



FUELED  
BY  
MOVING  
TOWARD

# HOPE JUSTICE



**CELEBRATING 45 YEARS OF FUELING  
THE MOVEMENT TOWARD JUSTICE.**

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# 2017 ANNUAL REPORT

45TH ANNIVERSARY EDITION

**R**ubicon Programs' mission is to transform East Bay communities by equipping people to break the cycle of poverty. That's how we will accomplish our vision of an East Bay without poverty.

We provide an extensive toolbox that helps our participants build income and assets, manage their physical and emotional wellbeing, and develop strong personal and professional networks. With sites across both Alameda and Contra Costa County, we offer a wide range of services that helps people move closer to their long-term goals.



“Thanks to Rubicon, I've overcome some serious obstacles. All the workshops and all the coaches – challenged me and helped me grow, allowing me to use my community connections to launch a career I love.”

— MARIO



“Rubicon has been life-changing. Sometimes life is tough. But they help you get through those times, with Men's and Women's Groups that build a community that supports you even after you find your first job.”

— MICKEY



“Within the first week at Rubicon, my perspective changed. My life and my future soon followed. The staff at Rubicon inspired me, got me out of my depression and pushed me to thrive, not just survive.”

— SANDRA



1,326

Lives Impacted



482

Careers Launched

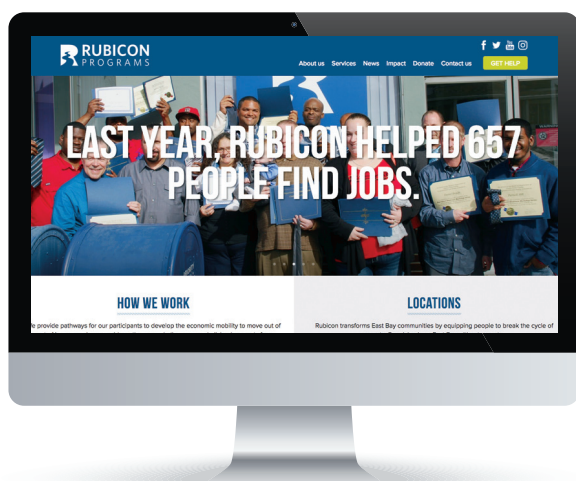


\$16.42

Average Starting Wage

## INNOVATING SERVICES IN OAKLAND AND HAYWARD

**N**avigating government programs to break poverty can be a challenge. That's why in the past few years, Rubicon's Alameda County staff devised an innovative co-enrollment program that integrates varying Federal funding streams, helping participants achieve their goals by taking advantage of all services available to them. This re-thinking earned Rubicon the opportunity to present its efforts at the 2017 National Conference of TANF Directors.



### VISIT [WWW.RUBICONPROGRAMS.ORG/IMPACT/ANNUAL-REPORTS](http://WWW.RUBICONPROGRAMS.ORG/IMPACT/ANNUAL-REPORTS)

to see the full 2017 Annual Report, including our latest financials, a message from our CEO, and a special thank you for our supporters.



RUBICON  
PROGRAMS

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# CONNECTIONS FUEL JUSTICE.

Since Rubicon's founding, we, as a community, have labored to achieve social justice and to deconstruct institutional barriers to prosperity. As a result of our collective efforts, we have been able to transform tens of thousands of lives, bringing us ever closer to our vision of an East Bay without poverty.

The story of Rubicon in 2017 was a tale of transformation forged one connection at a time.

We leaned into our core value of humility by listening to the people we serve, and the community partners we rely on, to constantly refine and improve our approach to breaking poverty. The launch of our new program was a moment of pride, and it also reinforced the fact that we cannot, and will not, break poverty alone. We have since used our platform to amplify the voices of the people we serve and the issues that matter most to them. As we move into a new year, we look forward to forging new connections that move us all closer to justice.

In 2017, we have celebrated victories big and small. Our improved program support for our participants resulted in a 20 percent increase in average starting wages.

In the community, we advocated with our partners for policies that support the economic mobility of our participants. Together with the ACLU and Bay Area Legal Aid, we settled a landmark lawsuit that challenged the practice of suspending driver's licenses as a means of collecting unpaid traffic fines.

We allied with community partners to advocate for the passage of comprehensive Bail Reform in California. The current bail system keeps thousands of Californians in jail unnecessarily, not because of their alleged crime, but because of their inability to pay thousands of dollars in bail. Ultimately, the campaign for bail reform legislation will need to continue in 2018.

We published our first-ever voters' guide on state initiatives that had a potential impact on our communities.

We also shared in hundreds of stories of personal transformation, at home, at work and in the community. We are proud and humbled to hear Rubicon participants regularly say that, "Rubicon believed in me even before I believed in myself."

These connections to our participants, our partners, and our communities have kept us moving forward for 45 years. I hope you will join us on this journey to change, fueled by the connections we make and the justice we spark.

In hope and solidarity,

—JANE FISCHBERG  
President & CEO



# THANK YOU

The transformative work Rubicon does would not be possible without your generous support. Our sincerest gratitude goes to the following donors and sponsors:

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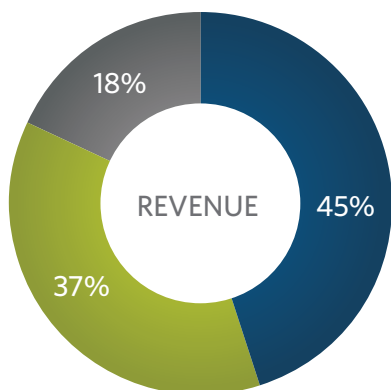
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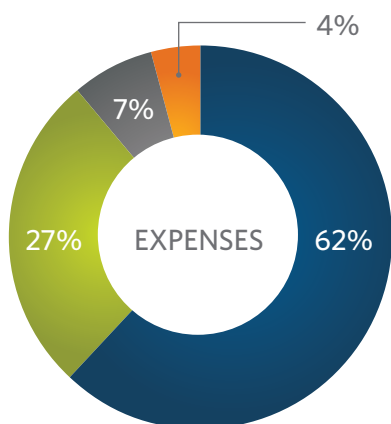
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# FINANCIALS



■ Government Contracts    ■ Earned Income  
■ Grants and Contributions



■ Programs    ■ Business  
■ Administration    ■ Fundraising

The amounts indicated herein are representative of the financial results of operations for Rubicon Programs Inc. and Rubicon Enterprises Inc. Previous years included housing activities from separate corporations in which Rubicon had an interest. As part of Rubicon's strategic plan, these properties have been transferred to other entities; and, therefore, Rubicon is no longer reporting activities outside these two corporations.

## FISCAL YEAR 2017 (July 1, 2016 - June 30, 2017)

### ASSETS AND LIABILITIES

Current Assets	\$5,704,941
Property and Equipment	4,241,549
Other Assets	0

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Total Assets	\$9,946,490
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Current Liabilities	\$2,501,530
Other Liabilities	2,752,652
Total Liabilities	5,254,182
Total Net Assets	4,692,308

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Total Liabilities and Net Assets	\$9,946,490
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### REVENUE

Government Contracts	\$8,447,619
Earned Income	7,012,920
Grants and Contributions	3,351,500

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Total Revenue	\$18,812,039
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### EXPENSES

Programs	\$11,393,475
Businesses	5,018,068
Administration	1,234,214
Fundraising	646,747

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Total Expenses	\$18,292,504
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**RUBICON**  
PROGRAMS

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