilding lives and attaining their goals in the face of systems designed to disadvantage them. Rubicon's systems change work and our expanding programs continue to center individuals and families navigating the long-lasting penalties and residual punishment that lingers after someone has been involved in the criminal justice system. Together, we can raise awareness and demand change in how the criminal justice system disproportionately charges and punishes African American and Latinx communities and those living in poverty. Together, we can build a more equitable and just East Bay and break the cycle of poverty in our neighborhoods and families.

Together, we can.



From left: Rubicon's Director of Community-Based Programs Rhody McCoy, Rubicon's President & CEO DC Dorham-Kelly, CA Dist. 11 Assemblymember Lori D. Wilson, and Rubicon's Chief Program Officer Donté Blue

Our mission is to transform East Bay communities by equipping people to break the cycle of poverty. At Rubicon, we know that eliminating poverty will require all of us working together. In 2022, Rubicon worked in partnership with other community-based organizations, elected officials, workforce development boards, and our participants to build toward a more equitable East Bay where all of our neighbors can thrive.



2,282
Participants

Rubicon served 2,282 participants across all of our programs and services. 85% of participants in our comprehensive programs who started a training activity or college semester successfully completed the activity or semester.



277
Jobs

Rubicon participants secured 277 jobs, with an average starting wage of \$22.52 per hour. 47% of participants who secured a job retained their employment for at least six months.



737
Members

The Reentry Success Center (RSC) served 737 members, of which 387 were new members. 79% of members who started the ALPHA program completed the program.

Relationship building is key to ensuring that our communities have the resources they need to thrive. Rubicon builds bridges with people working at the individual and systems levels to create the change we need for a future East Bay without poverty.

As part of a coalition of practitioners and policy advocates, Rubicon attorneys spent over 35 hours in 2022 analyzing California's Fair Chance Act to make recommendations for amending the law to make it more effective. The law, which went into effect in 2018, prohibits most employers from asking about an applicant's criminal record before making a job offer or from rescinding a conditional offer without completing an individual assessment of the candidate's history and qualifications.

"Because we have such close and extended relationships with our participants, we are able to gather those experiences and relay them and use them to inform advocacy efforts and decisions."

Sarah Williams
Senior Staff Attorney



The Rubicon Education Partnership (REP), expanded to include employment services for individuals on parole and direct referrals from local probation officials. The Oakland office continues connecting justice-impacted participants with educational and training opportunities—in addition to legal services, financial coaching, career advising, and employer engagement opportunities. In 2022, 73% of REP participants who started a college semester completed that semester, including the first REP participant to graduate with a bachelor's degree.

"Our participants want to develop self-efficacy so they can advocate for themselves and determine what is right for their lives. We will be here to support them until they don't need us anymore."

Rudy Howell
Impact Coach



Rubicon connects communities with resources and one another to build a thriving East Bay. Through these connections, our participants are able to build lasting relationships with the people and organizations that will prove invaluable to their journeys for years to come.

As the lead agency in the Better Careers Design Group, Rubicon launched the Returning Home Career Grant to provide career mentoring and an **unrestricted cash stipend of \$1500 per month for 20 individuals recently released from incarceration in Alameda County.**

*"Before I got the grant, I was really behind on my phone bill, and it had gotten disconnected a couple of times. I started wondering, 'Are jobs calling me back? What am I missing?' So those are the most important things that I've been able to be more consistent with making those payments." - **Jordan***

Participant in the Returning Home Career Grant

Rubicon's Workforce Services team provided **increased opportunities for 930 extremely low- and low-income people** in 2022 to access career planning and development tools designed to lead to economic self-sufficiency. **40 employer partners participated in Rubicon's on-the-job training services**, which provide participants with paid training while reimbursing employers for qualified onboarding expenses.

*"I'm proud to say that I'm happy to be a part of Rubicon, which is a great organization and helped me stay afloat up to this point. Because without them, I wouldn't be working today, and I'm in the process of getting a full-time job." - **Harold***

Participant at the Edén Area AJCC

The Fresh Success program, administered by Rubicon at Diablo Valley College, connected low-income students with free books, transportation or remote learning stipends, and food through the CalFresh program. **48 students received increased benefits through Fresh Success** in 2022, the last year of the pilot program. The program is expected to continue on a regular basis through 2024.

*"The program has really been a blessing. It's not just the food or the money that they provide, but it takes away some of the stress and worrying about textbooks or transportation that makes it hard to study and focus." - **Daniel***

DVC Student in the Fresh Success Program

*Strong families create strong communities.
Rubicon works with parents and families to break the cycle of poverty
so participants can build from a solid foundation
for generations to come.*

In partnership with Centerforce, Rubicon provided Back to Family workshops and supportive services for 131 participants in 2022. The workshops include tools for co-parents and non-custodial parents to build stronger relationships with their parenting partners and children.

"We're not trying to teach you to be a better parent, we're trying to teach you how to be a parent; participants determine how much 'better' they're going to be. Some folks come in and think they've really destroyed something, then we put them at ease and they understand, 'No, there's no book for this.' We're going to learn how to do this together."

Ron Thomas
FACT II Program
Manager



Participants received financial coaching to help break inter-generational cycles of poverty, with 157 participants reaching their goals of accessing formal banking services, meeting an individual savings goal of at least \$400, or improving their credit score by at least 50 points.

"It's not about leaving your family with millions of dollars; if you leave them with \$100,000 and the knowledge of what to do with this asset, that's a better start than you had. Many individuals think that poor people don't care about finances, but that's incorrect. They want the same things we all want in life; they just didn't have the tools or resources to get them. Our program is in a great position to provide the tools and resources to help our participants achieve their financial dreams and goals."

Kenneth "Kenzo" Street
Financial Coach



\$250,000 - \$1,000,000+

Charles and Helen
Schwab Foundation
Crankstart
James Irvine Foundation
Wilmington Trust
& JP Morgan Chase

\$100,000 - \$249,999

California Wellness Foundation
Dean & Margaret
Leshner Foundation
Kaiser Permanente
San Francisco Foundation

\$50,000 - \$99,999

Virginia Davis
Walter & Elise Haas Fund

\$25,000 - \$49,999

Adobe
Anonymous
Bank of America
Charitable Foundation
Chevron Richmond Refinery
East Bay Community Foundation
George H. Sandy Foundation
Paul Leonard
and Amanda Feinstein
ReWork the Bay

\$10,000 - \$24,999

Annikka Berridge
Brian Ellsworth
Charlotte Von Der Hude
David and Brynne Staley
First Republic Bank
Justice, Justice Foundation
Karen and Stephen Beck
Rajiv Bhatia

Sophia Loh and Thomas Li
Strive for Change Foundation
Sutter East Bay
Medical Foundation
The Morton Foundation
The Rockridge Fund
The Safeway Foundation
Tipping Point Community
Union Bank
United Way of the Bay Area
van Löben Sels/RembeRock
Foundation

\$5,000 - \$9,999

Alec Clowes
Andrew Stoloff
and Leslie Cray
Andy and Barbara Fremder
Aquil Naji
Big Run Studios
Citi
CoinList
Eric and Teri Sullivan
Heffernan Insurance Brokers
Jewell Foundation Limited
Konrad and Michele Alt
Mansi Shah and Archit Mansi
Rebecca Johnson
Rubicon Bakers
Sarah Sternau
Steve and Karen Ellis
Tatiana Ware
The Clowes Fund
Wells Fargo Foundation

\$1,000 - \$4,999

Alan Tabor and Wendy Walsh
Amirh Morgan
Amy and Kirby Wilcox
Anonymous
Bridget Arbour
Camilla and Shahan Soghikian
Carol Dorham
Carole Dorham-Kelly
Charles Wheeler

and Martha Berman
Christian Rowley
and Sally Smith
Christopher Taylor
Danté and Simone Green
Darius and Kimberly Brown
Douglas and Louise Williams
eBay Inc.
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Emily Rohatgi
and Christopher Kirk
Farhad Pagdiwalla
Garrett Farwell
Jennifer Rose and Richard Hart
Jim and Ellen Lussier
John and Jacqueline Brown
John Ford and Toni Ayres
Justin Crum
and Alexandra Chan
Karen Norwood
Laura Trupin and Beth Ross
Luis and Mari Visoso
Margaret and Matt Heafey
Miriam Joscelyn
Pamela Jones
and Steve Herskovitz
Paul and Andrea Swenson
PG&E
Philip Monrad
Port of Oakland
Richmond Community
Foundation
Rob Hope and Sarah Shanley
Hope
Seyfarth Shaw LLP
Starbucks District 2075
Starbucks Foundation
Tari and Bill Nicholson
The Kelson Foundation
Vrinda Shah
Workday

\$500 - \$999

Allison Thurman
and William Shuford
Annel Aguayo

Anonymous
Benjamin Bartos
Carolyn Hodge
Catherine Garza
and Robert Doty
Deborah Kelley
Donté Blue
Doug and Mary Ireland
Erick Davenport
Euna and David Siebenlist
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Harold O. Allen III
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and Daniel Robinson
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Jennifer Berger
JL and Margaret Wiegert Jacobs
Family Charitable Fund
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Joy and Jonathan Koletsky
Kelly Dunn
and Theresa Garcia
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Laura Pochop and Chad Olcott
Lena Robinson
Leslie and Sydney Dent
Lynn Vear and Dale Schultz
Margit Birge
Marie Monrad
Maureen Nelson
Network for Good
Nora Hudson
Paul and Cathie Staley
Roger Contreras
Ryan Ly
Salesforce
Sherry Williams
Steve and Alison Burke
Susan Paul
Toritsesan Boyo
Tracy Dean

\$1 - \$499

Adrienne Kimball
Ali Knight
Alice Berger
AmazonSmile
Amelia Whalen
Ana Gomez McBride
Ana Speros
Andre Madeira
and Tracey Woodruff
Anthony Colon
April Hopkins
Araceli Vega
Barry Fisher
Bethanie Barnes
Bethany Hanson
and Daniel Hoffman
Bright Funds
Caleb Jonas
Campbell McLaren
Carmen Pearson Argueta
Carolina Reid
Carrie Portis
Cassidy Higgins
Charles and Michelle Stewart
Charles Geerhart
Chevron Matching
Employee Funds
Christine Clark
Christine Lee
Clare Quinlan
Coleen Douglas
Corey McCants
and Monique Spyke
Cornelia Sias
Craig Wildman
Cynthia and Michael Karasik
Cynthia Schrager
Damien Robinson
Daniel Kilduff
Daniel Mejia
David Souza

Debbie Wilson
Dennis Goins
Devon Aldrete-Hoppe
Deyancy Jenkins
Deyong Hollman
Diana and Dave Butler
Diana Smith
Elizabeth Boyarsky
Elsa Amaral
Erin Svoboda
Francine and Murray Farber
Gina Amos
Google
Greg Reimer
Harold Berman and Lilian Tham
Heather and Andrew Bell
Henry Ramirez
Impact Justice
Jack Sawyer
Janet Heller
Jason Do
Jeffrey L. and Becky Bleich
Jennifer Liu
Jeremy Ke
Jillian Schiavi
Jocelyn Sperling
Jody Lewen
John Clinkscapes
Jonathan Bash
Judith and Robert Stern
Julie Palley
Karen Elkins Cohen
and Andrew Cohen
Karen Marcus
Kayle D. Barnes
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Kenneth Street
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Kristen Lum and Jason Mar
Kristy DuGar
Krupa Shah
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Leslie Griffin
Lila Blanchard
Lisa Ruiz
Lucy Paynter

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Lynne Welch-Morris
Marcia Miller
Margaret Santiago Turner
Margot Rosenberg
Mariana Aboyme
Mary Law
Meri Mitsuyoshi
Michael and Shannon Jones
Miye Goishi
Mona Goldfine
and Jay Goldman
Noah Berger
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Peter and Patricia Williams
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Rayana Marcelino
Rebecca Dowdakin
Reggie Isaac
Remy Goldsmith
Rick and Pamela Newacheck
Robert Solotar
Ronald Pineda
Roshanda Johnson
Ross Culverwell
Russell Facente
Sabrina Paynter
Sandra Buford
Sandy Huynh
Sarah McLaughlin
Scott and Terry Patton
Severin Ian Wirz
and Sarah Puryear
Shana Colcleasure
Shannon Gerardin
Sheila Serpa
Sheila Young-Eberhart
Stacey Navins
Steve Zuckerman
and Debra Meyerson
Susan and Chris Willrich
Susan Heppell
Susan McLaren
Tamar Allen
Tasha Johnson
Teruyo Mitsuyoshi
The Walt Disney Company

Thomas Goins
Thomas Gold
Tieara Caron
Tina Lenderman
Tishonda Jones
Tom and Carrie Garber
Tonisha Cordova
United Way
of the Wine Country
United Way Suncoast
Veronica Ortega
Vivian Acevedo
Walter Turner
Won Ha

Tribute Donations

In honor of Brian Ambrosch
from Russell Facente

In honor of Dave Staley
from Kevin Breen

In honor of Jane Fischberg
from Rockridge Fund through
East Bay Community Foundation

In honor of Jane Fischberg
from Laura Trupin

In honor of Jennifer Rose
from Jillian Schiavi

In honor of Keiko Rosenbaum
from Nora Hudson

In honor of Lois Bloom
from Sara McLaughlin

In memory of Michael Farber
from Francine Farber

In honor of Paul Leonard
from Andrew Stoloff

In honor of Paul Leonard
from Catherine Garza

In honor of Paul Leonard
from Marie Monrad

Donor Appreciation



**Carole "DC"
Dorham-Kelly, Ph.D.**
President and CEO

Executive Team



Annel Aguayo
*Chief Development
Officer*



Donté Blue
*Chief Program
Officer*



Roger Contreras
*Chief of Finance
and Landscape*



Kelly Dunn
*Chief Legal
Counsel*



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Paul Leonard
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School of Allied Health Sciences*



David Staley
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Prosper Marketplace*



Justin Crum
YMCA of SF



Danté Green
Kaiser Permanente



Becky Johnson
Citibank



Sophia Loh
Frank, Rimerman + Co. LLP



Amirh Morgan
Benchling



Vrinda Shah
Unity Technologies

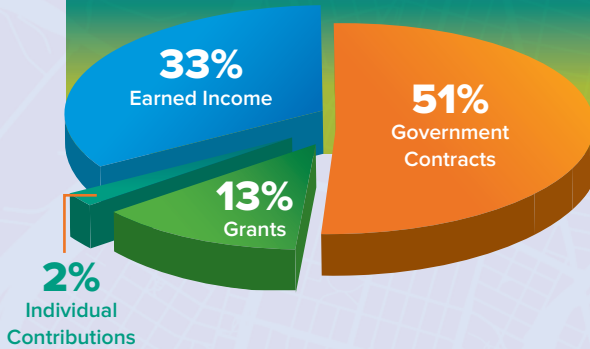


Sarah Sternau
eBay

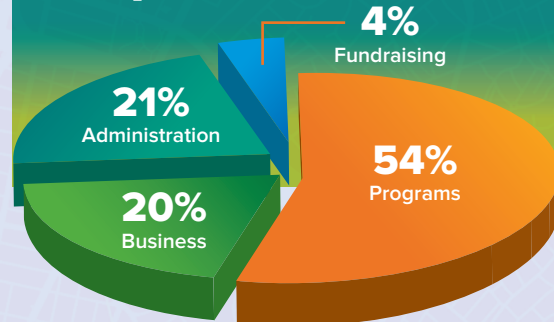
Fiscal Year 2022

July 1, 2021 - June 30, 2022

Revenue



Expenses



Assets and Liabilities

Current Assets	\$10,475,337
Property and Equipment	2,016,344
Other Assets	20,000

Total Assets \$12,511,681

Current Liabilities	\$ 2,537,483
Other Liabilities	594,955
Total Liabilities	3,132,438
Total Net Assets	9,379,243

Total Liabilities /Net Assets \$12,555,681

Revenue

Government Contracts	\$8,650,129
Earned Income	5,599,519
Grants	2,221,766
Individual Contributions	340,104

Total Revenue \$16,811,518

Expenses

Programs	\$9,004,405
Businesses	3,424,330
Administration	3,577,950
Fundraising	728,426

Total Expenses \$16,735,111



JUSTICE RISING

RUBICON'S 50TH ANNIVERSARY GALA

November 17, 2023 • 6:30pm - 11:00pm

Chabot Space and Science Center

10000 Skyline Blvd., Oakland, CA 94619



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REGISTER

