

End of  
Year  
Update

2023

REBUILDING LIVES. BUILDING FURNITURE.

PURPOSEFUL-DESIGN™

— EST. 2013 —



Rebuilding Lives on a  
Foundation of Work  
and Responsibility.

PUBLISHED APRIL 2024

# LIVES ARE CHANGING AT PURPOSEFUL DESIGN.

1. Four craftsmen now carrying the responsibility of serving as a supervisor
2. Craftsman-initiated Bible study in the neighborhood.
3. Neighborhood meals together
4. Rents paid and money saved
5. Serving others at church and the mission
6. Energy on the production floor
7. Growth through training and discipleship meetings



## A STORY OF LIFE CHANGE

Two years ago, Karl began working at Purposeful Design. Initially, he resided at Good News Ministries, saving for both a car and a place to live. At the same time, he was deepening his spiritual journey, seeking to better understand the goodness of the Lord. Fast forward to today, Karl says it was God who led him to Purposeful Design, not only to acquire new skills but also to nurture his spirit and discover his calling. Karl has since launched his own landscape company while continuing to work at Purposeful Design.

# RESULTS ACROSS 10 YEARS OF ENTERPRISE



225 EMPLOYED AND  
TRAINED



\$259,000 TAXES  
PAID BY WORKERS



\$3.1M WAGES PAID



\$4.8M TAXPAYER  
COST AVOIDED\*



\$12.4M IN SALES



84% OF COSTS  
COVERED BY SALES

## BEATING THE AVERAGES

	National Average	Purposeful Design
Recidivism Rate	46%	7%
Drug / Alcohol Relapse Rate	40-60%	24%

# NEW TRANSITIONAL EMPLOYMENT OPPORTUNITY

Since its founding in 2013, PD has invited the men it employs and trains to remain at PD as long as it benefitted them. This approach worked well towards significant life transformation, as evidenced by low recidivism and relapse rates, productive employment experiences, families reunited and many other social and economic indicators. In November 2023, the average length of stay among those currently employed at PD was 2.7 years, with the longest stay being 8 years. We typically had 12-14 craftsmen employed at PD at any given time.



PD has been able to employ and train 225 men since our founding. While the life-change resulting from long employment stints at PD is favorable, their open-ended employment and increasing work efficiency limited the number of men that PD can serve on an annual basis, meanwhile there are many men in Indianapolis that could benefit from what PD offers and one of our desires is to help as many as we can.

Hence, PD has introduced a transitional employment (TE) program which will give us the ability to serve more men through the gift of work. Our plan is to employ and train 18 men per year through a 6-month transitional employment experience. This TE experience will equip men for eventual employment and self-sufficiency apart from PD while still enabling us to meet our production goals. Other benefits of the TE model include: the potential for higher pay and benefits at other employers; access to employment in fields of personal interest; the continuous flow of new trainees into PD creating energy and excitement; and the ability to meet local employers' needs for entry-level workers. We've increased training inputs to prepare men for employment outside PD.



***"The Purposeful Design team delivered these beautifully crafted teak benches for the College Park Church Portico. The quality, workmanship, and attention to detail is wonderful, and just what we hoped for. Thank you to the whole Purposeful Design team for partnering with us on the Portico project!"***

– Bruce Smith, Executive Pastor at  
College Park Church

# PURPOSEFUL DESIGN ADOPTED A NEW MANAGEMENT OPERATING SYSTEM

Purposeful Design’s organizational performance has been good. But out of a desire to improve many operational aspects, the Entrepreneurial Operating system (EOS) was adopted in 2023. EOS is a set of concepts and tools that is helping the PD leadership team get better in three key areas:

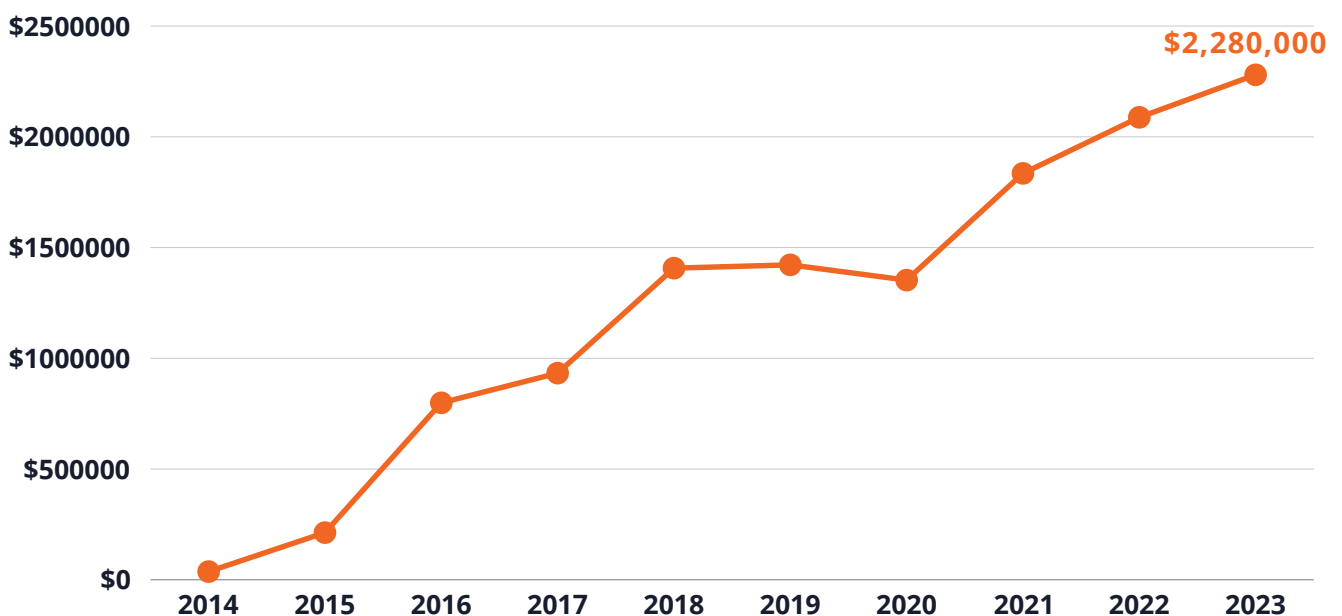
**VISION** | Getting everyone on the same page with where we’re going and how we plan to get there.

**TRACTION®** | Instilling focus, discipline, and accountability so everyone executes on the vision.

**HEALTHY** | Helping us become a more cohesive, high-functioning and healthy leadership team.



## PD’s GROWTH TREND



# CORPORATE PARTNERS

 <p><b>ALLEGION</b> PIONEERING SAFETY™</p>	 <p><b>ARKOS</b> DESIGN</p>	 <p>AXIS</p>	 <p><b>BALL STATE</b> UNIVERSITY</p>	 <p><b>BARNES &amp;</b> <b>THORNBURG LLP</b></p>
 <p><b>BSA</b></p>	 <p><b>carhartt</b></p>	 <p><b>Community</b> Health Network</p>	 <p><b>CSO</b> ARCHITECTURE · INTERIOR DESIGN</p>	 <p><b>DEPAUW</b> UNIVERSITY</p>
 <p><b>DULUTH</b> TRADING CO.</p>	 <p><b>Elanco</b></p>	 <p><b>Elevance</b> Health</p>	 <p><b>FARM</b> BUREAU INSURANCE</p>	 <p><b>FIRST</b> INTERNET BANK</p>
 <p><b>four</b> point DESIGN</p>	 <p><b>HomeBank</b></p>	 <p><b>ido</b> IDO INCORPORATED COMMERCIAL INTERIORS</p>	 <p><b>IMMI</b></p>	 <p><b>IWU</b> INDIANA WESLEYAN UNIVERSITY</p>
 <p><b>IU</b> HEALTH</p>	 <p><i>Lilly</i></p>	 <p><b>MU</b> MARIAN UNIVERSITY®</p>	 <p>SEAL OF THE MARION SUPERIOR COURT INDIANA</p>	 <p><b>mcgee</b> designhouse commercial interiors</p>
 <p><b>ONEAMERICA</b></p>	 <p><b>Pepper</b> Construction Tomorrow Transformed</p>	 <p><b>SSMHealth.</b></p>	 <p><b>T&amp;W</b> DESIGN &amp; BUILD</p>	 <p><b>TAYLOR</b> UNIVERSITY</p>
	 <p><b>THOMPSON</b> THRIFT A REAL ESTATE COMPANY</p>	 <p><b>TRINITAS</b></p>	 <p>UNIVERSITY OF NOTRE DAME</p>	

# Advance!

## SCHOOL: A PATHWAY TO LIFE IMPROVEMENT & EMPLOYMENT



- Our school was re-launched post-covid in July 2022
- 38 cohorts of students have been trained since 2022 (451 students in total)
- 83% of students graduate
- Students are in their seats ahead of class time 96% of the time
- 95% correct answers in end-of-class summary test
- 42% if graduates moved directly into a paid apprenticeship or employment within 30 days of graduation
- Students come in nervous and alone; and leave stronger, smiling, and with new friends and direction
- Training includes Job Preparation, Good Work Skills, Faith Education, and Personal Development
- Funding is provided by a grant from The Lilly Endowment

### Students Come from:

Struggles such as homelessness, addiction, poverty, and incarceration.

Partner organizations include: Wheeler Mission, Dove Recovery House, We Bloom (Recovery Café) and many others.

One or two new classes start every month, and includes 30 hours of training.

# THANK YOU

FOR YOUR PARTICIPATION  
IN THE FIGHT AGAINST  
POVERTY!

REBUILDING LIVES. BUILDING FURNITURE.  
**PURPOSEFUL-DESIGN™**  
— EST. 2013 —



*2 CORINTHIANS 5:17*

**"THEREFORE, IF ANY MAN IS IN  
CHRIST, HE IS A NEW CREATION.  
THE OLD HAS PASSED AWAY,  
BEHOLD, THE NEW HAS COME. "**