

# Six Lessons Learned From Create Jobs for USA: Executive Summary



In the midst of the economic downturn in 2011 when the U.S. unemployment rate was greater than 9%, Starbucks and Opportunity Finance Network (OFN) teamed up on Create Jobs for USA, an initiative aimed at addressing the jobs crisis. By mobilizing a unique set of players to come together, Create Jobs for USA has raised more than \$15 million from corporations, small businesses, and individuals, and supported more than \$100 million in financing that resulted in more than 5,000 jobs.

The funds raised are awarded to high-performing community lenders, called Community Development Financial Institutions (CDFIs), which make loans to community businesses that create and retain jobs. Every \$1 raised through Create Jobs for USA supports \$7 in loans to community businesses as the CDFIs leverage the award with additional loans from banks, foundations, and other investors.

Opportunity Finance Network published a report, *Six Lessons Learned from Create Jobs for USA*, which highlights the key takeaways from this unique initiative.

- 1. Strong corporate leadership can translate into remarkable success for nonprofit initiatives.** Starbucks chief executive officer Howard Schultz took on Create Jobs for USA as a company-wide effort that translated into a crucial buy-in from employees, customers, partners, other business leaders, policy makers, and the CDFI industry.
- 2. Effective corporate-nonprofit partnerships create significant impact, visibility, and momentum.** Starbucks positioned Create Jobs for USA in its stores for a full year, a strategy that raised public awareness day after day in 7,000 Starbucks locations nationwide and provided a stage that would have been impossible for any nonprofit campaign.
- 3. The power of branding cannot be overstated.** The initiative developed a cachet that stemmed in no small part from the fact that Starbucks is a household name and the Create Jobs for USA brand held a simple message that everyone could relate to.
- 4. Measurable performance and impact are essential.** Starbucks partnered with OFN and its Member CDFIs because of their track record in demonstrating performance and impact, and because of their commitment to accountability and delivering results for the Create Jobs for USA program.
- 5. Borrower stories are perhaps the best way to demonstrate impact and attract media attention.** Media outlets and individuals responded strongly to the human face of the program.
- 6. Americans, when given the opportunity to do so, will help create opportunity for others.** Hundreds of thousands of people across the country supported Create Jobs for USA, and more than 800,000 individuals received wristbands through an array of individual donations and corporate promotions.

View the full report at [ofn.org/create-jobs-usa](http://ofn.org/create-jobs-usa).

See our impact and read success stories at [createjobsforusa.org](http://createjobsforusa.org).



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