



Year Impact Report

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Letter **from the CEO**

Society runs on low wage workers, and we deeply misunderstand their needs.

In 2018, we set out to prove something ambitious: that businesses can create real pathways to economic mobility for low-wage workers while strengthening performance and returns.

With the support of those who shared this belief, we launched LiftUp Enterprises, a dignity-centered, for-profit social enterprise, demonstrating that investing in alignment with your values can also deliver competitive returns. One does not require sacrificing the other.

Our operating business, Do Right Services Company, serves as the testing ground for these dignity-based principles, translating them into daily practices that support and empower low-wage workers.

Along the way, we learned that business success alone was not enough. In 2021, we launched LiftUp Communities a 501(c)(3) to extend our impact beyond the workplace; into the families, networks, and systems that shape long-term stability.

Now, five years into our model, we have clear evidence: investing in a worker's social fabric is one of the most direct paths to stronger business outcomes and more resilient individuals.

This report reflects not only what we've built, but the future we're building toward: one with greater reach, deeper impact, and continued innovation through collaboration and shared responsibility. This work is grounded in a belief that doing well and doing good can—and should—create lasting change.



Julian Posada

Chief Executive Officer, LiftUp Enterprises
President, LiftUp Communities

The Model

Shared Mission and Ecosystem

Accelerate the economic stability and mobility of a low wage worker



Platform in Action



Alberta (Rosy) Mota

Age 48

Lives in Little Village with her husband and two teenage sons.

Barriers to Stability:

- Family members with chronic health vulnerability
- Lost income due to spouse's disability status
- Behind on utility bills due to lost wages
- Legal and family disruption

Do Right Services

- Opted into eligible benefits with financial coaching
- Received company-sponsored loan
- Completed her OSHA10 Certification
- Her husband, sister, and cousin were all connected with jobs at Do Right
- Consistent flexible scheduling to accommodate her family needs
- Consistent annual wage increases during her tenure
- Received a Smiling Bonus for fostering a good workplace

The company benefits from higher productivity, lower absenteeism, and less strain on the back office

LiftUp Communities

- Assisted with benefits coordination after her son's heart surgery
- Referred to CEDA for utility bill assistance
- Referred to legal assistance for her brother's detention case
- Given \$250 barrier reduction grant to cover legal fees
- Her sister also received a \$250 barrier reduction grant for baby essentials
- Eldest son is a candidate for the 2G internship program for summer 2026

The individual benefits from reduced cognitive strain and conditions for greater stability



ENTERPRISES

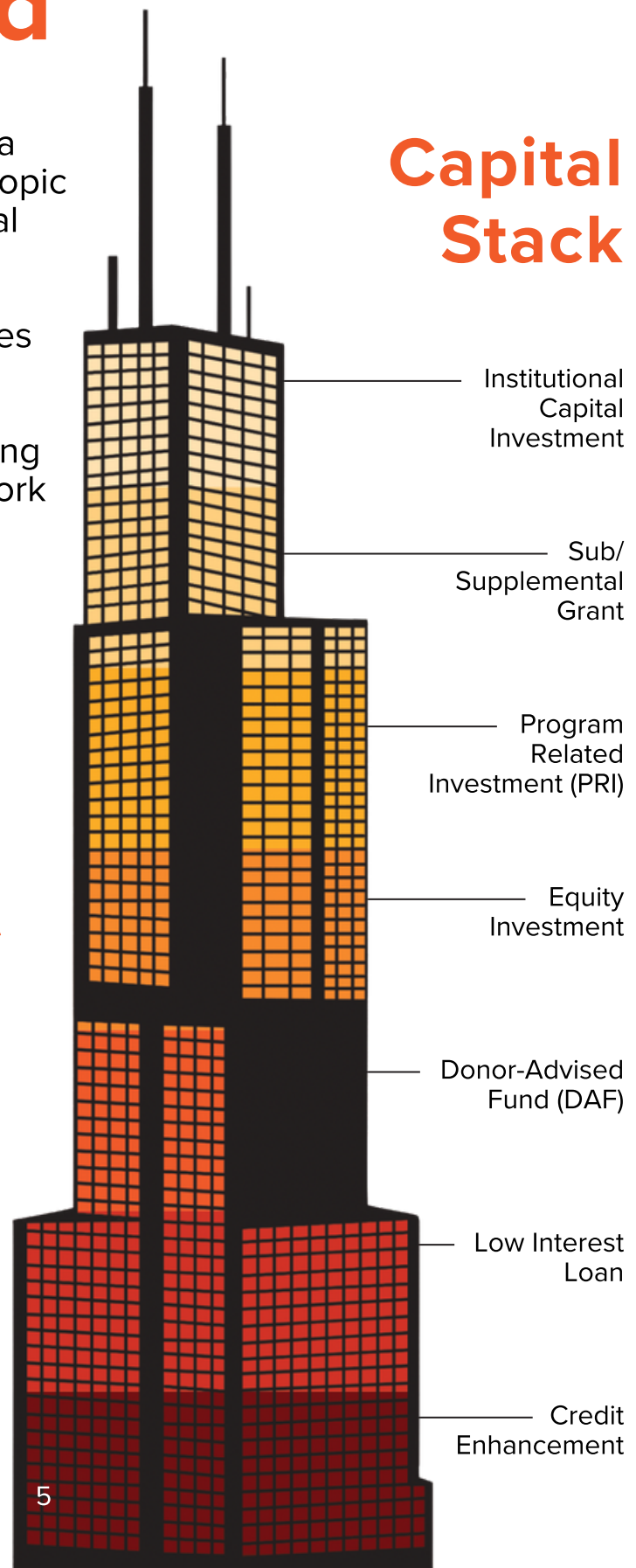
LiftUp Enterprises Background

LiftUp Enterprises has created a unique opportunity for philanthropic and patient capital to drive social impact through a self-sustaining business model in Chicago and beyond. The model demonstrates that effective capital flows are essential to scaling social enterprises that challenge existing systems and make capitalism work for underserved communities.

Our model of stewarding capital for impact from multiple sources is intentional.

Please visit **page 18** for a complete list of funders and supporters

Capital Stack



LiftUp Enterprises

Operating Principles

We use **dignity-based operating principles** to design tools and policies that invest in people's strengths, support their agency, and reduce the cognitive burden of poverty.

A holistic set of tools:

Delivered as an integrated system rather than isolated resources, our tools create space for employees to focus, make decisions, and engage more fully at work and beyond.

Tool Spotlights:

1. SMS BEHAVIORAL NUDGES

We deliver personalized messages with behavioral nudges about our programs, strategically timed for midweek and early in the month when employees are most financially stretched and more vulnerable to make risky decisions before payday.



Strategically timed
messaging

23

Message
categories

2. COMPANY SPONSORED LOAN

All employees can access a repeatable loan of up to \$400, with a one-time interest fee deducted via payroll and the flexibility to choose their repayment schedule.

37

Loans granted in
three years

2%

Default rate

A large, faint gear graphic is visible in the background, spanning most of the page. It is a light green color, matching the background, and is positioned behind the text.

DO RIGHT

SERVICES COMPANY

Do Right Background

LiftUp Enterprises' operating business, Do Right Services Co. delivers high quality commercial services to prove that when you lead with dignity, profit and social impact are mutually reinforcing.



Job growth combined with low turnover reflects a model that supports worker stability while driving business performance.

Do Right Employment Impact

By meeting workers where they are, we recognize their lived realities shape their pathways to stability. Our model accelerates stability while expanding opportunities for growth.

1. Job Growth

Since 2018 we have expanded our workforce from 6 employees to over **130 employees** in 2025.

2. Raises & Promotions

All Do Right employees have received a 3% wage increase annually. Since 2018, three employees have been granted promotions in title and in pay.

3. Turnover Rate

Our turnover rate is **two times lower** than the industry average.

In industries where annual turnover can exceed 200–400%, Do Right has sustained a five-year average turnover rate of just 18% (including 8% positive turnover where employees leave for advancement).

In 2025, Do Right had an overall **28% turnover rate, with 18% good turnover.**

4. Retention

As of 2025, the average employee tenure at Do Right is 2.11 years with a 72% retention rate.

22x

Employee
growth rate

2x

Lower than
industry average
turnover

72%

Employee
retention rate

100%

Receive 3%
annual wage
increase

30

Commercial
cleaners

23

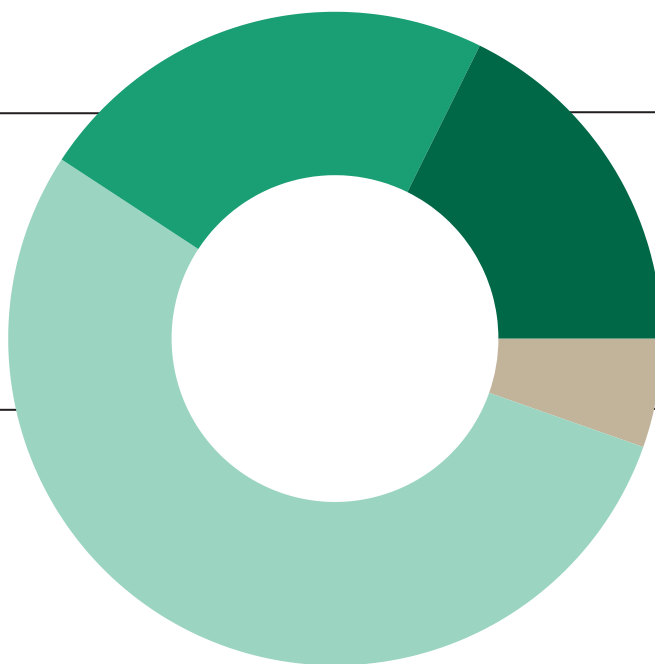
Back office
and other
classifications

70

Commercial
landscapers &
snow removal
technicians

7

Client outreach
services agents



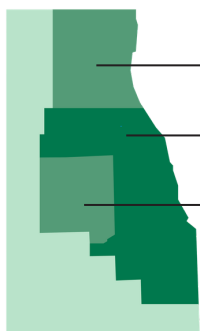
CURRENT SERVICE LINES

Do Right operates across two core service lines: commercial landscaping and commercial cleaning with additional snow removal and client outreach services, employing more than 130 team members.

CURRENT GEOGRAPHIC REACH

Do Right has expanded its service lines from Cook County (including the City of Chicago) to Lake and DuPage Counties.

CHICAGOLAND AREA



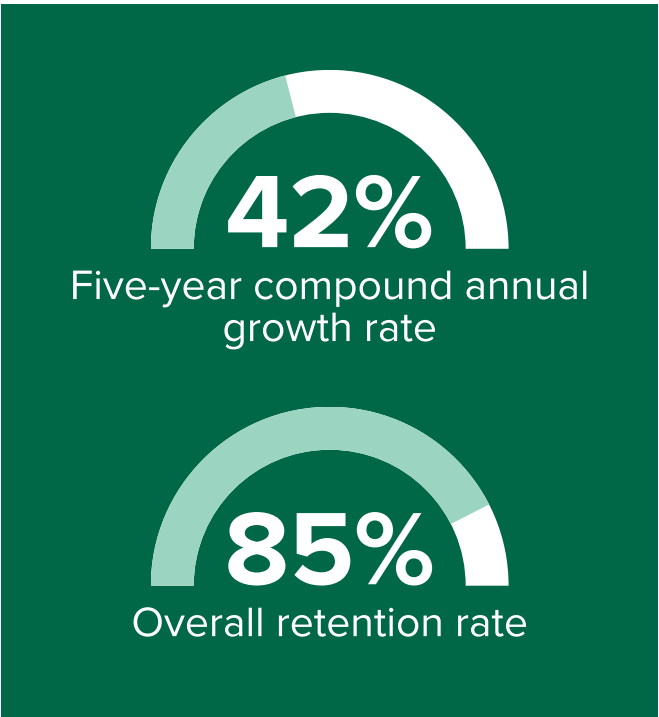
Lake County

Cook County (including the City of Chicago)

DuPage County

Do Right Revenue Growth

Revenue growth has enabled the company to serve more customers, expand into new regions, and create more jobs.



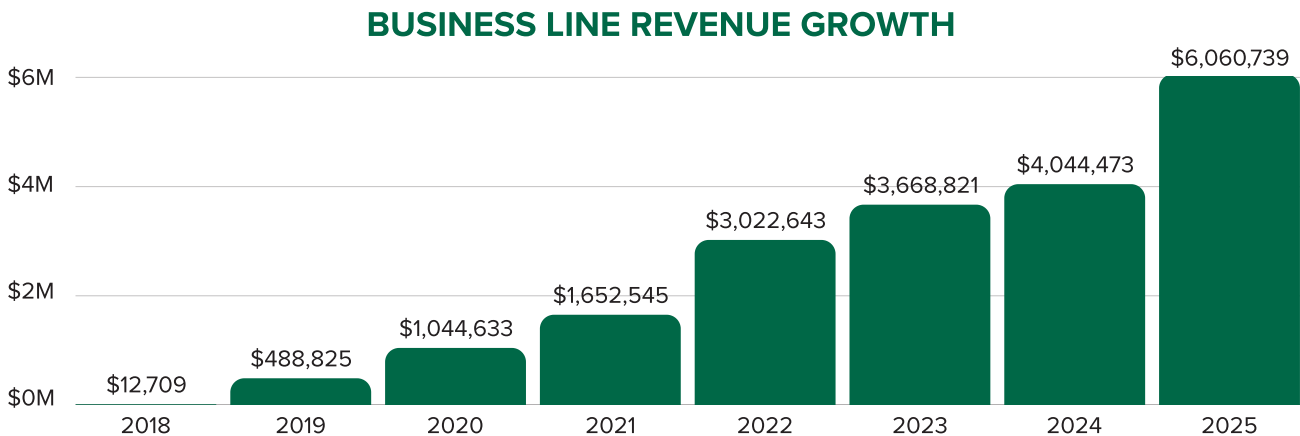
REVENUE GROWTH

In 2018, Do Right generated over \$162,709 in gross revenue.

At the end of the fiscal year 2025, Do Right generated over \$6 million in revenue, resulting in a **YoY growth of 51%** from 2024-25 and a five-year compound annual growth rate of **42%**.

CUSTOMER RETENTION RATE

Since 2018, Do Right has grown from serving a single customer to 53 customers in 2025 with an **YoY retention rate of 85%**.





C O M M U N I T I E S



LiftUp Communities

Background

Since 2023, **LiftUp Communities** has strengthened stability for Do Right employees and their social fabric by delivering embedded, wraparound services and leveraging trusted partners to reduce immediate barriers and sustain progress over time.

Our Support Path

LiftUp Communities fosters a strengths-based, family-centered approach to case management. Our high-frequency touchpoints nudge our clients to engage with supportive services, helping to reduce the cognitive load associated with navigating poverty.



Our anchoring principle is to create slack and reduce scarcity in moments of choice.

LiftUp Communities

Services Impact

When Do Right employees and their families access our services, we accelerate stability through culturally responsive support that reinforces individual agency.

1. LiftUp Communities Service Utilization

Over 81% of Do Right employees have benefitted from at least one wrap-around service, while over 52% of employees have used two to six services.

2. Key Internal Initiatives

We provide individual case management, English as a second language (ESL), digital literacy training, confidence workshops, financial wellness coaching, barrier reduction emergency micro-grants, food bags, and paid internships for the children of Do Right workers (ages 16-24).

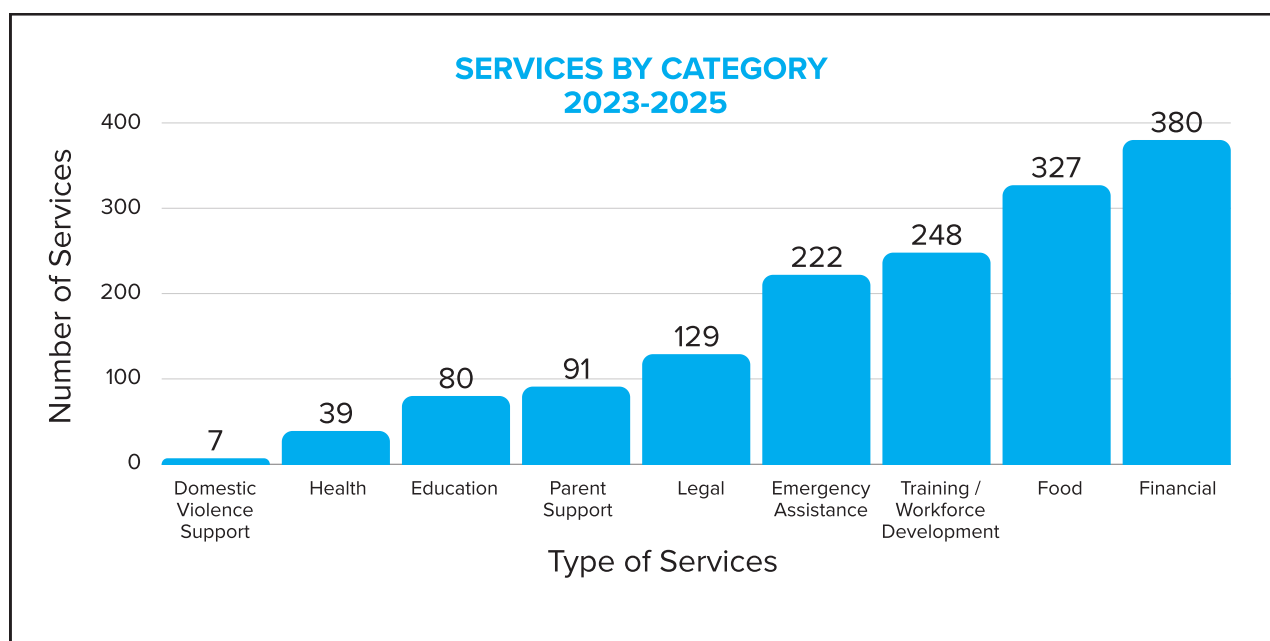
81%

Of clients use
our services

1,159

Services
Provided

3. Wraparound Services by Category

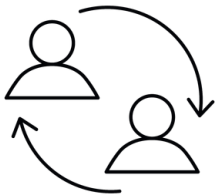


LiftUp Communities Program Highlights

Referral Partnerships

We work with trusted community partners to streamline referrals and increase service uptake through coordinated support and consistent follow-up.

External Referrals



362

Referrals made

Barrier Reduction Micro-grants



\$40k

In direct funds to clients (2025)

Food Security



319

Bags of food delivered

Workshops



315

Workshop participants

We reduce immediate barriers while building long-term, multi-generational resilience.

LiftUp Communities

Family Reach



865

Individual Clients

110

Client households

1,151

Estimated count of
our social fabric

Our impact compounds as we accelerate stability across entire households by strengthening each individual's social fabric: their network of support and connection.

Through programs like our 2G Internship, where young adults ages 18 to 24 gain paid, hands-on work experience, we are **extending impact across up to three generations.**

Our Future

With a strong baseline established, we are positioned to expand the model and reach more workers. This growth will help advance a future where investing in people drives lasting value across businesses, communities, and the workforce economy.

LIFTUP ENTERPRISES

Grounded in dignity and an understanding of the cognitive realities of poverty, we will leverage our insights to expand our impact across industries facing persistent labor challenges and support other businesses in adopting this approach through **LiftUp Advice, our consultancy.**

DO RIGHT SERVICES COMPANY

We will continue to grow our core business lines while further **expanding into Managed Labor Services**, extending our approach to partner with companies by managing and strengthening their frontline workforce.

LIFTUP COMMUNITIES

We will continue to act as a **testing ground for identifying and closing gaps** in social services, partnering to develop innovative solutions while delivering holistic support to our clients and expanding our reach to their families and networks.

Thank you for making this possible and for helping define what comes next.

Our model is designed to scale.

LiftUp Enterprises

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LiftUp Communities

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Thank You!



Do Right & LiftUp Communities Picnic, 2025