



RUBICON PROGRAMS INCORPORATED

A N O N P R O F I T C O M M U N I T Y O R G A N I Z A T I O N

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For Immediate Release

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Innovation in Tough Times:

Smart Business Deal Reaps Sweet Rewards for Rubicon Programs Inc.

Richmond, CA, December 2 -- With the announcement today that Rubicon Programs Inc. is selling its bakery — while retaining a percent of future profits — the Bay Area nonprofit leader models smart social entrepreneurship in a tough economic climate. The bakery's social purpose will continue; it will now be run by local proprietor Andrew Stoloff, who will retain all employees and, as the bakery grows, route residual payments back to Rubicon's innovative programs empowering people to move out of poverty.

For over 36 years, Rubicon Programs Inc. has pioneered solutions to profound social problems. Rubicon's flagship programs include comprehensive job placement services, recovery-focused health care, and a commercial landscape business. "All of our programs are designed with one goal in mind: to ensure that each participant has exceptional resources to empower themselves, not just for a day but for the rest of their lives," said Paul Leonard, Rubicon Board Chair.

In 1994, Rubicon Programs Inc. developed Rubicon Bakery as a trailblazing model of social entrepreneurship, providing job training and employment opportunities. The bakery quickly developed a reputation as a gourmet dessert brand, enjoying international press around its social mission as well as the quality cakes and treats it produces.

The sale of the bakery highlights an often-overlooked aspect of social entrepreneurship: a commitment to carefully consider both halves of the "dual bottom line." "Successful entrepreneurship is about adapting to changing conditions and finding new opportunities," said Jane Fischberg, Rubicon Executive Director. "The decision to restructure our most visible success story helps us stay true to our mission. By putting the bakery into Andrew Stoloff's capable hands, we have freed up resources to support critical programs at a time when they're most needed — and we have the potential to generate significant income back to Rubicon."

Among those who have benefited from Rubicon's programs are Greg Bell, who came to the organization for addiction counseling, job training and job placement. Despite overwhelming odds against him after 30 years of substance abuse, Bell had hope. He now has a full-time job at Lawrence Berkeley Labs and volunteers in his community. "Rubicon counselors got to know me as a whole person, and together we figured out what I needed to get on my feet," said Bell.

"We salute the milestone agreement between Rubicon and the new owner that 'bakes in' many of the social values around job creation and opportunity that caused us to invest in this enterprise from the start," said Carla Javits, President of REDF, a venture philanthropy organization creating jobs and pathways to employment for people facing the greatest barriers to work.

“With the sale of the bakery, Rubicon continues to set the standard for compassionate, adaptive strategies that put the client first.”

About Rubicon Programs:

Rubicon Programs Inc. is a Richmond-headquartered human services agency which has served the Bay Area for more than 36 years. Rubicon has a long track record of developing innovative programs and social enterprise businesses to help those living in poverty help themselves. Now, more than 4,000 people are served annually in Contra Costa, Alameda, and San Francisco counties. Rubicon empowers people to move out of poverty and improve their quality of life. Its flagship programs include workforce services for people with barriers to employment, as well as recovery focused behavioral healthcare services.

About Andrew Stoloff, Proprietor, Rubicon Bakery

Andrew founded the Red Tractor Café in Dublin 15 years ago and has a long family history in baking. Andrew made the decision to purchase the bakery because of its high-quality desserts and mission-driven staff. He brings years of finance and restaurant experience, an MBA from Wharton, and the desire to make a difference in the community where he lives and works. Andrew resides in Berkeley with his wife, two children, and dog.

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