



**Reform.**



# Our Purpose.

REFORM is a movement  
to liberate one million people unjustly caught in  
the criminal justice system.

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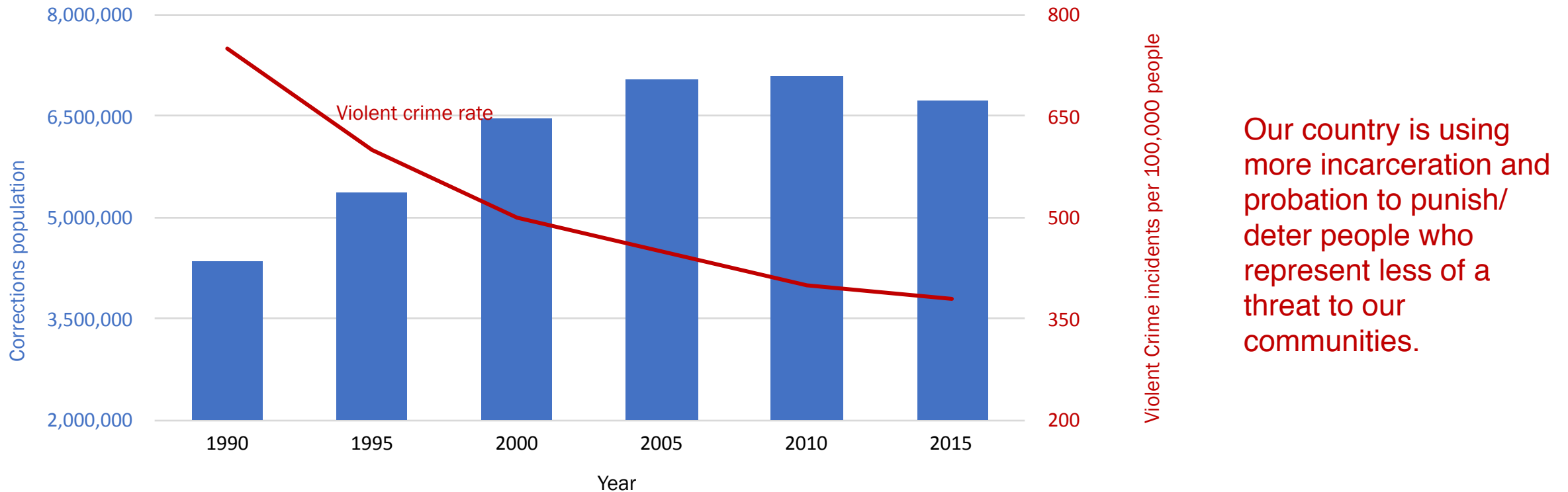
# The Criminal Justice Challenge In The US.

- The US has 5% of the world's population and 21% of its prisoners
- There are currently 6.7 million American in the criminal justice system; 2.2 Million in jail or prison and another 4.5 million are on probation or parole
- We spend \$80B on corrections annually – far more than any country in the world
- 1 in 5 Americans has a criminal record
- African Americans are incarcerated at 5 times the rate of Caucasians
- The national recidivism rate is 65% - and more than half of those returning to prison do so because of technical violations of probation and parole



# Mass Incarceration Grows While Crime Falls.

The criminal justice system in America is fundamentally broken. While public safety and the rule of law are critically important to a well-functioning society, the number of people incarcerated and on probation/parole in the United States has skyrocketed to 6.7 Million people during a period where the rate of violent crime has decreased significantly.



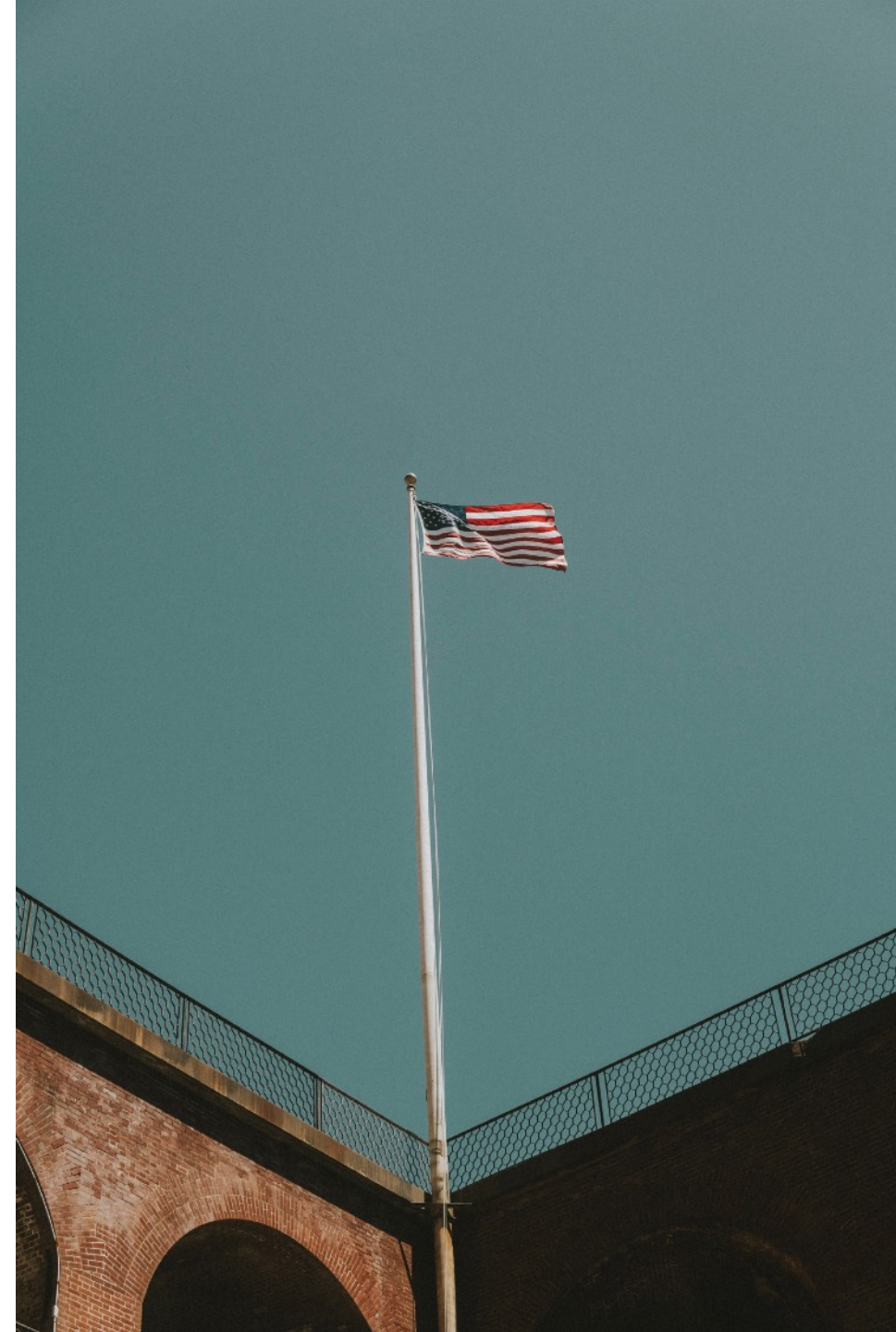


# Introducing Reform.

This Fall we are launching Reform, a movement to radically reform criminal justice in America.

Our goal is to move out at least a million people who are unjustly stuck in the criminal justice system within the next five years and to change the laws, policies & practices that perpetuate injustice.

We plan to partner with influential leaders in business, government, entertainment, sports, and culture to use our shared resources, energy and platforms to be the most impactful foundation of our kind.

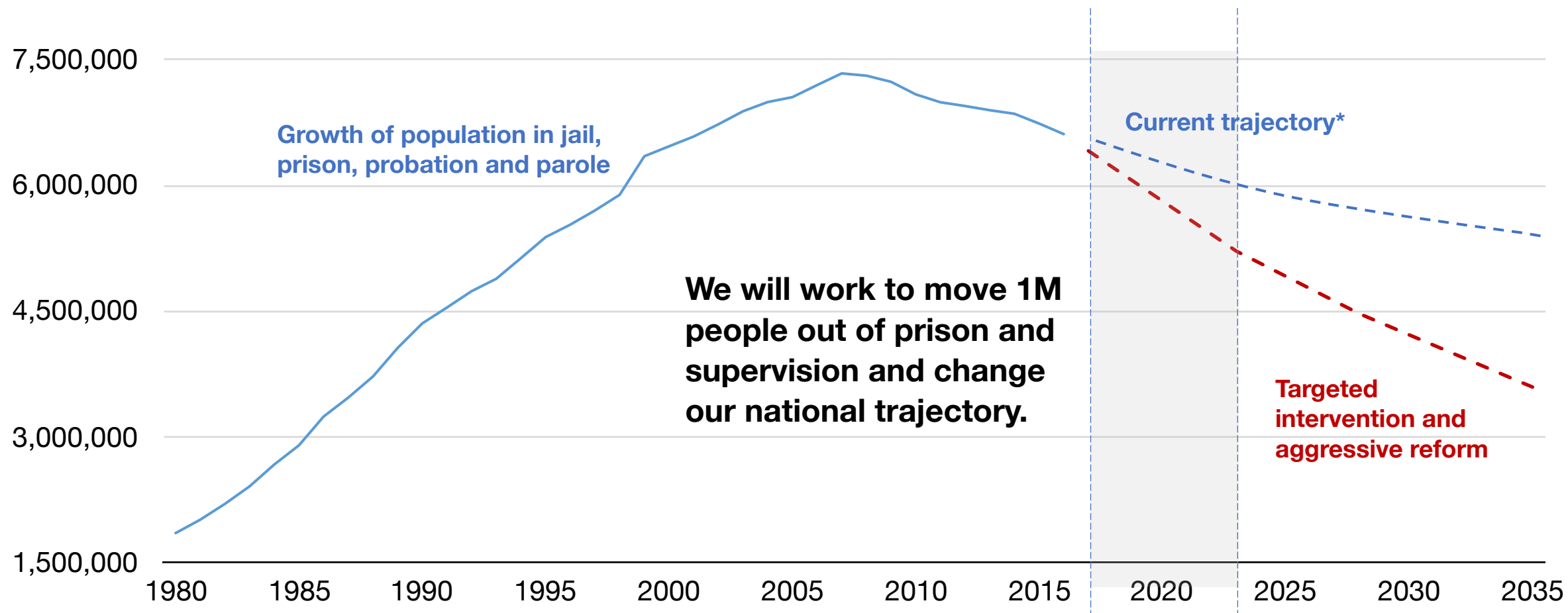


# Our Goal:

**Liberate 1M people unjustly stuck  
in the criminal justice system.**

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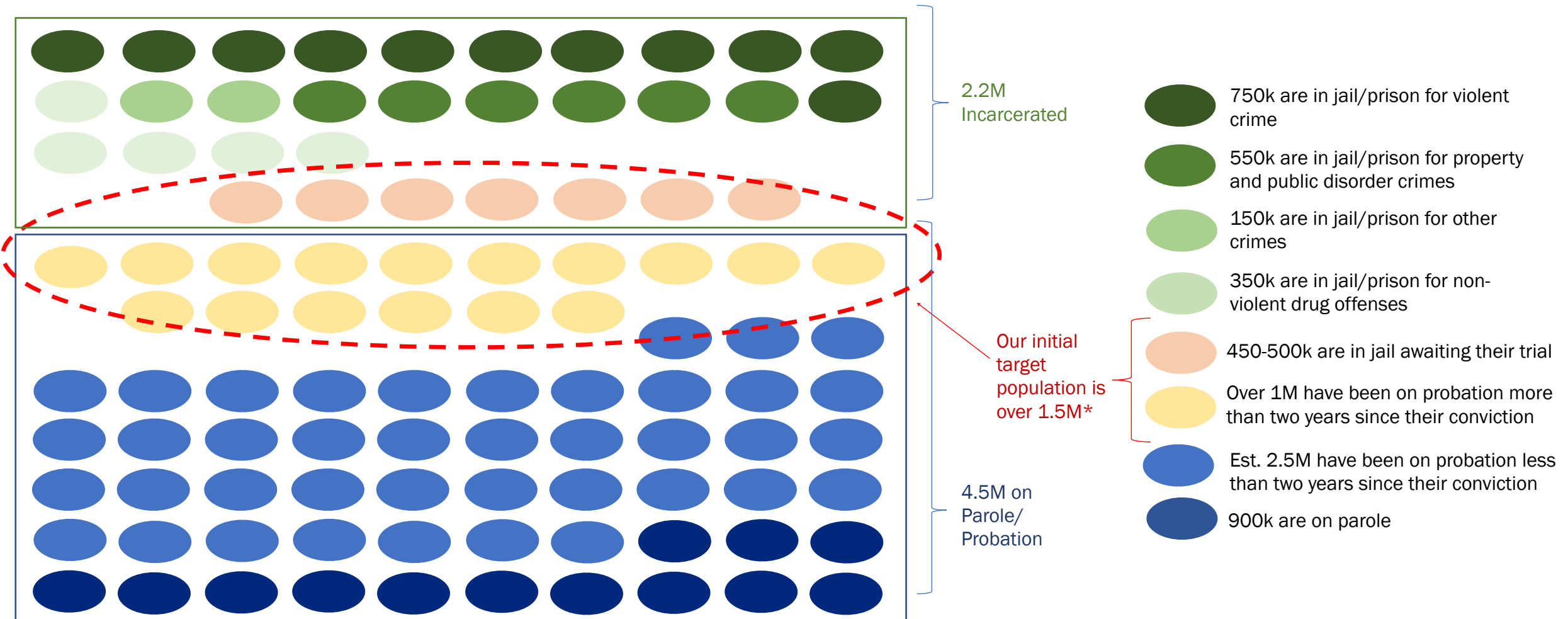
# Liberate 1M people unjustly stuck in the criminal justice system.



*\*Trajectories based on Bureau of Justice Statistics data and future estimates based on recent population declines*

# We Will Target The Most Unjust Cases And Laws.

Of the 6.7 million people incarcerated or on probation/parole, there are an estimated 1.5 million people stuck in the criminal justice because they cannot afford bail or they are on probation well beyond a reasonable term.



\*Source: Bureau of Justice Statistics, Prison Policy Initiative; See Appendices A-C for more detail

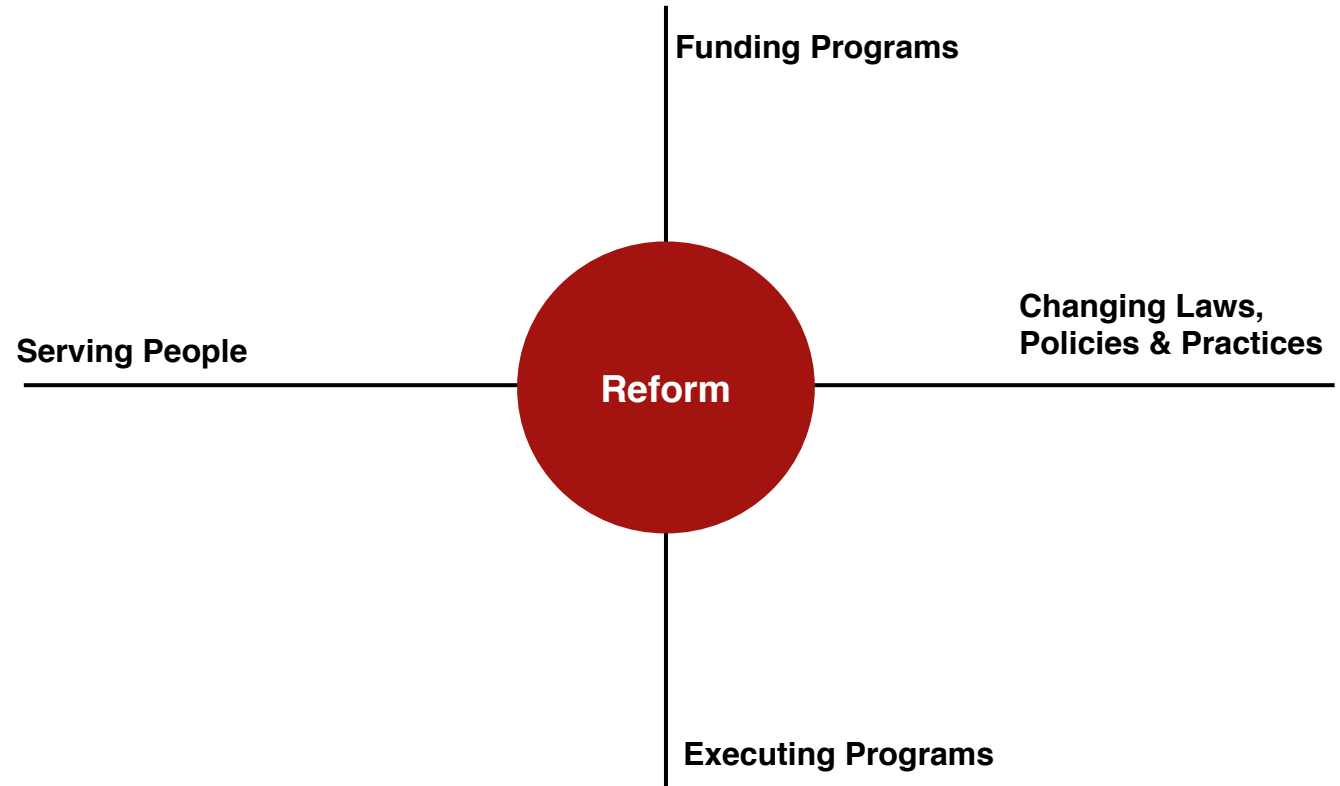


# Approach and Strategy.

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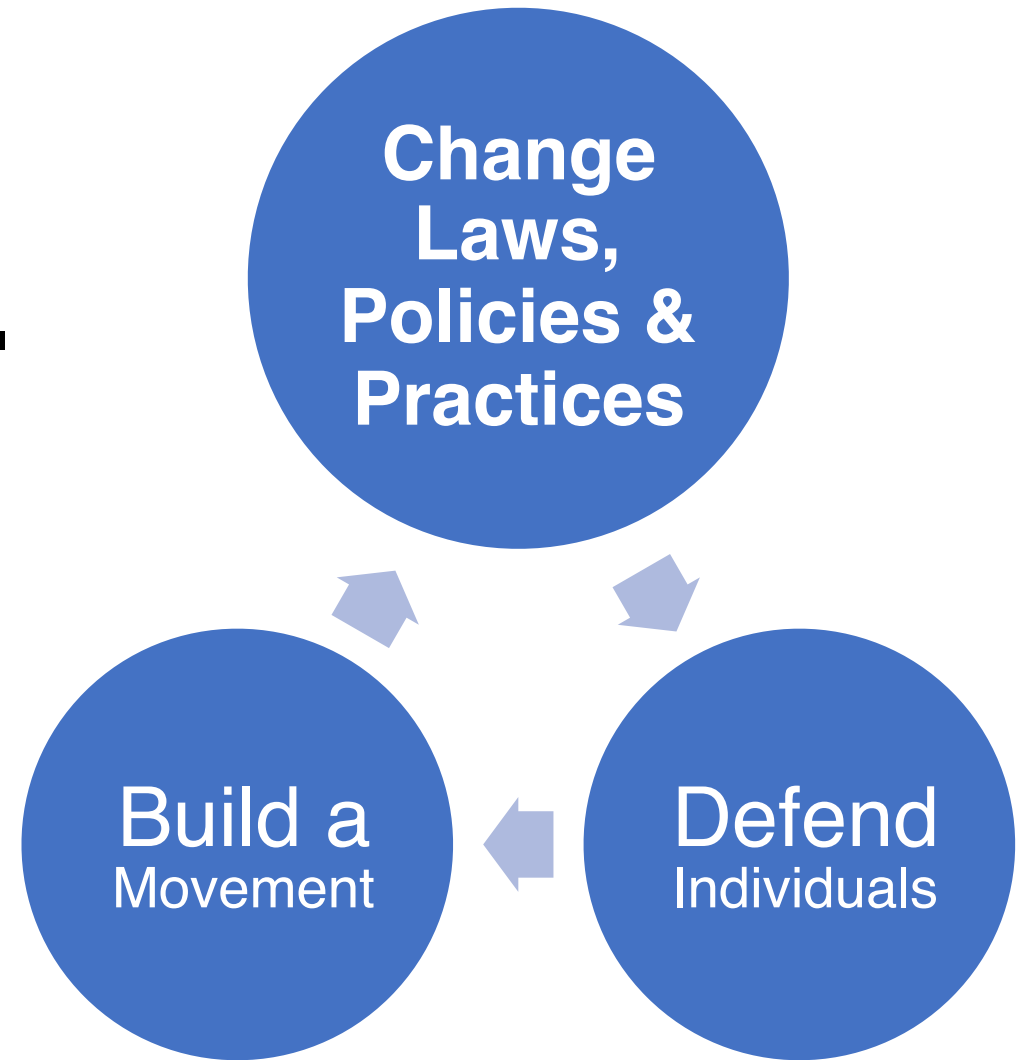
# We Take a Different Approach.

- Our founding partners will contribute 100% of the initial organizational budget
- We will hire a team of talented, entrepreneurial leaders to execute our strategy
- We will collaborate with outstanding organizations that align with our goals to aggressively reduce incarceration and supervision



# How We Will Accomplish Our Goal.

Our approach will be anchored in research and data. We will pursue three distinct but interrelated strategies: We will seek to change laws, policies & practices that are unjust; we will provide support and representation to the everyday people who are unfairly caught up in the system; and we will spotlight the injustice cases and issues we address through an influential and far-reaching communications platform.



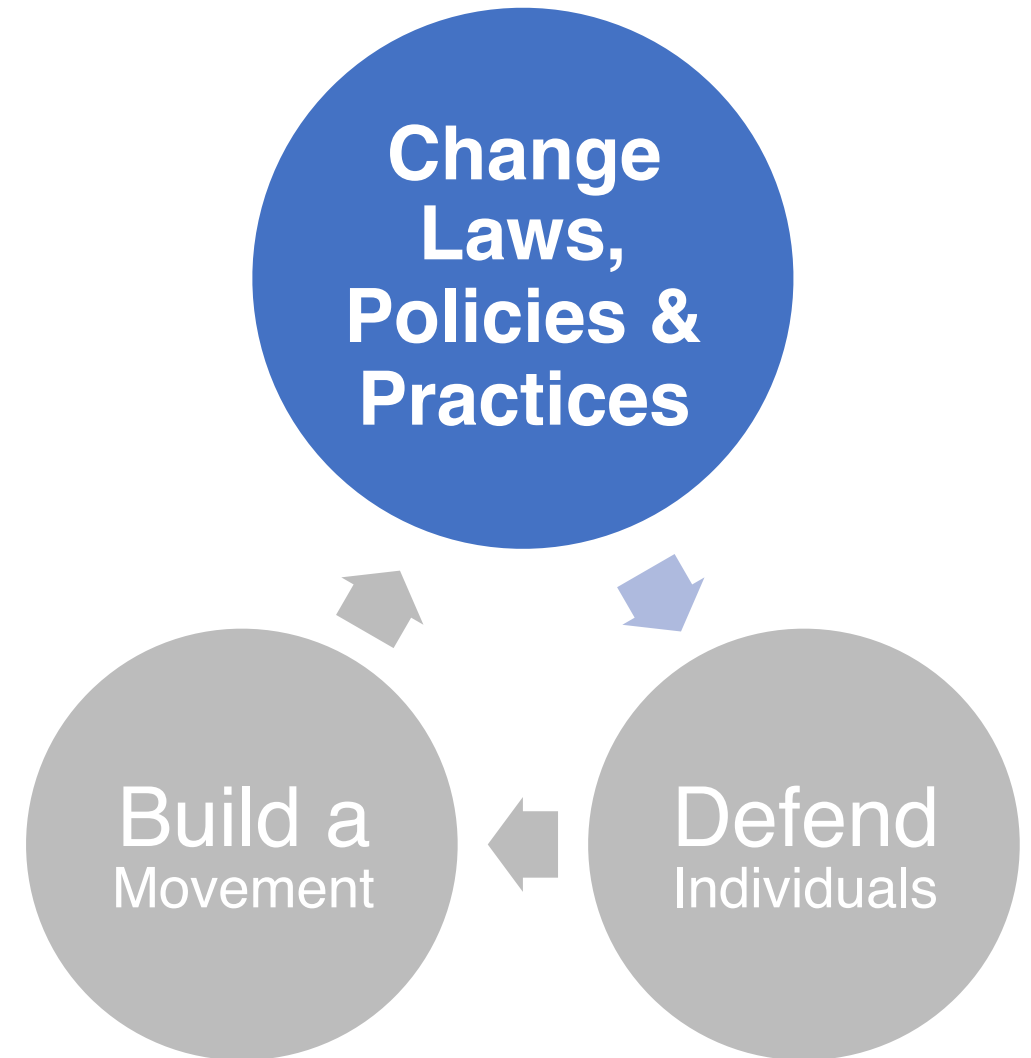
# Change Laws, Policies & Practices.

We will seek to change the laws, policies & practices that enable mass incarceration, and we will work to build a fair and rationale criminal justice system.

In so doing we intend to move millions of people out of the criminal justice system, thus improving their wellbeing and the wellbeing of their families and their communities.

Examples of the laws we intend to target include:

- Improvements to the bail system will impact nearly half a million people in jail before their trial.
- Caps on probation sentences which can impact over a million people still under supervision more than three years after their original offense.



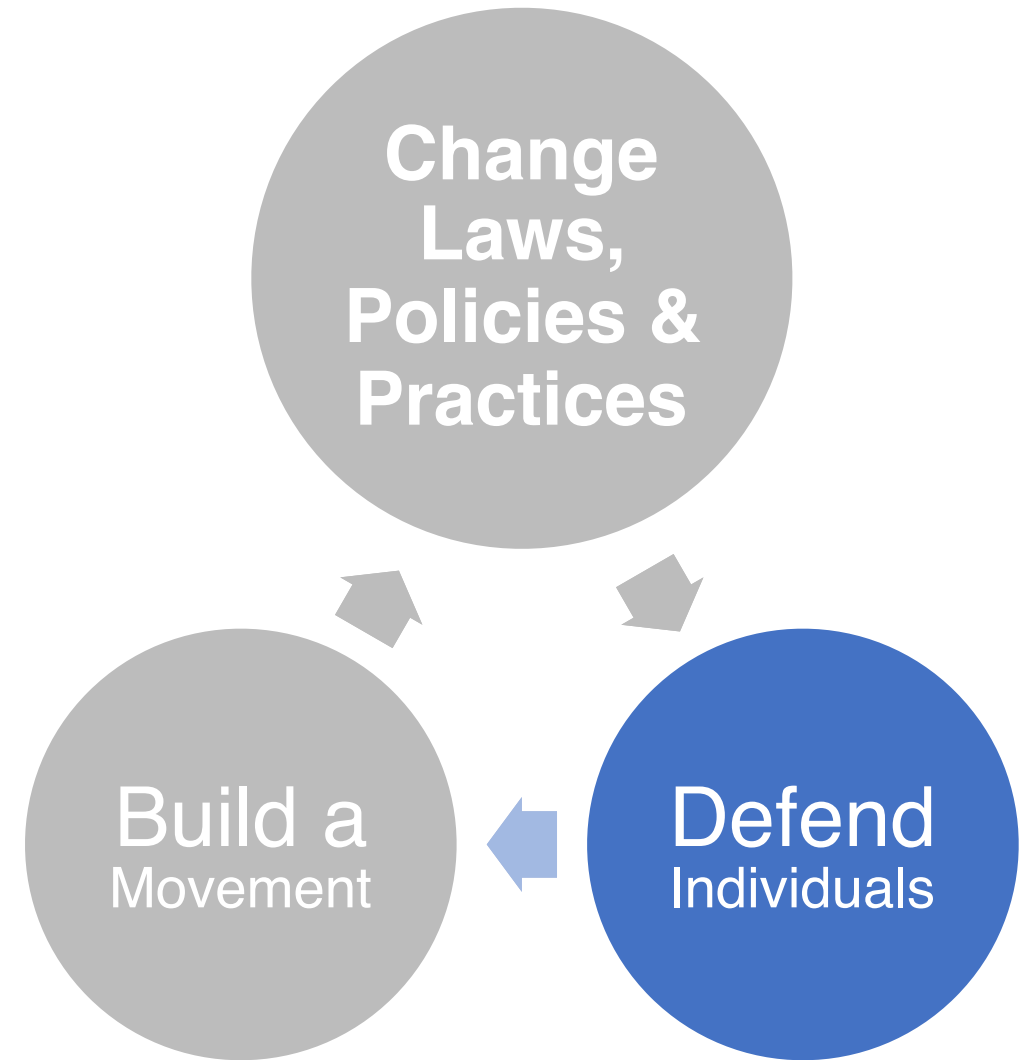


# Defend Individuals.

We will target individual cases that are extremely egregious in nature.

To do this we will focus on cases that are representative of circumstances, individuals and places where we believe we have maximum leverage to make a difference:

- We will look to work on cases and areas where the research and data show that our ROI, and our potential impact will be the greatest.
- We will focus on cases like those of the individuals referenced herein that are egregious but that are also the norm in a system that is fundamentally broken.

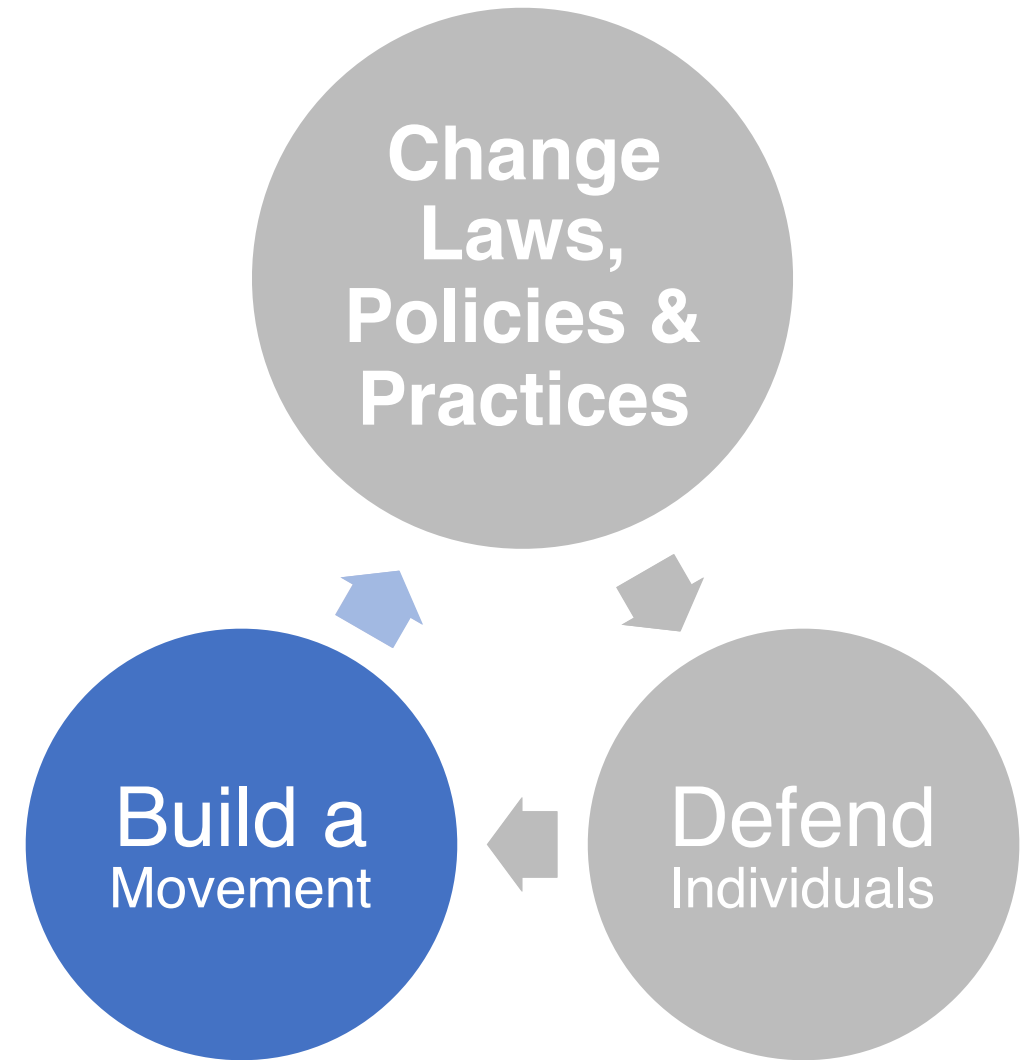


# Build a Movement.

Using research, data and individual cases as a foundation, we will use our collective network and the voice of our community as a force multiplier to raise public awareness and to advocate for a broader national dialogue and long-term policy reform.

We will do this in several ways:

- By utilizing our own lived experiences and the targeted interventions we support to help others share their own interactions with the criminal justice system.
- By disseminating content across traditional and social media channels.
- By convening leaders from diverse sectors to advance opportunities for reform and by creating a national constituency to advocate for change.

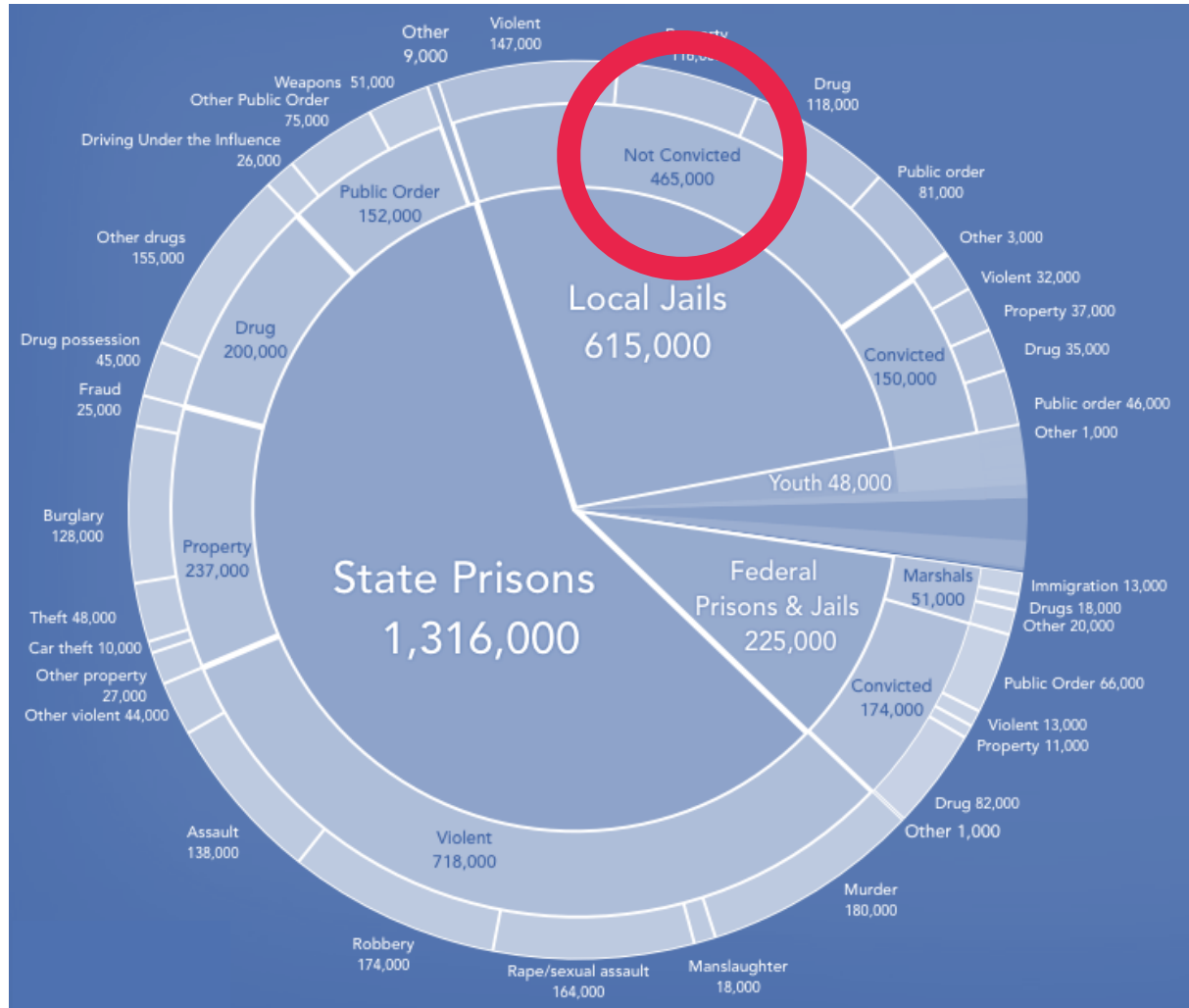




**Appendices.**

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# Appendix A: Incarceration In America And Pretrial Detention.



- **465,000** people are in jail awaiting their trial – 90% of whom are only there because they are too poor to post bail.
- People held in jail pre-trial have a higher risk of re-arrest and often lose jobs and other stabilizing influences while they are incarcerated.
- The annual cost of jailing people pre-trial is **\$14B**.



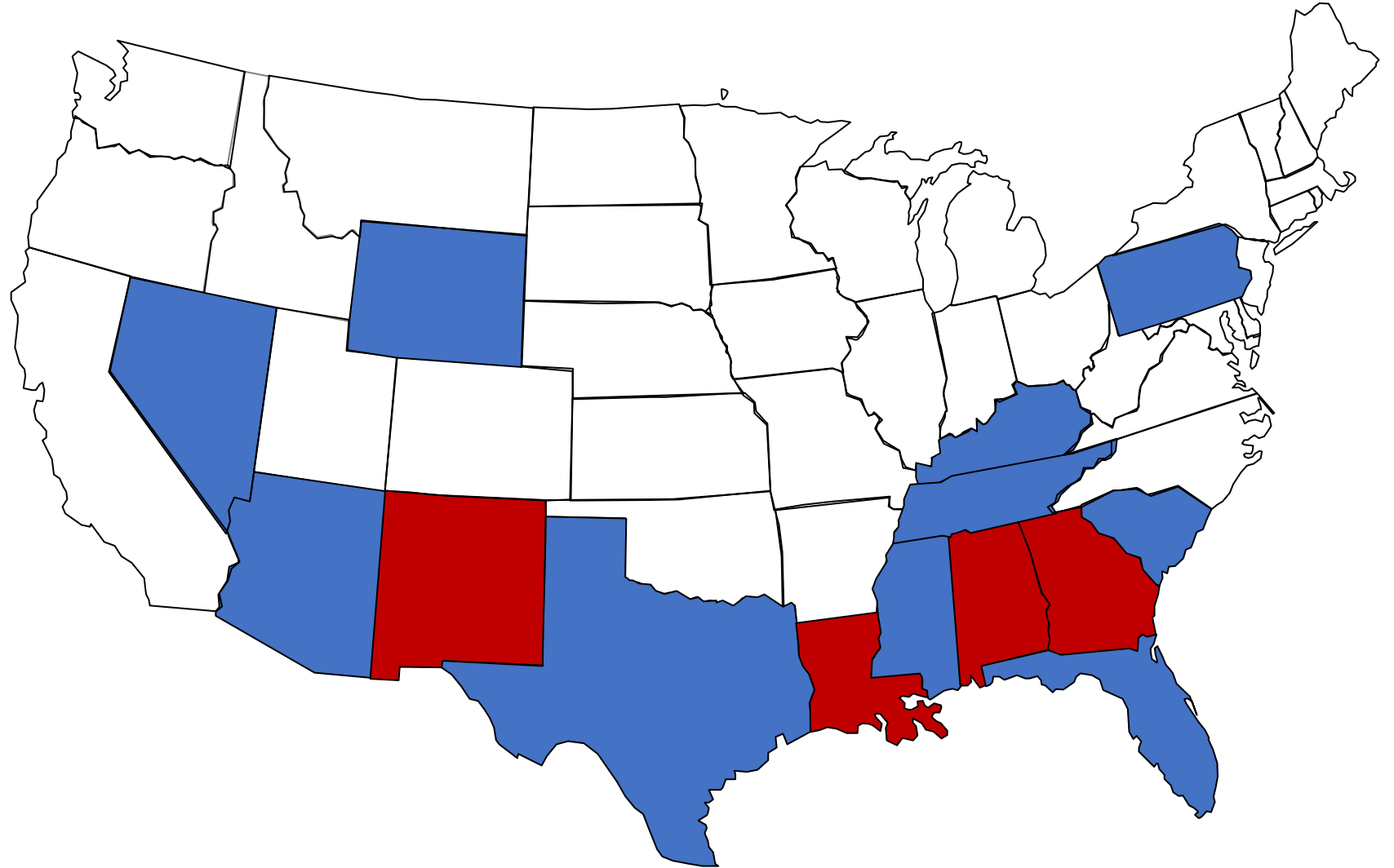
# Appendix B: Pre-Trial Detention.

Fourteen States, predominantly along the Southern coast, have pre-trial incarceration rates higher than 1.6 per 1,000 people.

Louisiana, Georgia, Alabama and New Mexico have rates of **50% higher** than the national average.

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Pennsylvania has the highest pre-trial detention rate in the Northeast.

*\*Source: Pretrial Policy Institute*



# Appendix C: Long-Term Probation.

Fifteen States have **no cap** on how long someone can remain on probation.

An estimated 1-1.5M people are have been serving probation sentences **more than two years** after their initial conviction, despite research that shows there is no public safety benefit to prolonged supervision.

Pennsylvania and Georgia alone have nearly **600k** people on probation

“Most reoffending occurs within the first year or two of supervision....**continued supervision has less potential to depress criminality, and it partially deprives people of their full liberty** unnecessarily while stretching community corrections resources.”

– Harvard Executive Committee on Community Corrections, 2017

