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## PRESS RELEASE

# Primavera Works Director Named Social Enterprise Fellow



[left] Primavera Works Workforce Development Director, Karen Caldwell. [right] Primavera Works staff and participants.

**Tucson, Arizona, [November 1, 2018]** – Primavera Works Workforce Development Director, Karen Caldwell, was selected as one out of 18 nationwide, employment-focused social enterprise leaders from 12 states, to be a fellow of the Roberts Enterprise Development Fund (REDF) Accelerator program.

Primavera Works, established in 1996, is a social enterprise of the Primavera Foundation. This competitive, revenue-generating business offers ethical temporary staffing services with a social mission: to hire and provide training to people who are striving to overcome employment barriers (e.g., homelessness, former incarceration, physically challenging conditions, substance abuse, behavioral health challenges, limited education, and returning veterans).

Despite a strong economy and historically low unemployment rates, thousands of Americans are shut out of the workforce. People who have a lot to offer employers may have high employment barriers and need specialized support services.

The fellowship will help Primavera Works grow so that more people who are overcoming such barriers can access jobs and the support that helps them thrive when faced with challenges. Comprehensive content is designed specifically to help fellows meet this need while developing emerging leaders of the growing movement to combine employment-focused business with social justice.

“Being part of this fellowship is an exciting opportunity for us to expand our social enterprise, which means we can provide more employment opportunities to our participants, and become more self-sufficient as a program,” said Caldwell. “We are looking forward to connecting with others doing similar work across the country, and working with experts in the field to learn emerging best practices.”

Over the next seven months, the REDF Accelerator program will provide these entrepreneurial leaders with a specialized curriculum that will deepen and expand their expertise, help them build powerful peer networks, strengthen their business models, and help them provide paying jobs and supportive services to men and women striving to create better lives.

Primavera Works also has a reentry partnership with the Pima County Attorney’s Office and Caldwell serves in a leadership role for Second Chance Tucson, a collaboration that educates the community about re-entry and provides employment opportunities to individuals with prior convictions.

Caldwell is a native Tucsonan and a graduate of the University of Arizona, with a bachelor’s degree in sociology. She has worked at Primavera for 20 years.

### **ABOUT PRIMAVERA WORKS**

Primavera Works, established in 1996, is a social enterprise of the Primavera Foundation. This workforce development staffing agency for men and women with barriers to employment (e.g., homelessness, former incarceration, physically challenging conditions, substance abuse, behavioral health challenges, limited education, and returning veterans) offers ethical, temporary labor services. The program is a continuum of services, including job readiness and job skill development, job coaching, employment retention, financial empowerment, and opportunities to obtain temp-to-hire positions through partnerships with local employers. Workers are placed on assignments such as supervised crews for residential and business jobs for various industries. Primavera Works also provides above-minimum wages, lunches, transportation, and worker supplies for participants. Learn more at [www.primaveraworks.org](http://www.primaveraworks.org).

**ABOUT THE PRIMAVERA FOUNDATION**

Since 1983, the Primavera Foundation has provided real pathways out of poverty through safe, affordable housing, workforce development, and neighborhood revitalization. Each year, our programs impact more than 8,200 individuals and families across Southern Arizona. Through partnerships with volunteers, donors, neighborhoods, a variety of community-based organizations, businesses, and public entities, we offer support in four areas: survival, stability, security, and sustainability. Primavera’s participants strengthen their skills, obtain steady employment, find safe, affordable places to call home, set and achieve realistic goals, build assets and sustainable financial futures, advocate for their rights, and connect with their communities in meaningful, value-added ways. Learn more at [www.primavera.org](http://www.primavera.org).

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