



# AT THE CORNER OF HOPE AND OPPORTUNITY

## NEW BUILDING CAMPAIGN





# INTRODUCTION TO RECYCLEFORCE

"They hire you so you are working but at the same time they are working on your job skills and your social skills to make you more efficient in society and the workplace."

*-RecycleForce Team Member*

**A**  
**(Any Job)**

**B**  
**(Better Job)**

**C**  
**(Career)**

Through its **ABC Model** - **A**ny Job, **B**etter Job, **C**areer - formerly incarcerated individuals are offered the first step on their path forward.

RecycleForce supports its innovative program as a social enterprise operating a comprehensive electronic waste recycling program. Revenues generated from the operation pay for the training and employment programs proven to break the cycle of recidivism through safe and responsible environmental stewardship.

After incarceration, people re-entering the community face obstacles at every angle: employment, housing, and relationships, to name a few.

RecycleForce provides the critical support mechanisms to break the cycle of recidivism and create a chance for change and a life full of possibility with:



**A paycheck.**



**Accommodation** on the clock for criminal justice oversight requirements.



**Community.**



**Accountability.**





CREATING JOBS AND  
CHANGING LIVES

**\$2 MILLION**

WAGES EARNED JUNE 2021  
THROUGH JULY 2022

**71 TRANSITIONAL  
EMPLOYEES**

PAID CHILD SUPPORT JUNE  
2021 THROUGH JULY 2022

## PUBLIC SERVICES:

- Free public e-waste drop off
- Corporate e-waste pick up
- Public drive-through collection events
- Staffing services
- Community clean up

## WHO WE SERVE



Men and women



Justice involved



Ages 18 and up



## OUR PARTNERS



**KeyBank**



**BRIGHTMARK**

**brookside community church**



**The Clowes Fund**  
A Family Foundation

**NEAR**  
Near East Area Renewal

**Lilly Endowment Inc.**  
A Private Philanthropic Foundation

**COOK MEDICAL**

**THOMAS RIDLEY**

**CICF**  
CENTRAL INDIANA COMMUNITY FOUNDATION



# THE NEED: BREAKING THE CYCLE OF RECIDIVISM

High rates of crime and recidivism impose a significant burden on Indianapolis' resources and social fabric.

- In Marion County, **nearly 8,000 individuals return from prison each year**, and without intervention, 44-54% will re-offend and be re-incarcerated within three years.
- The average cost of incarceration in Indiana is **\$24,000 annually per person**.
- Nearly 70% of Marion County's annual budget is spent on public safety, including jails, the courts, police, probation, and parole, leaving less revenue for roads, schools, and other essential community services.
- Last year, Indiana spent nearly \$800 million to fund the state's department of correction. These costs are too high, continue to rise, and continuously feed a revolving door of release and re-incarceration.

The burden is perhaps even greater in our community's social fabric, with **recidivism having significant long-term consequences for Indiana families and children**. Children suffer greatly from the loss of a parents, both emotionally and financially. In addition, our community loses with jobs going unfilled, taxes not being paid, and family units being split apart.



Throughout returning citizens' engagement at RecycleForce, we work to help them find permanent employment that will provide a good income, increased responsibilities, and the opportunity for advancement.

Engaging in productive employment and training gives returning citizens a sense of pride and accomplishment, and it sets them up as role models for their children and other family members, other returning citizens, and those in neighborhoods of high poverty, unemployment, and crime.

Moreover, it leads to expanded opportunities as there is much truth to the adage, "You have to have a job to get a job."

-Gregg Keesling, President





## THE RESPONSE: A NATIONALLY RECOGNIZED PROGRAM TO REDUCE RECIDIVISM

Between 2012 and 2016, RecycleForce participated in a U.S. Department of Labor Transitional Jobs initiative to study and measure the impact of its program on participants, our local government, and the community.

**At the study's conclusion, RecycleForce outperformed each of the seven organizations participating and was the only organization that showed a positive return on investment.**

Further, RecycleForce's model was highly scalable and capable of more significant outcomes if more people could be served.

A distinguishing factor in the success of RecycleForce is its focus on "rapid attachment" to work which significantly reduces the number of days between program enrollment and the participant's first paycheck. Once "attached," RecycleForce employees are provided a broad array of wraparound services and training, including industry-recognized certifications, professional and peer mentoring, high school equivalency and literacy tutoring, assistance with housing, driver's license reinstatement, and other services.



“

I ain't looking back cause I ain't going back.  
I'm looking forward cause I'm moving forward.

”



Thanks to a \$300,000 donation, KeyBank is supporting the installation of a Financial Wellness Center and Classroom at RecycleForce's new headquarters at Sherman Park.

This will be a hub for learning so that our clients' learning will extend beyond the warehouse floor and into the classroom. Clients will have the opportunity to retreat here for classes, study for certifications, and collaborate with the team to help reach their goals.

Whether they are working on their mental or financial wellness, or taking time to meet with their mentors and support teammates, we know the space is a much-needed asset we don't currently have. The wellness center will be a place where a client attends a free workshop, studies for their HSE exam, or meets with their financial representative from KeyBank.



## THE OBSTACLE: LIMITED SPACE FOR SERVICES

While RecycleForce continues to be a national leader in services outcomes, its current operations at 2550 Roosevelt Avenue in 60,000 sq. ft. of temporarily leased space have significantly limited its ability to increase services in the community.

While the existing facility provides the organization proximity to its service population, it cannot meet recycling demand or the re-entry population's needs for services. In addition, **RecycleForce's current footprint only allows for it to operate at half of its potential capacity.** Less capacity results in less revenue for RecycleForce programs and fewer people served as a result.

Limited space also affects service delivery. Group meeting space is limited, classrooms are open and exposed to the production floor, and private one-on-one meetings are open and exposed. The current facility also suffers from aging mechanical/infrastructure, and its overall appearance does not rise to the level of RecycleForce's nationally recognized services.

**A new approach is needed for RecycleForce to achieve its vision of becoming the premier social enterprise for re-entry and transitional employment.** Just like participants need good housing - RecycleForce will be better able to serve participants and the community with stable housing - a long term facility.





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## THE OPPORTUNITY: A PERMANENT HOME FOR RECYCLEFORCE

Recently, the City of Indianapolis affirmed its belief that RecycleForce is a critical community asset by gifting approximately 7.8 acres of land at Sherman Park for a new facility. In partnership with the City of Indianapolis, local community development agencies and workforce boards, and other nonprofit partners, RecycleForce has developed a comprehensive plan to expand its operations with a new \$9.1 million state of the art environmental waste recycling facility located in Sherman Park.

Once completed, this facility will provide RecycleForce with the operational capacity to increase the number of individuals served by its programs, maximize operational capacity and significantly increase the amount of materials recycled in the community. Space for training and onside services is key to participant success. Being a center for partners and an anchor for the community are important. It will also provide RecycleForce a secure home for the first time in its history.

### The new facility will immediately:

- Retain **60 permanent jobs** and create **50 new positions**.
- Provide transitional employment and training for up to **600 returning citizens** annually.
- Increase awareness of RecycleForce's **nationally recognized** reentry program.
- Remain located in the **Indy East Promise Zone** where programs and services will be easily accessible to the population most in need.
- Anchor the redevelopment of Sherman Park by transforming a blighted brownfield into a community asset and **economic development engine**.
- Double recycling capacity from six million pounds annually up to **12 million pounds** annually.
- Provide RecycleForce **long-term stability** by establishing a permanent home in the heart of the city.





# PROJECT GOAL

DETAILS: \$9.5 MILLION PROJECT

PHILANTHROPIC GOAL: \$2.2 MILLION

RecycleForce has responded to a tremendous opportunity to begin building immediately through a partnership opportunity with the City of Indianapolis. While fundraising is typically a precursor to a building campaign, these unique circumstances allowed the organization to begin building immediately to save on operational expenses and seize the opportunity. Philanthropic support is crucial to the completion, however.

Through the financing structure via New Market Tax Credits in combination with the philanthropic contributions, RecycleForce will realize an additional 25% equity return on the facility, bringing the total equity to \$2,689,500 after seven years.

Finally, underwriting revenue estimates project an additional \$500,000 in net revenue each year for programs and services after ten years of the new facility.



"With the certifications I've gotten here, there are better opportunities for me. In another couple of months, I'll be on my way to a better-paying job. I have an eighteen-year-old daughter and a five-year-old son. This place has helped me learn how to focus. It's helped me learn how to maintain an adult life with responsibilities. Without RecycleForce, I really don't know where I'd be."

*-RecycleForce Team Member*





# YOUR GENEROSITY SUPPORTS OUR MOVE HOME

## HOW YOU CAN HELP

**Gifts of Cash:** You can donate through our website at [recycleforce.org/donate](https://recycleforce.org/donate) or send a check payable to RecycleForce (note Capital Campaign in the memo).

Mail your gift to:  
Workforce, Inc  
ATTN: Crista Carlino  
PO Box 441390  
Indianapolis, IN 46244

**Schedule a Monthly Donation:** Make a gift on a monthly basis through our website at [recycleforce.org/donate](https://recycleforce.org/donate).

**Planned Gifts:** Designate RecycleForce as a beneficiary on small policies or a beneficiary on a will. You can make gift pledges by including us in your estate planning.

**Naming Opportunities:** Claim a building naming rights opportunity (listed on the next page) for yourself, a beloved family member, your company, or a person you wish to honor. Email [ccarlino@recycleforce.org](mailto:ccarlino@recycleforce.org) to secure your naming rights.

**Matching Gifts:** If your company has such a program, please request their matching form and send us the completed form. For business owners who want to set up a matching gift, please email [ccarlino@recycleforce.org](mailto:ccarlino@recycleforce.org).

**Join the Second Chance Society:** Make a pledge of \$1,000 or more to join! Society members are confirmed when your annual gift pledge of \$1,000 or more is received. Society members have opportunities to attend special events.

*\*Your donation is tax deductible.*



SCAN HERE TO DONATE

# BUILDING NAMING RIGHTS OPPORTUNITIES

| NAMING RIGHT              | DONATION AMOUNT | # AVAILABLE | RESERVED |
|---------------------------|-----------------|-------------|----------|
| OVERALL BUILDING          | \$500,000       | 1           |          |
| DEMANUFACTURING AREA      | \$250,000       | 1           |          |
| PUBLIC RECYCLING DROP OFF | \$150,000       | 1           |          |
| WELLNESS CLASSROOMS       | \$150,000       | 2           | ✓        |
| SHREDDER ROOM             | \$100,000       | 1           |          |
| THE CIRCLE                | \$50,000        | 1           |          |
| LARGE-SIZE BREAK ROOM     | \$50,000        | 2           |          |
| RECEPTION AREA            | \$50,000        | 1           |          |
| PRODUCTION OFFICE         | \$25,000        | 1           |          |
| EXECUTIVE OFFICES         | \$25,000        | 3           | ✓        |
| FINANCE OFFICE            | \$25,000        | 1           |          |
| EARS ROOM                 | \$25,000        | 1           |          |
| BOARD ROOM                | \$25,000        | 1           |          |
| TRAINING DEPARTMENT       | \$25,000        | 1           |          |
| MEDIUM-SIZE BREAK ROOM    | \$25,000        | 1           |          |
| CONFERENCE ROOMS          | \$25,000        | 1           |          |
| SMALL-SIZE BREAK ROOM     | \$10,000        | 1           |          |
| STAFF OFFICES             | \$10,000        | 4           |          |
| LOCKER AREA               | \$10,000        | 1           |          |

If you make a pledge of \$10,000 or higher, you have the opportunity to have a room/space named in your honor, your business's honor, or in memory of someone. Room-naming opportunities are available based on the date the pledge is confirmed. Naming right opportunity examples: The ABC Company Dock, The Smith Family Board Room, The John Smith Break Room. Email [ccarlino@recycleforce.org](mailto:ccarlino@recycleforce.org) to secure your building naming rights opportunity.



# INVESTING IN A MODEL THAT WORKS FOR INDIANAPOLIS

RecycleForce has already proven its ability to affect change. Since 2006, the organization has provided **job training to more than 2,000 returning citizens** and **recycled nearly 100 million pounds of electronics**. Since then, countless families, neighbors, and individuals have benefited from the skills and confidence gained at RecycleForce.

RecycleForce is at a pivotal moment in its own life story. With a transformational investment from the City, RecycleForce has the ability to become the nation's premier social enterprise focused on the re-entry of citizens after incarceration. This creates an opportunity to better serve Indianapolis and show other cities a model that works. To reach that potential, RecycleForce must scale its operations and services to meet the moment.

Formerly incarcerated individuals are easily overlooked and dismissed for their past. However, through the expansion of RecycleForce, more people can find the dignity and respect that comes with employment, support, and understanding.



## MAKE A DONATION

**Mail your gift to:**

Workforce, Inc  
ATTN: Crista Carlino  
PO Box 441390  
Indianapolis, IN 46244

**Donate Online:**

(safe and secure!)  
[www.recycleforce.org/donate](http://www.recycleforce.org/donate),

Scan Here:

