

WEBVTT

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00:00:08.342 --> 00:00:20.052

Jacob Denney, SPUR (he/him): Good afternoon, everybody. Thank you for joining us today. My name is Jacob Denny and I'm. Spurs Economic Justice Policy Director. Thank you for joining us for this digital discourse.

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00:00:20.352 --> 00:00:27.022

Jacob Denney, SPUR (he/him): Spur is a nonprofit public policy research and advocacy organization headquartered in the San Francisco Bay area.

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00:00:27.132 --> 00:00:36.712

Jacob Denney, SPUR (he/him): The research, education, and advocacy for Wakes works to create an equitable, sustainable, and prosperous region where all people are able to live and thrive.

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00:00:37.502 --> 00:00:51.452

Jacob Denney, SPUR (he/him): Today's program is done in partnership with the Asset Funders network. The Asset Funders network is a membership organization of national regional and community based foundations and grant makers committed to using philanthropy to advance economic equity

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00:00:51.742 --> 00:01:06.162

Jacob Denney, SPUR (he/him): do convenings like the one we are coast hosting today as well as briefs and other issue-based meetings afn provides funders the opportunity to engage with each other and community leaders to deepen our understanding of emerging issues.

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00:01:06.162 --> 00:01:12.442

Jacob Denney, SPUR (he/him): rethink grant making strategies for investments and partnerships to build equitable wealth and economic mobility.

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00:01:14.392 --> 00:01:20.192

Jacob Denney, SPUR (he/him): Today's program is towards a more equitable recovery. Activating Federal funds for bipolar businesses

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00:01:21.122 --> 00:01:36.592

Jacob Denney, SPUR (he/him): structural racism is to deny communities of color, the opportunity to build wealth and achieve economic security. For generations Small businesses are one of the few ways people of color have been able to build wealth in the United States, and they are one of the key strategies to closing the racial Wealth Gap.

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00:01:36.912 --> 00:01:42.192

Jacob Denney, SPUR (he/him): Despite this black people, and fewer than 2% of small businesses with any employees in the country.

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00:01:42.492 --> 00:01:52.992

Jacob Denney, SPUR (he/him): The pandemic and subsequent uneven economic recovery disproportionately impacted by pop-owned businesses with record closures and businesses struggling more today than ever before

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00:01:53.892 --> 00:02:03.602

Jacob Denney, SPUR (he/him): with the passage of the American Rescue Plan Act and other bills. The Federal Government has given State and local governments, billions of dollars that can be used to help small businesses.

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00:02:03.982 --> 00:02:14.862

Jacob Denney, SPUR (he/him): This funding, coupled with philanthropic investments, could drive both a more equitable economic recovery and progress towards meaningful economic security for bypop communities.

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00:02:15.582 --> 00:02:32.972

Jacob Denney, SPUR (he/him): Our conversation say we'll focus on how important these public dollars are to the success of Bipock on businesses. It will discuss strategies. The philanthropy advocates, and community-based organizations are using to fight for an equitable recovery, and to ensure that government spending gets to the people who need it most.

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00:02:34.662 --> 00:02:41.342

Jacob Denney, SPUR (he/him): This summer we will be holding another. Webinar focused on State Policies efforts aimed at the same goal

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00:02:41.782 --> 00:02:44.212

Jacob Denney, SPUR (he/him): like, Take a moment to introduce our speakers. Now.

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00:02:45.342 --> 00:03:03.982

Jacob Denney, SPUR (he/him): first we have Trevor. Paren Fever is an artist, entrepreneur, and investor. He's the founder of oak. Stop a black, owned and operated social enterprise that uses commercial real estate as a vehicle for mobilizing communities of color by providing workspace meeting space and social impact programming in Oakland, California.

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00:03:04.352 --> 00:03:13.272

Jacob Denney, SPUR (he/him): as part of his work with Oak Stop, Trevor Co-founded, the Oakland Black Business Fund focused on empowering Black Businesses with capital technical assistance and growth strategy.

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00:03:14.032 --> 00:03:17.442

Jacob Denney, SPUR (he/him): We're also joined by Krista Brown from the San Francisco Foundation.

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00:03:17.831 --> 00:03:30.322

Jacob Denney, SPUR (he/him): Kristen is the Associate director for State policy and advocacy at the foundation. She supports the foundation's policy work and housing economic inclusion and racial justice and help lead the foundation's work on accelerating and Equitable recovery.

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00:03:31.172 --> 00:03:34.062

Jacob Denney, SPUR (he/him): We also have Christine Tian of the California endowment.

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Jacob Denney, SPUR (he/him): Christine is a senior program manager with the California endowment or tce, and is part of the Northern California region and statewide, inclusive community development teams

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from 2,009 to 2020 Christine oversaw Tc's Sacramento Building. Healthy Communities Plan.

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00:03:50.212 --> 00:03:58.742

Jacob Denney, SPUR (he/him): Prior to Tc. Christine worked in local government for 11 years, holding positions as deputy city manager for the cities of the Union City and Stockton.

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00:03:59.122 --> 00:04:02.332

And finally we're joined by Microsoft, of Callous, California.

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00:04:02.562 --> 00:04:16.682

Jacob Denney, SPUR (he/him): Mike is the Vice President of policy and programs at least California, where he works to provide community based organizations with the data training and tools. They need to be effective advocates for local budgets that reflect the needs of low income communities of color.

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00:04:17.992 --> 00:04:22.892

Jacob Denney, SPUR (he/him): Now, today's program will feature presentations from each of our speakers, followed by an audience. Q. And a.

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00:04:23.372 --> 00:04:34.012

Jacob Denney, SPUR (he/him): If you have any questions during our session, please use the Q. And a. Icon on your screen by clicking on the icon low located towards the bottom of your Webinar screen to submit questions at any time

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00:04:34.202 --> 00:04:37.872

Jacob Denney, SPUR (he/him): we will get to as many questions as possible during the second portion of our program.

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00:04:38.442 --> 00:04:47.792

Jacob Denney, SPUR (he/him): Secondly, we have enabled the live caption feature for this Webinar. If you would like to turn on the captioning feature, please select the icon on the bottom of your screen that says live caption.

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00:04:48.232 --> 00:05:03.372

Jacob Denney, SPUR (he/him): We also want to confirm that we are recording today's presentation, and we'll send a link to the recording as well as Webinar resources after today's session. If you experience any technical issues during today's Webinar contact us by using the chat box located in the control panel on your screen.

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00:05:03.842 --> 00:05:13.722

Jacob Denney, SPUR (he/him): let's start using the chat box right now, and if some of you have already started doing it, you want to know who's in the virtual room, feel free to drop your name, your organization pronouns, and where you're joining us from.

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00:05:14.362 --> 00:05:20.712

Jacob Denney, SPUR (he/him): And with that i'd love to get started first by having Trevor present. Trevor. If you could jump on.

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00:05:25.112 --> 00:05:27.042

Jacob Denney, SPUR (he/him): and i'll pass it to you. Thanks, Trevor.

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00:05:33.122 --> 00:05:35.122

Jacob Denney, SPUR (he/him): Oh, Trevor, i'm sorry you're muted.

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00:05:36.772 --> 00:05:38.792

Trevor Parham: Okay, Thank you, Jacob.

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00:05:39.342 --> 00:05:45.552

Trevor Parham: and thank you to everyone else for being here today, really excited, of course, to speak on this topic as always.

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00:05:45.682 --> 00:06:04.152

Trevor Parham: So again, my name is Trevor Parr, and I am the CEO and founder of Oak Stop, and we're located here in oaken California, and have a entire platform that is geared towards really driving racial equity via real estate and and place making

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next slide, please.

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Trevor Parham: So i'm representing a whole family of brands that I've created over the course of the last 9 or 10 years, and oak stop is a business that I created really as a means to address

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Trevor Parham: a lot of the issues that we were we were finding with with racial equity, particularly back in 20132014. We saw how a lot of black small businesses and black artists were being displaced from Oakland because of the real estate development activities were happening at the time.

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00:06:38.682 --> 00:06:55.912

Trevor Parham: and so, as a response to that, I created oak stop as a platform really to support small black businesses and and black entrepreneurs, and in black artists that were in Oakland as a means to mitigating displacement, but also starting to create a a power base really, here in Oakland.

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Trevor Parham: That would it would serve as an ecosystem to really further the needs of of our black businesses.

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Trevor Parham: So we've been running the business since, and when the pandemic hit we created the Oakland Black Business Fund, which was really just a continuation of the work that we've always done.

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00:07:12.652 --> 00:07:30.452

Trevor Parham: which was ultimately. How do we provide resources to black businesses? And initially, the main resource that everyone needed was space and real estate. When we hit the pandemic. The resource was capital. So we used our know how and our network to create the Oakland Black business fund.

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Trevor Parham: which really not only supported number of black businesses in Oakland, but it really helped to to set an example for what it looks like to drive funding to black businesses, and i'll talk more about that later. But I think that that's really what we specialize in is understanding as business owners what it means to truly and effectively support the community of black businesses here.

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Trevor Parham: And then, more recently, we've created the oak stop effect which contains all of our 501, C. 3 impact programs particularly focused on workforce development for black emerging professionals. And really for us, the the understanding is that in order to have successful black entrepreneurs, they also need to have.

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Trevor Parham: you know, incredibly sound professional and business skills. So the the goal really of the oak stop effect is to focus on network effects.

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00:08:21.922 --> 00:08:36.662

Trevor Parham: and and how bringing more and more black and brown entrepreneurs into the oak ecosystem will ultimately create more value for them and create more value for everyone else. That is, that is part of our network, and I will talk more about that as well.

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Let's let's go to the next slide.

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Trevor Parham: So i'm going to talk to you all about sort of 5 points about what it means to to drive equitable funding to to bypass businesses. and really the focus within all 5 Of these is, we need to really focus on on challenging the status quo.

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00:08:59.172 --> 00:09:11.522

Trevor Parham: and all of the work that we've done has really looked at that as as the cornerstone of of our agenda is, how do we challenge the status quo with the understanding that the way things are being done

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00:09:11.682 --> 00:09:17.212

Trevor Parham: are not actually healthy and in service to black and brown communities.

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00:09:17.612 --> 00:09:31.192

Trevor Parham: So i'll. I'll walk through these and then go into more detail as well. Number one is to just act quickly, and that is always the the key to to. Really, you know, being effective or not is how quickly you can move.

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Trevor Parham: Number 2 is to really take risks for those at risk, and that certainly speaks to the idea of challenging the status quo.

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00:09:38.942 --> 00:09:47.692

Trevor Parham: Number 3 is to partner with bipoc led and owned community based organizations that are actively working on the ground.

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00:09:47.972 --> 00:09:55.462

Trevor Parham: I'll go into what I what I mean by on the ground later, but I think it's key to focus on community based organizations that are truly on the ground.

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00:09:55.672 --> 00:10:02.222

Trevor Parham: Number 4 is to focus on giving the money away and not just giving it away, but also doing so for free.

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00:10:02.262 --> 00:10:12.482

Trevor Parham: you know, providing grants, providing ways to make sure that black businesses are are receiving the capital that they need that is truly addressing economic and justice.

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00:10:12.872 --> 00:10:28.092

Trevor Parham: And then, lastly, the focus on strengthening networks and building trust that is both strengthening that works between the funder and and the sort of surrounding community, but also helping to strengthen networks within the sort of community of black businesses.

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00:10:29.322 --> 00:10:32.112

Trevor Parham: Okay, so so in terms of acting quickly.

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00:10:32.942 --> 00:10:52.382

Trevor Parham: When we created the the oak stop and the Oakland Black business fund, Our whole goal was, we need to be able to stand this up as quickly as possible. I open oak, stop within 30 days of signing a lease and moving into a building, because I understood that what I was building was something that had an urgent need to it.

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00:10:52.902 --> 00:11:00.622

Trevor Parham: As a result, the community understood that this was truly a resource for them. Similarly, when the pandemic hit.

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00:11:00.982 --> 00:11:07.972

Trevor Parham: and when we started to see, you know all the different activities from black businesses closing to the murder of George Floyd.

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00:11:08.372 --> 00:11:18.292

Trevor Parham: We created the Oakland Black Business Fund within 3 days of George Floyd's mortar. From there we were raising funds and deploying funds as quickly as possible.

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00:11:18.702 --> 00:11:28.402

Trevor Parham: and that effort was one that was unprecedented at the time there was other relief efforts that were mounting, but we found that they were focused on

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00:11:29.122 --> 00:11:36.582

Trevor Parham: on longer timelines, and for us we were really focused on trying to deploy funds to to black businesses with under, you know, one to 2 weeks.

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00:11:36.642 --> 00:11:49.272

Trevor Parham: Our understanding is that for for black and brown businesses they're on 30 day timelines. Oftentimes they have a rent payment due. They have payroll due at the end of the month, and they're not in a position where they can wait

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00:11:49.502 --> 00:12:05.782

Trevor Parham: beyond 30 days, to say 60 to 90 days to be approved. Similarly, the application processes that are often required for relief funding can take some of these businesses up to 30 days, if not more especially if they have to find outside experts to help them prepare documentation.

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Trevor Parham: So when we're looking at what it means to be equitable in terms of this funding. Part of it is how quickly you can move, Understanding that some of these businesses do not have more than 30 days to wait, and they also.

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Trevor Parham: based on a number of disadvantages and injustices, do not actually have the resources to have a lot of the documentation and preparation available to apply for some of the the lengthier loan applications.

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Trevor Parham: So i'm going to step to number 2, which is to take risks for those at risk. and that really just speaks to challenging the status quo. If you want to.

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00:12:43.022 --> 00:12:53.022

Trevor Parham: If you want to support black businesses, you need to understand that they are at risk. They have been at risk from the data formation, and they are often operating at risk every day.

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Trevor Parham: and taking risks means that sometimes we have to change the way that we do things.

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Trevor Parham: Sometimes the process needs to be one that is going to be actually more amenable to to the experiences and the resources that these businesses have.

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Trevor Parham: and it shouldn't be about trying to figure out whether or not these businesses are going to be able to return loans, whether they're going to be able to service debt to a certain ratio.

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00:13:19.792 --> 00:13:35.392

Trevor Parham: we should move past that risk management, and instead, just simply focus on getting funds to those businesses, because they are often at more risk than we are in trying to change the status quo with the way that we provide funding to these businesses.

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00:13:35.882 --> 00:13:39.062

Trevor Parham: Similarly, we understand

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00:13:39.722 --> 00:13:40.792

Trevor Parham: that's

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00:13:41.242 --> 00:13:54.922

Trevor Parham: it can be a risk to challenge the status quo can be a risk to go to your funders and ask for 0% interest funds. It can be a risk to ask funders for for free funds, so it's also important to think about taking those risks as well.

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Next 2 points

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Trevor Parham: partnering with with bypac owned organizations on the ground, is key. What made the Oakland black business fund so effective was the fact that it partnered and was, is really born out of Oak Stop and Oak Stop was an existing black led organization that was already on the ground, already had the relationships.

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00:14:16.012 --> 00:14:23.442

Trevor Parham: and already had the ability to move quickly and act quickly and figure out where and how to take those risks in supporting the community.

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00:14:24.882 --> 00:14:28.162

Trevor Parham: Number 4 is to give the money away, for free

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00:14:29.352 --> 00:14:34.382

Trevor Parham: loans are not going to be the best tools to support black businesses.

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00:14:34.852 --> 00:14:47.112

Trevor Parham: Many black and brown businesses are averse to taking on debt of any kind, based on history and generations of mistrust, of the lending system and financial institutions.

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Trevor Parham: The best way to get this money to black businesses is through business grants, and that's what we did with the open black business fund, and we found that those businesses then trusted us and wanted to work with this more, and then trusted the idea of potentially working with other funders.

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Trevor Parham: Lastly, strengthening networks and Building Trust

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Trevor Parham: Oak Stop has always been about the ecosystem. How can you provide services to a demographic as a way to strengthen that network and then build trust within that network.

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Trevor Parham: And as I discussed before the oak stop, effect is all about capitalizing on network effects to increase economic mobility for black and brown communities.

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Trevor Parham: And so, when we, looking at ways to drive funds to these communities, we also need to look at the ways in which the funds themselves can help to strengthen networks, and then from there, how the strengthening those networks can build more trust in other efforts to move relief funds to these businesses.

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00:15:45.562 --> 00:15:50.222

Trevor Parham: So again. Act quickly. Take risks for those at risk.

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00:15:50.372 --> 00:15:57.842

Trevor Parham: Partner with Bipod led Cbos on the ground, give the money away for free and strengthen networks to build trust.

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00:15:58.222 --> 00:16:14.942

Trevor Parham: Our funding efforts have always found that when you focus on funding the ecosystem funding relationships between black and brown businesses that is then going to give them the resilience to work together as a as a solidarity community and a solidarity movement.

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00:16:14.942 --> 00:16:20.702

Trevor Parham: To then continue to build the resilience that they need as a community of black businesses. Thank you.

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Jacob Denney, SPUR (he/him): Thank you so much, Trevor.

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Jacob Denney, SPUR (he/him): I'd like to take the moment now to introduce Mike Rousseau.

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Jacob Denney, SPUR (he/him): Thanks, Mike.

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Michael Russo: and going off mute. Thanks, everybody. Good afternoon. I'm. Mike Russo. V. P. Of program and policy with Catalyst, California. I use him pronouns.

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Michael Russo: kettles. California is a policy and data advocacy organization we advocate for racial justice. We support power building in deep partnership with community based organizations as our partners, and we work to transform public systems. So they create racially equitable outcome.

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Michael Russo: As I mentioned, we do data, we do maps, we do policy analysis, we do advocacy, we do capacity, building and training, and we're really always looking to figure out. Okay, who's doing the work? Who's in the communities, and how can we work with them and support them and and walk alongside them in everything that we do.

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Michael Russo: You know, today I mostly wanted to talk about some of the principles that we've developed, and some of the experience we've had doing advocacy targeting how we you spend money

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Michael Russo: as mentioned. That's often where the rubber hits the road, whether it's Federal dollars, State dollars, even dedicated local funding a lot of the time. It's local decision makers who are deciding exactly where that funding goes, exactly which communities exactly which businesses or service providers, and so kind of digging in a little more to some of the models that work.

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00:17:49.722 --> 00:17:58.682

Michael Russo: I will hopefully help figure out how to to bridge that that last mile from you know, these gigantic Federal programs into is this actually making a difference in community?

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00:17:58.952 --> 00:18:09.232

Michael Russo: You know, we've been doing work like this around Budget advocacy. Probably the better part of a decade in a a serious way. You know a lot of it in the wake of the Great Recession. Realizing that.

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00:18:09.382 --> 00:18:21.762

you know there were big issues around cuts, hitting communities, hitting services that folks relied upon, and a lot of the racial equity organizations and the community based organizations and well communities of color.

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Michael Russo: You know, we're not heavily networked into budget Advocacy faced a lot of barriers, intentional barriers, I think, often put up by public institutions to freeze them out of the process.

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00:18:32.432 --> 00:18:40.242

Michael Russo: and so trying to figure out, how can we help develop that capacity? How can we support the folks who are doing the work and be more proactive

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00:18:40.242 --> 00:18:52.442

Michael Russo: moving forward. And I just add a lot of our work is in Los Angeles, and the central valley supporting partners there. So we'll find some examples there that are maybe a little more exotic for any of the for San Francisco based folks in the audience.

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Michael Russo: and also just acknowledged a lot of the places where we see public dollars moving into, you know, by Pac and and Bypass lead organizations. It's largely Cdos. It's often service providers, or folks who are able to absorb county grants or or public grants contracts. So that'll kind of be the focus of of what I talk about.

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Michael Russo: I don't want to first talk about decisions around allocation and systems around implementation as kind of the 2 major places where advocacy

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Michael Russo: can make a difference, and you know you can. You can start to move money where it needs to go and wrap up by talking about a project we're working on, called the Budget Power Project to hopefully make it easier for folks across the State to do this kind of work and get dollars where they should be going.

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00:19:36.722 --> 00:19:49.672

Michael Russo: So first looking at the allocation side of things, so allocation is, you know, big picture where our dollars going. Is it going into, You know, the right set of issues responding to the right set of community needs.

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00:19:49.672 --> 00:20:08.422

Michael Russo: And is it being invested in the specific places and the specific organizations as businesses for best position to do the work, and also where public investment can help to push back against, You know, decades, if not centuries, of racialize this investment and and hollowing out of long-term communities.

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00:20:09.212 --> 00:20:26.582

Michael Russo: And you know, i'd say there's kind of 3 different modes that we see the allocation issues come up. You're kind of depending on the overall state of the economy and the overall budget and policy context. And you know some of the best approaches look different, depending on which these worlds are in.

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Michael Russo: you know. So I mentioned the great Recession. Obviously there's a deficit mode where it's all about avoiding cuts. You know there's a significant theme and a lot of budget advocacy work, and and figuring out how to prioritize dollars, for you know, bypass communities and and by clock businesses, which is that very often

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00:20:44.582 --> 00:20:59.222

Michael Russo: there are, you know, a a lot of stresses and and pushes for public, and so just throw money into public safety and into policing, and that's really heightened in deficits years. When you know, politicians have a lot of push to

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Michael Russo: protect policing, protect the number of of cops on the beat. and as a result it can be very easy for cuts to disproportionately fall on things that are seen as luxuries, things that are not core to how a city or a county operates, like you know, outside grants outside contracts. And so you know the need to play defense there and defend the games that have been one is really really critical.

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00:21:21.322 --> 00:21:30.002

Michael Russo: you know. Second, there's sort of the year by year. Approach to, you know, deepening investments and building on existing programs that work.

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Michael Russo: And a lot of this is about understanding what structures exist within local governments to create. You know, again, easy places for money to go regardless of the source, so that you don't need to keep fighting the same fights year over year, you know, relatively small pots of money.

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00:21:46.562 --> 00:21:51.252

Michael Russo: And the challenge here is, how do you build equity into this? To make sure that

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Michael Russo: you know something that sounds good in a city council. Resolution will actually translate real results on the ground.

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Michael Russo: you know. So some of the experience that we've had working with partners. you know, has included in Los Angeles unified school district pushing for what's called a student equity need index in partnership with community coalition for community based organizers in South La and inner city struggle simply doing that kind of work on the East Side.

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00:22:15.952 --> 00:22:29.922

Michael Russo: You know the idea there is to use data to map out what are the school sites who are most impacted have the broadest range of leads across multiple social determinants of help and other indicators and channel exist additional investment to them.

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00:22:29.922 --> 00:22:54.982

Michael Russo: And so Once that kind of structure of an equity index is built. It's easy to absorb new money, and so, in fact, as the district got a lot of Arpa money, it cares that money they were able to say, hey, you know we understand that equity is multi-dimensional. We understand that you know it's it's black and brown communities who are being hit hardest by the pandemic and the weighted economic impacts. And we already have this tool available so we can just dial it up, and we don't need to.

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00:22:54.982 --> 00:22:57.692

Michael Russo: you know. Have a new fight every year about where the dollars go.

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00:22:57.972 --> 00:23:05.222

Michael Russo: And so it's really about figuring out what's the Channel? What's the structure that you can start to just core money in from all these different pots?

127

00:23:05.452 --> 00:23:20.652

And then, lastly, there's, you know, sort of the the relative gold rush phase for allocation. You know this is where big new money is coming in. Obviously, we've been in that mode recently around, you know, Arpa and some of the the big State and Federal

128

00:23:20.652 --> 00:23:36.572

Michael Russo: pushes, and you know, and similarly, we've seen a lot of success working with partners to try to just grab some of that money frankly, and allocate it to places where it can have a big impact in La County. We work with some of those same partners to get

129

00:23:36.572 --> 00:23:51.222

Michael Russo: about. You know, 75% of the 1.9 billiondollars that La County is getting through Arpa invested in the highest in areas again using data to figure out. You know, who are those communities? And where can those dollars make the most impact for recovering from the pandemic?

130

00:23:51.632 --> 00:24:07.262

Michael Russo: And the nice thing, too, is that by, you know, trying to be proactive about places where there's new money that isn't already allocated. It's a little easier to think broader to create some of these new structures, and then import them into existing funding streams and other parts of the budget over time.

131

00:24:07.532 --> 00:24:20.692

Michael Russo: And I just say, I mean, this is less relevant to the Federal context. But advocacy can also engineer some of those opportunities, too. So we've worked with partners up in Fresno. The building company communities organization up there and then. The local partners.

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00:24:20.692 --> 00:24:30.752

Michael Russo: as they put about measure up for a vote that won about 60 million dollars every year for park investment after you know, decades of the city not investing in those community priorities.

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00:24:30.802 --> 00:24:34.482

you know. And if you're able to do that and and actually write the

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00:24:34.712 --> 00:24:38.932

Michael Russo: and requirements. It's even easier to make sure that the dollars are channeled to the right place

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00:24:39.462 --> 00:24:56.742

Michael Russo: and then switching. There's some allocation to implementation, you know you can have the best intentions in the world you can develop. You know, all these these great sounding proposals, but at the end of the day moving money out. The door is a very challenging policy issue as well.

136

00:24:56.742 --> 00:25:02.952

and there's often a lot of resistance with them local entities to anything that changes the status quo or seems harder.

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00:25:02.972 --> 00:25:14.912

Michael Russo: And so there are contracting requirements. There's insurance requirements. There can be legal restrictions that wind up meeting that even if you have what seems like an equitable allocation of resources that should serve. I pop communities.

138

00:25:14.912 --> 00:25:30.342

Michael Russo: You could wind up with a colonialist approach where some you know why Don't organization comes into the community from outside, because it's easier for them to get the paperwork. It's easier for them to get the grant or apply for the contract which is not really building power, building mouth and building resilience.

139

00:25:30.592 --> 00:26:02.112

Michael Russo: So, going back to the L. A. County example, some of the advocacy we engaged in involved looking at the indicators we were using for that equity index, because, you know, using race as a direct indicator for allocating funding, often faces resistance due to fears about prop 2 or 9. So you need to look at proxy data. And then looking at simplifying paper, we're looking at simplifying insurance requirements, startup, funding all sorts of other policy changes which are very deep into the weeds, but can make the real difference between whether that public inertia and resistance, actually.

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00:26:02.112 --> 00:26:09.652

Michael Russo: you know, can be overcome, and dollars that are allocated for a good cause actually do get to the communities that need it, and the businesses that need it.

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00:26:09.862 --> 00:26:13.362

Michael Russo: And then, lastly, I just mentioned to try to remedy some of the

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00:26:13.622 --> 00:26:30.492

Michael Russo: you know issues that I flagged up top about the fact that there are many folks doing this work, but it's very capacity dependence, and you know there's not as much connection between organizations doing this across the State. We're also starting to work with the 1 million voters project and the California Budget and Policy center

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00:26:30.492 --> 00:26:48.992

Michael Russo: to the develop the budget power project support from the California endowment and a bunch of others which is gonna be partnering with a bunch of look organizations up and down the State to actually do this kind of budget advocacy. So, looking forward to seeing if we can keep things going, even as the Federal largest starts to wrap up.

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00:26:49.202 --> 00:26:53.772

Michael Russo: So hope that's useful for folks. I will kick it back to you, Jacob.

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00:26:54.212 --> 00:27:01.192

Jacob Denney, SPUR (he/him): Thanks, Mike, and Perfect Segue there. The fest to you, Christine Christine Tian again from the California endowment.

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00:27:02.282 --> 00:27:11.142

Christine Tien: Hello, everyone. So the California endowment is a a nonprofit private health foundation, and we fund in certain regions of the State.

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00:27:11.392 --> 00:27:26.912

Christine Tien: So the Count, the California endowment recently launched a new plan, which is the new and improved evolution of our last plan, which is called building health communities, also known as Bhc. So i'm. Going to call it Thehc. As we move along.

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00:27:26.912 --> 00:27:32.342

so the Hc. Occurred from 2010 to 2021.

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00:27:32.362 --> 00:27:48.322

Christine Tien: So simply said, Our previous plan, also known as Bhc. Was more focused on policy and systems change, and as Bhc. Progressed we adopted and evolved, and after listening to Our community partners across the State.

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00:27:48.692 --> 00:27:59.562

Christine Tien: we began to shift more of our grant, making from a focus on policy and systems change towards community organizing, building and strengthening the power building ecosystem across the State.

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00:27:59.582 --> 00:28:14.232

Christine Tien: and to explicitly advance racial equity. Black, indigenous people of color, and other most impacted communities have direct-lived experiences. They know what is needed for their communities, and know what solutions will work best.

152

00:28:14.402 --> 00:28:32.612

Christine Tien: What we need is statewide infrastructure that lifts up and strengthens their voices, and to build their collective power across the State building. From Bhc. The endowment is now doubling down on strengthening and expanding this power building infrastructure across the State.

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00:28:32.832 --> 00:28:41.972

Christine Tien: One way we are supporting efforts to strengthen the power building ecosystem is by funding projects like budget power project, which you just heard from.

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00:28:42.302 --> 00:28:52.562

Christine Tien: and the infrastructure equity project which both AIM to build the capacity of communities to be able to capture the massive influx of funds coming down from the Federal Government.

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00:28:53.902 --> 00:29:05.112

Christine Tien: The objectives of of both projects are to number One develop a coordinated strategy to build long-term community capacity to understand and shape how public funds are spent.

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00:29:05.142 --> 00:29:12.522

Christine Tien: I do have to note that we are not funding the lobbying or legislative activities of these projects, because we are prohibited from doing so.

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00:29:12.612 --> 00:29:26.922

Christine Tien: Number 2 ensure that State and Federal investments in implementing policies respond to community identified projects and 3 elevate community voice and center the lived experience of low income, people

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00:29:26.922 --> 00:29:52.912

Christine Tien: of color in state and local funding positions, using an equitable funding, messaging framework. So you already heard about Budget power project. But I also did want to share this. Some of the the networks that they are partnering with include Ace and their local chapters, Pico and their local affiliates and groups like Api force.

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00:29:53.362 --> 00:30:08.312

Christine Tien: I would say, because there there are 2 projects that we're funding. This one is more focused on city and county budget advocacy, and the second project is called the Infrastructure Equity Project, where the core partners are policy link and Leadership Council.

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00:30:08.372 --> 00:30:16.352

Christine Tien: So their specific focus is on infrastructure, including water housing, transportation, and climate change.

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00:30:16.632 --> 00:30:26.132

Christine Tien: So for the last 6 months the policy link and Leadership Council have engaged over a 100 community based organizations across California.

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00:30:27.182 --> 00:30:35.482

Christine Tien: so both projects will be coordinating with each other as well as identifying and working closely with regional anchors across the State.

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00:30:36.162 --> 00:30:39.712

Christine Tien: Now I will shift over to what funders are doing.

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00:30:39.882 --> 00:30:50.282

Christine Tien: so I don't some of you may have heard about the community economic mobilization initiative. I'm. Going to call it semi just for for you know.

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00:30:50.822 --> 00:31:02.692

Christine Tien: brevity. So semi was launched by cr health foundation to assist nonprofits to build their capacity, so that they can capture all the Federal funding opportunities coming down.

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00:31:03.262 --> 00:31:13.362

Christine Tien: So Semi has 2 primary components. The first is, they have a funder designated advice fund, and they also have a pulled fund.

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00:31:13.672 --> 00:31:25.982

Christine Tien: So the calfrey endowment, Irvine Foundation, Blue Shield, Foundation and Wellness, California Wellness, Foundation and c. I have all contributed to to both

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00:31:26.002 --> 00:31:49.482

Christine Tien: the funder designated Advice Fund and the pulled fund of some, you know, may we may have just funded the pool fund. and also that attached to semi is a technical assistance resource center which provides technical assistance and training to build the capacity of funded partners and provide guidance and peer learning.

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00:31:50.422 --> 00:32:08.302

Christine Tien: So the Irvine Foundation, the California Endowment, and some other funders are also working with the Governor's office to support efforts to complete a landscape assessment of what funders are doing to build the capacity of communities to access access these Federal funds.

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00:32:08.572 --> 00:32:14.752

Christine Tien: Hopefully, this assessment will shed light on gaps and areas for better coordination among funders.

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00:32:15.022 --> 00:32:22.632

Christine Tien: so the assessment should be completed sometime next month. So that concludes my piece.

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00:32:28.152 --> 00:32:29.372

Jacob Denney, SPUR (he/him): Thanks, Christine.

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00:32:29.652 --> 00:32:35.752

Jacob Denney, SPUR (he/him): I was talking, muted. I'd love to now pass it over to Kristen Brown in the San Francisco Foundation.

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00:32:36.332 --> 00:32:47.802

Christa Brown: Thanks, Jacob. This has been such a wealth of information. I feel like my my brain is already firing about new things we can work on. As Jacob mentioned, I work for the San Francisco Foundation.

175

00:32:47.832 --> 00:33:03.752

Christa Brown: We are a local community foundation, covering 6 counties here in the bay area. And because we're at public charity, we not only just get to support grantees, but we also have the opportunity to work with local governments to directly support lobbying and policy, change efforts.

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00:33:03.802 --> 00:33:12.852

Christa Brown: and to engage our network of donors and community groups to all kind of think about how we want to advance our racial justice and economic inclusion. Agenda

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00:33:13.221 --> 00:33:32.372

Christa Brown: and I started this role, I think, in June of 2,020. So the very early days of Covid. We're all still figuring out what was happening with Mask. You know all of these different kind of pieces of the world, and we were starting to to look around across the bay area to understand what was needed, and we can go to the next slide

178

00:33:33.632 --> 00:33:53.632

Christa Brown: and then, talking with community groups, we started looking and watching as every local jurisdiction across the region started standing up their own independent economic recovery, working groups, bringing together public officials, small businesses, nonprofits can diverse folks across the field

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00:33:53.632 --> 00:34:05.832

Christa Brown: to figure out what their city or their region or their county needed to really ensure an equitable recovery; and as we were scanning these reports, we were seeing a lot of similarities, and so we started talking with

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00:34:05.912 --> 00:34:24.592

Christa Brown: the mayors of San Francisco and San Jose and Upland. We started talking with quite a few nonprofits, many of whom are on this call. We started talking with small businesses, and just as like should we be having these conversations in the region, seeing all the similarities that we're popping up across local individual reports.

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00:34:25.252 --> 00:34:35.312

Christa Brown: and what we heard was like. Yes, yes, yes, we need to regionalize this. These issues don't stop at county or city borders, but we also heard. Please Don't start another task force.

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00:34:35.312 --> 00:34:52.422

Christa Brown: We are task force out. We need to build on what we already know. We need to really double down on the data and get dollars at the door and act together rather than just think together. So we in a few just quick weeks similar to Trevor's pointer. On acting quickly.

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00:34:52.422 --> 00:35:00.622

we developed a few pieces of research to really help ground some regional conversations, and i'll put a link to those in the chat.

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00:35:00.992 --> 00:35:17.622

Christa Brown: The first was really a poll of what they are. Your residents wanted to see in an equitable recovery, and you saw some really strong calls that folks wanted to support by Pop and Black owned small businesses specifically, because they saw how hard they were being hit.

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00:35:17.902 --> 00:35:35.302

Christa Brown: We worked with policy leading to compile a dashboard of indicators of who was getting hardest hit, and who wasn't receiving resources in the recovery process, and unsurprisingly black and down on small businesses were disproportionately closed and impacted at impacted across the region.

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00:35:35.472 --> 00:35:55.322

Christa Brown: And then we also did a scan of all of the local economic recovery reports to lift up what we had in common across the regions and across the cities and counties, and unsurprisingly, we had a lot in common, and in particular supporting Ip0 On small businesses, was one of the key takeaways in every report across the region.

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00:35:55.372 --> 00:35:57.282

Christa Brown: We can go to the next slide.

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00:35:58.562 --> 00:36:12.322

Christa Brown: So, as these kind of conversations were happening, we talked about You don't just want to do research. We don't just want to, really, you know, talk about what we could do. We wanted to act together, and this was really when the frenzy of Bills was starting to come up.

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00:36:12.322 --> 00:36:20.092

Christa Brown: people were starting to talk about Arpa. They were starting to talk about the Infrastructure Act. They were starting to talk about, build back better.

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00:36:20.142 --> 00:36:37.002

Christa Brown: and so we decided to create some regional action groups to both draw down Federal funds t0 Our region, and also to ensure that those funds kind of targeted equity oriented focus, so that we weren't just replicating, or many investments that we have seen, not work.

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00:36:37.002 --> 00:36:47.362

Christa Brown: and past generations. Of these types of crises we have 3 action groups: one focused on building a better economy, one focused on housing and one focused on the safety net

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00:36:48.022 --> 00:37:06.062

Christa Brown: and the building a better economy group actually co-chaired by Spur and Silicon Valley Community Foundation. We really focused on worker rights and job quality standards. We submitted letters to Congress, urging them to set a Federal floor for job quality standards that were tied to the relief phones that they were providing.

193

00:37:06.072 --> 00:37:23.292

Christa Brown: And we also do a lot of work on the budget, both at the State and Federal level to get direct specific assistance for bypass owned small businesses, and we also did quite a bit of work from the Community economic resilience fund to think about how we, as a region might bring in resources

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00:37:23.292 --> 00:37:34.022

Christa Brown: to reimagine how we do economic development planning that isn't an extractive process that disproportionately benefits white neighborhoods and white cities and counties.

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00:37:34.562 --> 00:37:46.772

Christa Brown: Lastly, we did a lot of advocacy around Arpa, and if you could go to the next slide. Arka passed almost exactly 2 years ago. Today I think it was March 11 20 21.

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00:37:46.882 --> 00:37:53.742

Christa Brown: And so we were starting to figure out what should we do around this the the action groups were really focused on getting the bills passed.

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00:37:53.812 --> 00:38:05.162

Christa Brown: But to Mike's point implementation is a whole other ball game, and we know that has not worked for medieval cities and counties and disenfranchised communities across the decades of our history.

198

00:38:05.222 --> 00:38:13.672

Christa Brown: And so the good news is, we know that our the past, and that 3 billiondollars was allocated to bay area cities and counties

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00:38:13.742 --> 00:38:22.102

that they could be used for really targeted investments that were unlike anything we had seen in the past targeted investment to black and brown and businesses

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00:38:22.202 --> 00:38:40.782

Christa Brown: targeted guaranteed income projects, worker rights issues, really incredibly flexible funds that were unprecedented and a huge opportunity might describe it as a gold rush, and there was definitely that feeling of there are resources and a mad dash to kind of Br. But you can, because folks knew they were going to go quickly.

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00:38:41.352 --> 00:38:50.952

Christa Brown: So we started talking with advocates across the city and county and state, and we heard a few kind of key things. One is that

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00:38:51.222 --> 00:39:02.482

Christa Brown: local advocates felt like the arc of dollars. Were a black box. They didn't know where the funds were going. They didn't know where to go to advocate for them. They didn't know if they had already been allocated, or what the rules were.

203

00:39:02.602 --> 00:39:19.212

Christa Brown: and they were very concerned with a lot of the narratives that were coming out in the media really reinforced narratives that Government doesn't work. So, instead of talking about the power of these funds when they're used. Well, we talked about the failure of government to allocate them appropriately.

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00:39:19.212 --> 00:39:29.562

Christa Brown: and that was just reinforcing there it is that re investing in government doesn't work and doesn't set us up for a long term investments, and these type of targeted programs that we need.

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00:39:30.232 --> 00:39:36.852

Christa Brown: So we started talking with State budget leaders and similar to Mike. We heard some really concerning

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00:39:37.042 --> 00:39:49.522

Christa Brown: comments around, like, I think one of the groups we were talking to you said. You know what you're the sixth funder that's called me to see if I can provide ta to local city and county advocates to talk about what's coming down the pike.

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00:39:49.722 --> 00:40:06.232

Christa Brown: and in 2,008 in the early days of the recession they got the same calls from the same funders that year, asking if these organizations could provide ta as local city and county advocates for facing cuts, and wanted to engage in the budget process

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00:40:06.292 --> 00:40:23.512

Christa Brown: that funders lost interest in the remaining years and the between the last recession and this crisis. And so there hadn't been strong, sustained investment and budget advocacy and in power, building, and that we were paying the price in this moment, because we weren't fully ready

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00:40:23.512 --> 00:40:27.492

Christa Brown: to stand up and advocate, and we now have to catch up in that process.

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00:40:27.832 --> 00:40:30.632

Christa Brown: So if you could go to the next slide.

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00:40:31.102 --> 00:40:37.342

Christa Brown: we attempted to do a little bit of catch up and created a local community advisory committee

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00:40:37.472 --> 00:40:55.312

Christa Brown: to really fill in the gaps, and to kind of figure out. What was it that we needed to figure out where the money was going to figure out where the advocacy opportunities are, and to really think about cross issue area narrative. You know, lots of times community folks are pitted against each other in the budget cycle.

213

00:40:55.392 --> 00:41:11.782

Christa Brown: You can get child care or bypass targeted, you know, support for small businesses. You can get health care, or you can get guaranteed income. But we really wanted to take a moment and come together really with a strong equity lens, to think about all of the various things we needed to do

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00:41:11.782 --> 00:41:16.292

Christa Brown: through these one kind of one time opportunities and these windows of time that we had.

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00:41:16.432 --> 00:41:33.412

Christa Brown: And so you know, these folks were digging not only into Arpa, but also into you know, as we're swinging from this gold rush of Arpa to projected deficits, what are the narratives and the messaging and the advocacy that we will need to continue to make sure this works.

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00:41:33.552 --> 00:41:35.582

Christa Brown: and if you could go to the next slide.

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00:41:36.902 --> 00:41:56.542

Christa Brown: I am very excited to preview on a drum role for early march. We will be launching a dashboard in partnership with policy link that has been developed by all of those community groups that outlines across the 9 County Bay area. How every city and county in the 9 Bay area has used

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00:41:56.542 --> 00:41:57.962

Christa Brown: They're arpa dollars.

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00:41:58.012 --> 00:42:09.102

Christa Brown: It not only visually tracks kind of what dollars have been spent, on what dollars are remaining. You could drill down to city, you could drill up to regions, you can see trends.

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00:42:09.112 --> 00:42:25.682

Christa Brown: but it also highlights the lessons that we've learned, and the community groups on that kind of slide before have been helping us develop really specific calls to action that we can use because we are now entering the Budget advocacy cycle for this upcoming budget.

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00:42:25.682 --> 00:42:41.052

Christa Brown: Most cities, counties, and the State have to pass their budget before the end of June, and we are in the kind of thick of it now. So they're looking at this as a tool to really lift up trends, lessons learned and highlight in their ongoing budget advocacy.

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00:42:41.882 --> 00:42:50.652

Christa Brown: I can't share the tool with you yet, because it's going. Live in March. We're going to do it a roll out with the media campaign and kind of training for the budget advocates.

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00:42:50.892 --> 00:42:54.172

Christa Brown: But i'll share a few highlights. One is that

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00:42:54.252 --> 00:43:02.772

Christa Brown: there are still resources on the table across the 9 County Bay area. You've seen a few counties really spend down all of their funds.

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00:43:02.822 --> 00:43:17.322

Christa Brown: Some counties have more than half of their arpa dollars left. There are still dollars that we can influence, and to really ensure we can continue those targeted investments for black and brown communities, and for those that were most impacted by Covid.

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00:43:17.712 --> 00:43:33.222

Christa Brown: We also, in the dashboard, lifted up a lot of bright spots, really important and critical guaranteed income pilots, healthcare pilots, investments in block and grounds, small businesses alone, funds for give forgiveable load funds, kind of lifting up

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00:43:33.312 --> 00:43:40.992

Christa Brown: opportunities where cities and counties got creative about, how and where they place the dollars and the impacts of those resources.

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00:43:41.762 --> 00:43:55.532

Christa Brown: The last, the second to the last highlight I wanted to lift up is that we know a lot of these investments have not even scratched the surface of the need. and this, looking through the dashboard, I saw that less than 1% of the arpa dollars

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00:43:55.622 --> 00:44:10.892

Christa Brown: that have been allocated so far, went to, targeted by pocket on small business development across the 9 County Bay area. So we know there is a lot of need to continue this advocacy, and now these lead to my last point, which is, for the thunder, is on the call like me.

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00:44:11.032 --> 00:44:24.972

Christa Brown: which is that ongoing, resourced, multi-issue area budget advocacy. Capacity is critical, and if we wait until the crisis, it is too late for us to really engage in these conversations effectively.

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00:44:25.232 --> 00:44:27.222

Christa Brown: and I have one last slide.

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00:44:28.162 --> 00:44:39.952

Christa Brown: and that is just. It's hard to see. But I wanted to give you a sense. The dashboard. I You can visualize the cities and the counties, and the regional spending and pie charts and various ways.

233

00:44:39.952 --> 00:44:52.712

Christa Brown: You can also drill down and see exactly what every city and county invested in. So if you're in Alameda and you're a by pop business owner, and you want to see who got resources in your community and talk to them and see what that looks like.

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00:44:52.782 --> 00:45:13.132

Christa Brown: This is a tool that you can use to help engage in that process. SO One last slide, and that is just stay tuned. This will be being released, I think, in the first week of March, so we'll have for send it out when it's available, and I look forward to to chatting with you all about how we can improve it, and how we can make sure it is utilized effectively.

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00:45:13.192 --> 00:45:14.212

Christa Brown: Thanks, Jacob.

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00:45:16.072 --> 00:45:19.422

Jacob Denney, SPUR (he/him): Thanks, Krista. They, thanks to all of our panelists.

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00:45:19.462 --> 00:45:25.402

Jacob Denney, SPUR (he/him): jump on camera off, and we can start answering some questions. I appreciate you all taking the time.

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00:45:25.732 --> 00:45:31.412

Trevor, if you're you're still there in the chat, so I assume you're still there. Jump on

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00:45:31.832 --> 00:45:49.352

Jacob Denney, SPUR (he/him): great. So thank you all to our audience members for coming. Thank you again, for if and for co-hosting, but now we're at the the me the potatoes. The Q. A. So i'd love to invite everyone again to use your Q. And a. At the bottom of your screen to drop some questions in, and I guess we'll start

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00:45:49.622 --> 00:46:08.572

Jacob Denney, SPUR (he/him): from the top. We have a question right now from David, who asks, You know, why do so many black businesses and nonprofit programs lack great support for their cohorts, and I guess. A broader question with that, too, is is, if anyone ever looking to you, speak to how important that is

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00:46:08.572 --> 00:46:11.442

Jacob Denney, SPUR (he/him): for great support for the cohorts.

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00:46:12.232 --> 00:46:26.942

Trevor Parham: Yeah, definitely so it's. It's incredibly important for black businesses to have Grant support. Again, we're we're looking at a population who has historically not only been excluded from loans, but has also just been excluded from

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00:46:26.942 --> 00:46:39.012

Trevor Parham: a lot of the capital resources that a lot of their counterpart business owners start out with, and what we typically refer to, that is, the friends and family round. So with that in mind, if we're looking at actually addressing

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00:46:39.232 --> 00:46:58.762

Trevor Parham: history and and generations of economic and justice Grants should speak to that. I will transition then into sort of the second piece of that is, that oftentimes the the grants are actually limited to 50 on c. 3 organizations, which, if we also then look at the sort of equity component there.

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00:46:58.762 --> 00:46:59.882

Trevor Parham: A lot of

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00:47:00.092 --> 00:47:09.972

Trevor Parham: black entrepreneurs, or you know, leaders and activists simply don't have the resources to even prop up with 5 to 0ne, C 3. So they're barred from that funding, you know.

247

00:47:10.032 --> 00:47:28.692

Trevor Parham: or they even get started. But then, even as we look at Grant funds that are meant for black businesses, sometimes those grants are overly selective. They may try to target even more specifically within the black business community. Therefore, barring some other groups from getting those funds.

248

00:47:28.752 --> 00:47:32.272

Trevor Parham: But then also there's there's an awareness component to it which is that

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00:47:32.552 --> 00:47:50.532

Trevor Parham: oftentimes the funds are available, but they're being offered by organizations that are not on the grounds that are not able to reach those businesses directly. So maybe the businesses are so busy simply running a business, while at risk, that they don't have time to go to these other types of resources to find.

250

00:47:50.532 --> 00:48:10.852

Trevor Parham: You know where these offerings are, and so I would say that you know the missing piece. There is really just understanding, and having more awareness for the lived experience of these black businesses, and being able to make sure that there's black organizations that are able to then reach other black businesses and typically the best organizations to do that are businesses on the ground.

251

00:48:10.912 --> 00:48:13.702

Trevor Parham: and we just need to.

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00:48:14.552 --> 00:48:32.662

Trevor Parham: We need to also make sure that the offerings that are that are available are offerings that that will not trigger the business owners and make them think that they're going to fall into debt and or even hit a lengthy application process that will take up weeks of their time only to find out they were still denied because of you know, various criteria.

253

00:48:35.592 --> 00:48:48.972

Jacob Denney, SPUR (he/him): Thanks, Trevor. I'm: i'm gonna i'm gonna deviate from the Q. A. Ch. For 1 s. That's Christine and Chris. So a question which is Ha and and Mike as well, or anyone who has to take it Are there models you've heard of that have worked

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00:48:48.972 --> 00:49:03.532

Jacob Denney, SPUR (he/him): best for foundations to find it, there being other efforts to step in and get support to Bipock on businesses that don't necessarily have the time, the energy, or the resources to navigate the many difficult processes that it takes to like

255

00:49:03.582 --> 00:49:17.332

Jacob Denney, SPUR (he/him): percent operated 501, C, 3 Or even kind of navigate. The many paper processes necessary to do things like, get Sba loans or things like that. Are there? Are there programs you've done or participate in that you want to lift up for folks in the chat

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00:49:19.182 --> 00:49:20.712

Jacob Denney, SPUR (he/him): that's whoever wants it.

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00:49:21.432 --> 00:49:29.602

Trevor Parham: Well, Well, i'll just say one thing for Oakland Black business fund. Our criteria was in the name You have to be a black business based in Oakland.

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00:49:29.762 --> 00:49:39.832

Trevor Parham: and I think that that then allowed businesses to realize. Okay, this is this is not going to be based on the paperwork. This is really just focused on being in Oakland and being black.

259

00:49:39.872 --> 00:49:48.822

Trevor Parham: And so when you take that approach, then you're You're looking past those other pieces, and it makes it a lot easier both to the business owner, but it makes it easier for you.

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00:49:48.842 --> 00:49:51.632

Trevor Parham: and that allows you to then act and move quickly.

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00:49:53.302 --> 00:50:05.212

Michael Russo: Yeah, no, I just add, I mean, you know, from an L. A. Perspective, a lot of the push for figuring out how cares act? And Arpa money can g0 Out and actually some other equity line dollars can g0 Out, has focused on. How can you develop some of these like

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00:50:05.212 --> 00:50:23.422

Michael Russo: intermediaries? You know whether the foundation aligned, or you know other organizations, businesses, service providers for a little bigger, can provide some of the back office support. Do you have more of these networks? So again, it's kind of like an easy place, and

you don't need to to park money for the county or the city. You don't need to convince them of every single thing that needs doing, you say, hey?

263

00:50:23.442 --> 00:50:50.342

Michael Russo: Just allocate money here. And then, you know, some some entity with more links to the community can actually do more of the work and isn't hip, hop. By all the same legal restrictions I mean it's a lot to get past the city accounting lawyers, so it definitely requires a lot of access and investment engagement to get it set up. But it's a model that we've seen work, and I think one that, like we need foundations and other, You know, funders and entities can actually, you know, play that role themselves and and leverage some of the connections and relationships they have.

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00:50:51.452 --> 00:50:54.832

Christa Brown: Yeah, I would just add a couple of things. One is

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00:50:55.172 --> 00:51:07.212

Christa Brown: we saw the failure of Ppp alone, and so many of these other Federal investments to actually get to those who needed it, and how it just mirrored the inequities that had happened in the past.

266

00:51:07.212 --> 00:51:25.512

Christa Brown: And so part of the work you've been doing is advocating to folks like the small business association to have local groups who have connections into black communities and local leaders to get resources at the door. So they're not just relying on the same old kind of systems that have resulted in the inequality we've already seen.

267

00:51:25.782 --> 00:51:40.362

Christa Brown: So part of it is like the systems change piece that folks have been advocating around to make the Federal dollar process easier, better, more equitable. The second part is that doesn't change what's happening now for black businesses on the ground.

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00:51:40.542 --> 00:51:49.412

Christa Brown: And so there are 2 things that we have learned we've been working on. One is, we started a rapid response, one where folks could apply for

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00:51:49.412 --> 00:52:02.092

Christa Brown: \$20,000 or less, and it's, I think, a 3 question form, and then you don't need necessarily a 5 0 1 2 3, it's just a lot more flexible. You get back to folks within less than 2 weeks

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00:52:02.102 --> 00:52:07.052

to to Trevor and my screen around the urgency, trying to turn things around really quickly.

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00:52:07.532 --> 00:52:09.922

Christa Brown: And then the third thing that I would say is.

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00:52:09.982 --> 00:52:28.332

Christa Brown: we had a donor in the early days of Covid that we were working with. We're working with to really support it black on small businesses. And instead of going out and asking everyone to apply, we've found data from like 19 different sources, including black Chambers of Commerce and other folks.

273

00:52:28.332 --> 00:52:37.572

Christa Brown: and actually developed a list of the like 100 black businesses and specific neighborhoods. We've got checked it with other folks, and then we gave out money without requiring an application.

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00:52:38.152 --> 00:52:56.352

Christa Brown: So I think there are a lot of things we can learn. The bureaucracy that we have installed is deeply unfair, and it's often unnecessary, and we see that in so many systems, and we as funders can do much better to be more accessible and to give away money because that is our job.

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00:52:57.822 --> 00:53:09.242

Christine Tien: I just have one quick point, I guess, because so much of My experience in philanthropy has been in Sacramento, so I know it it the best right.

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00:53:09.562 --> 00:53:27.972

Christine Tien: But one thing that I noticed over the 11 years that I was like delving in deep in Sacramento was that you know it. There's like white leads, small like burgeoning nonprofits, and then there's black lead and other people of color, small nonprofits.

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00:53:28.022 --> 00:53:45.422

Christine Tien: and it was clear to me that the white led organizations, even though there was there's tiny. They're like one or 2 people like just getting started up, but they were so much more better connected than than the other communities, and it was dark like a huge, huge difference.

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00:53:45.452 --> 00:53:56.432

Christine Tien: And so I I think, being able to help connect, like the black, indigenous people of color, lead organizations with these larger networks

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00:53:56.562 --> 00:54:15.262

Christine Tien: is one thing that we can do, but I I also know that you know it takes time, you know, to to like, break down the to establish the relationships with these I would say larger funders. It could be like, you know, even government public agencies, I mean, yeah.

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00:54:17.892 --> 00:54:25.382

Jacob Denney, SPUR (he/him): thanks, everyone. One question from the chat, from his. I think that's really for for you, Christine.

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00:54:25.452 --> 00:54:35.072

but if anyone has the information, please share it. How how do you compare what what folks have shared today with the landscape and infrastructure found in the central valley.

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00:54:35.112 --> 00:54:46.382

Jacob Denney, SPUR (he/him): and then also with that for anyone, I think what what resources are being made available to immigrants, particularly those who are lower income and those who are vulnerable due to their immigration status.

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00:54:47.442 --> 00:54:57.422

Christine Tien: Yeah. So I think the question actually is trying to find the central valley like.

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00:55:08.482 --> 00:55:23.542

Christine Tien: Yeah, okay. So I mean, I lived in Stockton right before I moved over to Davis with there for 8 years. So I have some familiarity with the Central valley. I've also I'm. I'm a bay area native, but

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00:55:23.652 --> 00:55:30.332

Christine Tien: I definitely. For the last 20 years I've been telling people like do not forget about the Central valley.

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00:55:30.362 --> 00:55:42.942

Christine Tien: People of color are moving to the eastern half of California, and never forget about that side, because everybody's moving over there. So it is but it. And I think that the infrastructure

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00:55:42.952 --> 00:56:05.742

Christine Tien: is just slowly, you know, building up. And I think with the help of groups like catalysts, California. through the Budget Power project. But yeah, there's got to be more funding directed over there, and every time people say Central Valley they think Fresno, but i'm like there's like big big parts of the central valley that are not included.

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00:56:05.742 --> 00:56:13.522

Christine Tien: like I I slot, and there's the Stockton is getting more play now, but there's like all kinds of little places in the middle as Klan

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00:56:13.552 --> 00:56:21.952

Christine Tien: Lesbianos, I mean. There's just a whole ton. It's not just for us to not just Stockton. So that's kind of like my My.

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00:56:22.222 --> 00:56:41.572

Christine Tien: I guess, concern that there has to be more directed over there, and not just like I'll just say, not just Fresno and Stockton. But there, there's also a whole half of like Northern California, too. Right? That's completely very rural also does not have a lot of funders either, I would say, even Sacramento, like

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00:56:41.572 --> 00:56:52.762

Christine Tien: the only funder that was funding locally. I'm not talking about statewide, you know, like the statewide groups, but the local community of Sacramento is so disconnected from the State.

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00:56:52.782 --> 00:57:00.662

Christine Tien: and there's only one other fund or price to Our health foundation that is located there. And so when we were funding, or you know, exclusively in

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00:57:00.732 --> 00:57:15.302

Christine Tien: Sacramento, was like, oh, sorry! You know you're already taking care of South Sacramento, so we'll just, you know not, partner with you there, so that I mean that that is a problem that I think we'll see in all different parts of California that don't have any funders.

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00:57:16.852 --> 00:57:36.442

Jacob Denney, SPUR (he/him): Thank you, Christine. We are very close to running out of time, so we'll do one more question. But I just wanted to remind folks who are here for the funder conversation that there will be a funder conversation following this Webinar. It'll start at 1 30. You have an invite in your calendar. This meeting will end. You will join a separate meeting and thank everyone for coming.

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00:57:36.442 --> 00:57:38.012

and I will

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00:57:38.212 --> 00:57:56.592

Jacob Denney, SPUR (he/him): grab a super quick question, because you only have a minute left and ask you, Krista, if there are any other resources or data for other parts of the State beyond the

work that you've done in the Bay area, that people can look to to start seeing what's happening in in their region with arpa dollars.

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00:57:56.972 --> 00:58:16.222

Christa Brown: Yeah, there are a few score cards that I've seen that we can post into the chat and send this follow up. There's also a great dashboard covering La County under I Haven't seen anything covering the whole state. But i'm happy to send over the resources, Jacob and I see Mike nodding his head as well that i'm sure he can contribute as well.

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00:58:17.682 --> 00:58:18.412

Jacob Denney, SPUR (he/him): Great?

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00:58:18.582 --> 00:58:34.722

Jacob Denney, SPUR (he/him): Well, thank you, Krista. Thank you, Mike. Thank you, Christine. Thank you, Trevor. Thank you. Asked that funders network for helping us with this together and all the work, and thank you to all of you for coming today. I hope you have a great rest of your day, and please feel free to reach out if you have any questions comments that we didn't get to. Thank you.