

**five  
keys**  
schools and  
programs

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# MEDIA KIT

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[fivekeyscharter.org](http://fivekeyscharter.org)



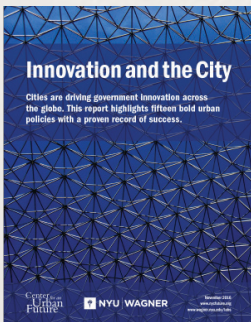
# RECENT AND/OR NOTEWORTHY COVERAGE

(click icons to view)

San Francisco Chronicle



SFGATE



FIVE KEYS NAMED ONE OF THE "TOP 15 MOST INNOVATIVE MUNICIPAL POLICY INITIATIVES" PUBLISHED BY THE CENTER FOR AN URBAN FUTURE AND NYU WAGNER.



# OUR STORY

Originally established by the San Francisco Sheriff's Department (2003) as the first charter school in the nation inside of a county jail. Today, Five Keys is a nationally recognized education management (non-profit) corporation that operates accredited charter schools and programs for youth and adults at 70 locations across California.

Five Keys mission is to restore communities through education and other programs.

We provide a wide range of educational programs and services including: high school diploma, career and technical education, digital literacy, ESL, cognitive behavioral therapy, recovery programs, case management, correctional education consulting and college access.





# LEADERSHIP CONTACTS

**Steve Good, Executive Director** (415) 652-9130 [steveg@fivekeyscharter.org](mailto:steveg@fivekeyscharter.org)

With decades of school leadership on his watch—from teacher to Vice Principal to Principal to Executive Director (and once, a student), Steve is a visionary trailblazer when it comes to revolutionizing education. He leads a team of almost 400 and builds followship with 70 community partners in six California counties to reduce recidivism and restore justice. But even more than that, he's developed a collective impact model beyond bars (easily replicated in the other 49 states). Steve and Five Keys reach into communities providing hope with first *and* second chances for a high school diploma (ages 16+). His leadership helps many achieve what others thought *impossible*.

**Sunny Schwartz, Founder** (415) 819-7070 [sunnyschwartz@mac.com](mailto:sunnyschwartz@mac.com)

A nationally recognized expert in criminal justice reform with 30+ years of front line experience as a lawyer, advocate and consultant, Sunny has spent her career navigating all levels of the system and pioneering new policy initiatives for prisoner's programs, as well as alternatives to incarceration. She is the author of *Dreams from the Monster Factory*, which gives a comprehensive insider's perspective on America's failing prison system and recounts her own real-world implementation of a targeted strategy that both saves taxpayers' money and dramatically reduces recidivism.

Sunny designed and established the Resolve To Stop the Violence Project (RSVP) – a nationally renowned, award-winning restorative justice program.

Her efforts to reform the criminal justice system and minimize crime have been featured on the Discovery Channel, PBS, Larry King Live and the Oprah Winfrey Show.

**Clarece Weinraub, EdD, Director for the Southern California Region**  
(415) 424-3975 [clarecew@fivekeyscharter.org](mailto:clarecew@fivekeyscharter.org)

Clarece D. Weinraub spent the last decade working in education, first as a founding teacher at a charter school, then as a lead teacher and a curriculum co-chair, before moving into administration. Clarece has dedicated herself to improving educational opportunities for underserved communities.

Clarece has a masters degree in educational leadership from the University of Oklahoma, and completed her doctorate in urban education from the University of Southern California Rossier School of Education.



# INNOVATIVE PROGRAMMING



WATCH THE VIDEO

**NEXT STOP: GRADUATION**

STEVE

SUNNY





# AWARDS AND RECOGNITION

(click icons to view)



AN INITIATIVE BY



HARVARD Kennedy School

**ASH CENTER**

for Democratic Governance  
and Innovation



California Charter  
Schools Association



**PIONEER INSTITUTE**  
PUBLIC POLICY RESEARCH

Kamala Harris Smart on Crime Award







EDUCATION



EMPLOYMENT



RECOVERY



FAMILY



COMMUNITY

# THIS IS US...

- Five Keys began as the first charter high school in the nation to operate inside of a county jail but has grown into a one-of-a-kind social justice program that provides neglected communities with services to help break the cycle of violence and incarceration.
- Committed to the public interest, we wanted to support prisoners who were released back into our communities more prepared to lead a productive life and interrupt the cycles of intergenerational incarceration.
- Our work is driven by the belief that we can interrupt the cycle of violence and crime by providing comprehensive support and meaningful opportunities through educational and vocational programs as well as cognitive behavioral therapy.
- Five Keys has a comprehensive approach to helping those in neglected communities who are trapped in an endless cycle of crime and punishment, offering them the opportunity to determine their own futures.
- Rooted in restorative justice, our transformative model equips clients with the “five keys” that open the door to self-determination: education, employment, recovery, family and community.
- Five Keys has a comprehensive approach to breaking the cycle of violence and incarceration, focusing on education, behavior management, case management, violence prevention, job training and recovery.
- The Five Keys model focuses on partnering with other nonprofits to leverage each other’s services, capitalizing on each of our strengths, to make us collectively stronger than any individual organization.
- We provide dignified and comprehensive educational, vocational and therapeutic services to anyone in high-poverty communities for free.



# Community Partners with Five Keys Schools Inside

By partnering with city agencies, workforce development programs, and CBOs, Five Keys has established various satellite programs at sites throughout the greater San Francisco and Los Angeles regions, eliminating a major barrier to our target population attending school. Under this unique program design, bringing the school to the client with wrap-around support and the case-management services of our partnering organizations, we provide greater opportunities for these clients to restart their education, advance towards graduation, and pursue further goals of post-secondary education, employment and positive reentry into the community.

## San Francisco Partners

SF Sheriff's Department  
Community Programs | PREP

Adult Probation Department  
Learning Center | APD

Arriba Juntos Health Care Academy

Bayview YMCA / C.A.R.E.

Community Assessment and  
Services Center | CASC

The ECS Adult Education Center

Father Alfred Center

Friendship House

Glide Memorial

Goodwill Industries

Healthright 360

Homeless Prenatal Program | HPP

Human Services Agency, Mission  
Career Link Center

Jericho Project

Mission Economic Development  
Agency | MEDA

Southeast Community Campus,  
City College of San Francisco

Visitation Valley Neighborhood  
Access Point  
Western Addition Success Center

Women's Resource Center | WRC  
Young Community Developers: Bayview  
Neighborhood Access Point

## East Bay Partners

Alameda County Adult Probation |  
Day Reporting Center - DRC

First Place for Youth

Next Step Learning

Oakland Private Industry Council (OPIC)

## Solano Partner

Solano County Probation

## Los Angeles Partners

Managed Career Solutions(MCS) Northeast  
San Gabriel Valley AJCC Alhambra

Boyle Heights Adult WorkSource

Rancho Dominguez Comprehensive AJCC

Dream Center

El Centro de Ayuda

East San Gabriel Valley Comprehensive  
AJCC

Five Keys Lancaster

## Five Keys Pomona

Southeast  
Comprehensive AJCC

Jordan Downs  
Recreation Center

Northeast Los Angeles  
WorkSource Center

Pacoima

Para Los Niños  
Family Preservation

Pueblo Del Sol

SHIELDS for Families

South Los Angeles  
Weber Community Center

Watts/Century

## Los Angeles Youth Locations

Boyle Heights Youth Technology Center

Covenant House

First Place for Youth

Para Los Niños YouthSource

Safe Place for Youth

The Village  
LA LGBT Center



# In-Custody and Reentry Partners

Five Keys works closely with many in-custody and reentry partners to help provide wraparound services post-release which greatly increases the chances that inmate/students will use what they've learned in school to establish a positive lifestyle, employment and reduce recidivism.

Alameda County Adult Probation Department  
Alameda County Sheriff's Office  
A New Way of Life Reentry Project  
California Department of Corrections and Rehabilitation (CDCR)  
California Department of Justice (DOJ)  
Chrysalis  
Community Assessment and Services Center (CASC)  
Community Corrections Partnership (CCP) of San Francisco  
Flintridge Center  
Friends Outside Los Angeles  
Good Shepherd Center for Women  
Goodwill Southern California  
LA County Community & Senior Services  
L.A. Kitchen—Revealing the Power of Food  
Los Angeles Mayor's Office Reentry Division—  
Blue Ribbon Commission on Employment Equality  
Los Angeles Mission

Los Angeles Sheriff's Department  
Reentry Council of San Francisco  
Salvation Army Pasadena  
San Bernardino Sheriff's Department  
San Francisco Adult Probation Department  
San Francisco Mayor's Office  
San Francisco Sheriff's Department  
San Mateo County Sheriff's Office  
Solano County Adult Probation Department  
Solano County Sheriff's Office  
The San Francisco Sentencing Commission (DA's Office)  
*(complete list available upon request)*

#### FIVE KEYS SOUTHERN CALIFORNIA CONTACT

Dave Bates 323.430.7567 [daveb@fivekeyscharter.org](mailto:daveb@fivekeyscharter.org)

#### FIVE KEYS NORTHERN CALIFORNIA CONTACT

Joanna Hernandez 415.598.7120 [joannah@fivekeyscharter.org](mailto:joannah@fivekeyscharter.org)





## SUCCESS STORY

# When the smoke clears...

Steve Rogers was serving a two year sentence in the Los Angeles county jail for selling and possessing marijuana.

After high school, he felt direction-less and couldn't keep a job. Wanting to make fast cash, he began his criminal history which landed him directly in jail.

That's when and where things turned around.

He gravitated toward education and began to excel. He was placed in a Five Keys' leadership role in the education and rehab program by Dave Bates, an ex-cop of 26-years, now Director of Reentry at Five Keys, where Steve taught other inmates life skills and tutored math.

The other side wasn't going to be easy for Steve, post-release, and he knew it. He had several priorities to address to stay out of jail: finding a place to live, getting his drivers' license back, getting a car, securing and keeping a job and working on his sobriety—his number one goal.

Steve "leaned in" to his sobriety journey gaining confidence in the workplace, and confidence in social settings with the help of his Five Keys sponsor.

For a year, he volunteered at weekly Five Keys' peer group meetings, mentoring others who were recently released.

Bates recognized who Steve wanted to be and could be.

"There are only 18 inches between the brain and the heart," says Bates. From a broken home, Dave recalls one of his most important life lessons. His mother told him if he failed another test on prepositions, he could no longer be on the Little League team which; at the time, in this eight-year's old mind—was everything he lived for. So, he studied for days and days and passed the test. He "kept his job" on the Little League team.

Under Dave Bates' tutelage, Steve assisted the Five Keys reentry team providing game plans and vital resources for successful reentry. He was now "selling/possessing" *hope* and *possibility* and *home runs* from firsthand experience to people, just like himself, who needed it most.

"We can't reach everyone's heart," says Bates, "but when we do, change is possible. I'll never ever forget when my mom reached mine."

In 2016, Five Keys partnered with Friends Outside Los Angeles and got a mentor grant from the Department of Labor. This grant would allow Five Keys to hire an individual that would directly mentor those getting out of prison and returning to Los Angeles.

Guess who got the job? Steve Rogers has become one of the many Five Keys' employees making a difference in the lives of our returning citizens.



STEVE

DAVE

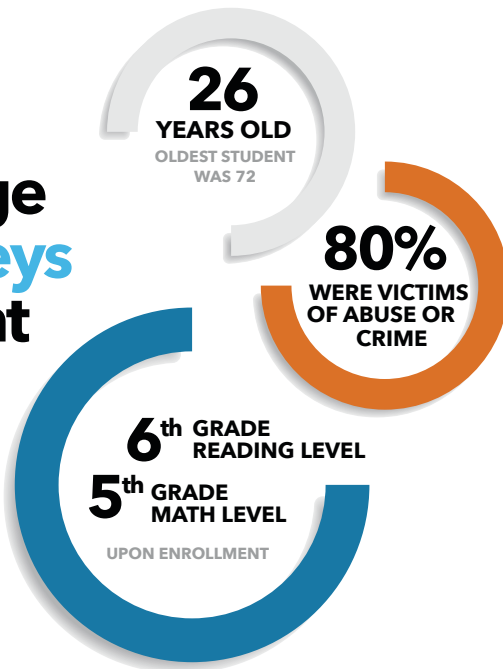
**"As an employee of Five Keys, it means so much to me that the organization I work for wants to impact the lives of damaged people just as much as I do. As someone formerly incarcerated, it is deeply moving to see this organization putting their philosophy into practice by empowering me through employment, and giving me a chance to learn, grow and help others."**

—Steve Rogers



# Results/Outcomes

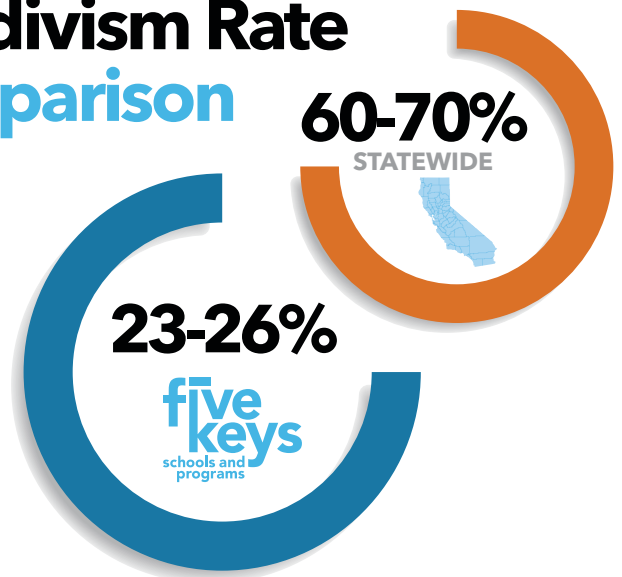
## Average Five Keys Student



From its inception in a mere 30 days, on average, Five Keys students increased their reading level by 2 grades

Approximately 1,600 have graduated. An in-house study disclosed that Five Keys graduates compared to general population had a 26% recidivism rate in San Francisco, when we pair education with intensive case management and cognitive behavior programs we have seen a 17% recidivism rate in Los Angeles, both of these numbers represent over a 50%-60% reduction in recidivism.

## Recidivism Rate Comparison





fivekeyscharter.org

70 Oak Grove Street  
San Francisco, CA 94107  
415.734.3310

