Together We Can...
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.

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.

Carole “DC” Dorham-Kelly, Ph.D
President and CEO,
Rubicon Programs

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

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.

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.

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.

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.

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
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 Eden 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
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.

“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

“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 Lesher Foundation
- Kaiser Permanent
- 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

$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

$500 - $999
- Allison Thurman
- and William Shuford
- Annel Aguayo
$1 - $499

Adrienne Kimball
Ali Knight
Alice Berger
AmazonSmile
Amelia Whalen
Ana Gomez McBride
Ana Speros
Andre Madeira
and Tracey Woodruff
Anthony Colon
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Bethanie Barnes
Bethany Hanson
and Daniel Hoffman
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Cornelia Sias
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Cynthia Schrager
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Daniel Mejia
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Deyong Hollman
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Elizabeth Boyarsky
Elsa Amaral
Eri Svoboda
Francine and Murray Farber
Gina Amos
Google
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Harold Berman and Lilian Tham
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Jillian Schiavi
Jocelyn Sperling
Jody Lewen
John Clinkscales
Jonathan Bash
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Julie Palley
Karen Elkins Cohen
and Andrew Cohen
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Michael and Shannon Jones
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Mona Goldfine
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Noah Berger
Patty Dingle
Peter and Patricia Williams
Ranisha Scott
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Rebecca Dowdakin
Reggie Isaac
Remy Goldsmith
Rick and Pamela Newacheck
Robert Solotar
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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
Susan McLaren
Tamar Allen
Tasha Johnson
Teruyo Mitsuyoshi
The Walt Disney Company

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

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
Fiscal Year 2022
July 1, 2021 - June 30, 2022

Revenue

- 33% Earned Income
- 51% Government Contracts
- 13% Grants

Expenses

- 4% Fundraising
- 21% Administration
- 54% Programs
- 20% Business

Assets and Liabilities

- Current Assets: $10,475,337
- Property and Equipment: 2,016,344
- Other Assets: 20,000
- Total Assets: $12,511,681

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

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RUBICON’S 50TH ANNIVERSARY GALA

November 17, 2023 • 6:30pm - 11:00pm
Chabot Space and Science Center
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