



ANNUAL REPORT

2009

THE GREENLINING INSTITUTE

Coping with Crisis, Advancing Change



“This isn’t about helping communities of color for the sake of helping communities of color. This is about helping communities of color succeed for the sake of the United States.” - Orson Aguilar, Executive Director



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- El Concilio of San Mateo County
- First AME Church, Los Angeles
- Greater Phoenix Urban League
- Hermanidad Mexicana Latinoamericana
- Hispanic Chamber of Commerce, Alameda County
- Hispanic Chamber of Commerce, Orange County
- Hmong-American Political Association
- KHEIR Center
- La Maestra Family Clinic
- Latino Business Chamber of Greater Los Angeles
- Mabuhay Alliance
- Mexican American Grocers Association
- Mexican American Political Association
- Mission Language and Vocational School
- NaFFAA

- Oakland Citizens Committee for Urban Renewal (OCCUR)
- Our Weekly
- San Francisco African American Chamber of Commerce
- San Francisco Housing Development Corporation
- Search to Involve Pilipino-Americans
- Southeast Asian Community Center
- TELACU (The East Los Angeles Community Union)
- WARD Economic Development Corporation
- West Angeles Church of God in Christ
- West Coast Black Publishers Association
- West Angeles CDC
- West Coast Black Publishers Association

Report Table of Contents

Message from the Executive Director	04
About Us	06
The Greenlining Coalition	07
Community Reinvestment & Asset Building	08
Consumer Protection & Empowerment	10
Bridges to Health	12
Green Assets	14
Leadership Academy	16
Academy Alumni Association	21
Other Initiatives	22
Greenlining in the News	25
Financial Statements	26
The Greenlining Team	28
Credits	30
The Movement 2.0	31

At Greenlining, we are working to make the American Dream a reality for all communities.

- Orson Aguilar, Executive Director

MESSAGE FROM THE EXECUTIVE DIRECTOR} Orson Aguilar

In a time of great crisis, Dr. Martin Luther King Jr. said: “History will have to record that the greatest tragedy of this period of social transition was not the strident clamor of the bad people, but the appalling silence of the good people.”

COPING WITH CRISIS: ADVANCING CHANGE

Rebuilding the American Dream

In 2009, we faced our era’s own moment of unprecedented crisis, marked by multi-million dollar bonuses to Wall Street executives while our communities continue to face record unemployment and foreclosures. Today, Dr. King’s words ring particularly true.

The Greenlining Institute has not been – and will never be – silent in the face of crisis or injustice.

Since 1993, Greenlining has attempted to emulate the fight modeled by Dr. King and countless other leaders and foot soldiers for civil rights ~ some known to the world and some unknown.

I especially want to recognize two of these leaders, who must be counted among our country’s greatest: John C. Gamboa and Robert (Bob) Gnaizda. As co-founders of The Greenlining Institute, John and Bob dedicated their lives to overcoming injustice. And they committed themselves to do this the hard way, by developing a multi-issue and multi-ethnic coalition that would fight to make the ‘pie’ bigger for all communities.

Following the path paved by our founders, in 2009 our coalition and staff delivered an urgent message to the world’s most powerful financial leaders. Together we urged President Obama, Federal Reserve Chairman Ben Bernanke, House Financial Services Chairman Barney Frank, Treasury Secretary

Timothy Geithner, FDIC Chairwoman Sheila Bair, and the CEOs of major banks and financial institutions to act on behalf of Main Street, and not in the self-interest of Wall Street.

2009 was a time of great crisis, to be sure. But it was also a time of renewal ~ and, as President Obama has said, a time to look forward, not back.

We envision Greenlining as an organization that will discover the facts and have the vision to demonstrate what is possible. We envision a courageous organization that is willing to follow its convictions despite potential consequences to our funding base. We will strive to be an organization with the ‘know how’ and tenacity to get things done. And above all, we will strive to always be collaborative, honest, and humble.

Our vision is simple: That all communities have opportunities to live the American Dream. On the road to that American Dream, we will work to ensure that all people can live healthy lives, that all children have access to higher education, and that all households can create assets and wealth that they can pass on to their children and grandchildren.

These are among the ideals we carry forward at Greenlining.

On behalf of the Greenlining Institute, thank you for reading our annual report. I hope that you will help Greenlining live up to its vision by joining and contributing to our efforts today.

Orson Aguilar
Executive Director

ABOUT US

green-lin-ing - [green-lahy-ning] n. - The antidote to redlining, the discriminatory and unprofitable practice of refusing loans, products, and services to communities of color. Greenlining is the proactive effort of bringing opportunities to underserved areas.

The Greenlining Institute is a policy, organizing, and leadership institute working to create opportunities for communities of color to participate in the American Dream. We ensure that grassroots leaders are participating in major policy debates by building diverse coalitions of leaders that work together to advance solutions to our nation’s most pressing problems.

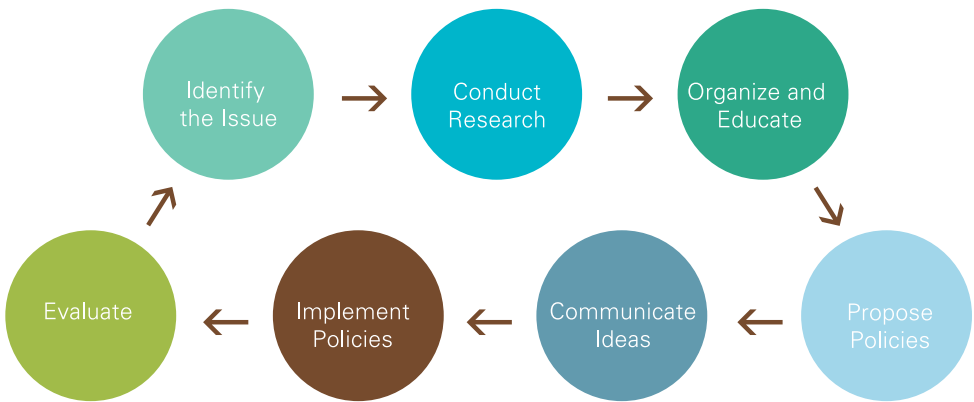
Our Leadership Academy has become the “farm system” for tomorrow’s social justice leaders, training the best and brightest from our communities. Our policy experts conduct research and coordinate multi-pronged strategies on major policy issues, including but not limited to the environment, wealth creation (asset building), philanthropy, health, energy, communications, and higher-education.



Academy participants at a training workshop, 2009.

Supreme Court Justice Louis D. Brandeis once said
 “Sunshine is the best disinfectant.”
 Greenlining works to shine sunlight on key issues facing communities today, and to share this information with those positioned to make change.

Our Advocacy Strategy



THE GREENLINING COALITION



Members of the Greenlining Coalition convening in the Federal Reserve conference room after a meeting with Federal Reserve Chairman Ben Bernanke and the board of governors, 2009.

Imagine what might happen if a diverse group of grassroots leaders left their “silos” to work together for systematic change. Well, they did. The Greenlining Coalition consists of diverse community leaders who collaborate to increase the size of the pie for all communities. The Greenlining Coalition believes that diverse communities are a source of unrealized assets and strength, and that diversity leads to greater effectiveness.

COMMUNITY REINVESTMENT AND ASSET BUILDING

U.S. Bank has enjoyed a long and rewarding relationship with Greenlining and its member organizations. Working in partnership with Greenlining and learning from each other has enabled both of us to make a positive impact on the communities we share. - Richard K. Davis, President and CEO, U.S. Bank

GOAL

To build wealth and assets in communities of color.

People of color are:

- Less likely to have a bank account, own a home, or have retirement savings
- More likely to be in foreclosure
- Less wealthy
- Less likely to remain in the middle class when they get there
- Less likely to get a contract for their business
- More likely to be unemployed

Greenlining approaches these disparities by:

- Highlighting racial inequities in asset building opportunities
- Organizing and empowering community leaders around asset building strategies
- Directly engaging private institutions that directly impact wealth creation
- Engaging top government officials to advance policies and regulations that promote wealth creation
- Training future asset building advocates through our Leadership Academy

2009 Accomplishments and Achievements

- Testified before the House Committee for Financial Services on Enhancing the Community Reinvestment Act.
- Organized the Let's Do Business Conference II with 12 major financial services companies and over 300 minority entrepreneurs.
- Led successful delegations of community leaders to meetings with financial leaders in Washington, including FDIC Chairwoman Sheila Bair, Federal Reserve Chairman Ben Bernanke, the House Financial Services Committee Chairman Barney Frank, Treasury Secretary Geithner, and others.
- Organized over 150 people for a Martin Luther King Jr. Holiday Protest in San Francisco against the bailout of banks and not consumers.

- Held a Joint Convening on Homeownership with the San Francisco Federal Reserve to discuss the future of homeownership for communities of color.
- Organized broad based support for the TARP for Main Street Act of 2009.

Published Reports

Advocate's Guide to the Community Reinvestment Act
A community resource for understanding CRA and how it impacts communities of color.

Race Still Matters

This brief highlights wealth and inequality data in communities of color.

Mortgage Lending to Communities of Color in California 2010

Report on home lending data to Latinos and African Americans found dramatic drops in lending.

Published reports continued ...

Lending to Minority-Owned Small Businesses 2010

Report on lending through the Small Business Administration to communities of color found that loans have declined by almost 40% in California.

Diversity on Bank Boards of Directors

Report on the diversity of executive management and boards of the largest financial institutions.

People of Color Hardest Hit by the Foreclosure Crisis

Issue brief presents data that communities of color received disproportionately high-priced and predatory loans.

Diversity on Foundation Boards of Directors

1 out of 4 board members are people of color at the nation's top 50 foundations. Many have no people of color on their boards at all.

In my line of work,
the perfect storm of opportunities
is created when we organize
government regulators, corporate
executives, and community
leaders around wealth building
solutions. Although they all speak
different languages, it is amazing
what happens when a common
understanding is embraced.

- Preeti Vissa, Community Reinvestment Sr. Program Manager



CONSUMER PROTECTION AND EMPOWERMENT

Greenlining’s legal expertise at the California Public Utilities Commission has infused issues of corporate responsibility into one of the most powerful regulatory commissions in the country. - Jorge C. Corralejo, Chairman/CEO, Latino Business Chamber of Greater Los Angeles

GOAL

To ensure that energy, cable and communications companies are adequately serving low-income communities and communities of color with affordable and accessible products, jobs, and contracting opportunities.

People of color are:

- More likely to spend a disproportionate share of their income on energy, water, phone, and cable bills
- Less likely to have broadband access at home
- More likely to suffer the ill effects of pollution caused by traditional energy generation and fuel consumption
- Less likely to have access to cutting-edge energy efficiency and demand reduction technologies, despite often having a greater need for the savings they create
- More likely to speak a language that is not part of the utilities’ consumer education and outreach efforts
- Underrepresented in the vast supply chains that provide these essential basic services
- More likely to be unemployed

Greenlining approaches these disparities by:

- Highlighting racial disparities in contracting by energy and communications companies
- Organizing and empowering community leaders around energy and communications issues
- Directly engaging and developing working solutions with corporations and their CEO’s including Verizon and AT&T
- Engaging top government officials to advance policies and regulations that promote corporate responsibility
- Training future public interest lawyers through our Leadership Academy

2009 Accomplishments and Achievements

- | | |
|--|--|
| <ul style="list-style-type: none">• Advocated successfully for San Francisco to approve the largest municipally owned solar plant in the nation with a local hire program.• In collaboration with others, defeated the nomination of an anti-consumer commissioner at the CPUC.• Led a successful advocacy campaign at the CPUC to protect consumers from utility shutoffs due to the economic crisis. | <ul style="list-style-type: none">• Led delegations of community leaders to Washington to meet with all members of the Federal Communications Commission (FCC).• Testified before the California legislature in numerous proceedings including supplier diversity.• Led advocacy efforts to ensure that California regulated utilities remained national leaders in issues pertaining to supplier diversity. |
|--|--|



Greenlining’s Consumer Protection and Empowerment Team: Samar Shah, Jean Chung, Samuel Kang, Stephanie Chen, and Colin Miller; Stephanie Chen being interviewed by ABC 7 News; Financial Institution bailout protests.

Reports Published

Digital Inequality: Information Poverty in the Information Age This report coined the term *digital inequality*, asserting that physical and electronic inequities mutually reinforce one another. This report was nationally recognized by the Federal Communications Commission.

CPUC Supplier Diversity Report 2009 Our report on the supplier diversity efforts of the state’s largest telecommunications, gas, and electric utilities.

The State of Solar: California’s New Landscape of Opportunity The first ever comprehensive report on the state of solar in California.

Greenlining’s legal team practices a new kind of “impact litigation.” Instead of utilizing the traditional court system, our presence at legal proceedings in the executive branch of policy regulation allows us to create immediate opportunities to protect consumers and create economic opportunities.

-Sam Kang, Managing Attorney

Greenlining leverages the success of our other programs to demonstrate that **health and economic conditions are interconnected** – the wealthier we are, the healthier we will be, and vice versa.

– Héctor Javier Preciado, Bridges to Health Program Director



BRIDGES TO HEALTH

The Greenlining Institute provides a unique advocacy voice on health issues. Their perspective and approach opens doors that lead to more positive health outcomes.

– Gil Ojeda, Director, California Program on Access to Care

GOAL

To bring more attention and solutions to racial health disparities by promoting policies that create and empower healthy communities.

People of color are:

- Less likely to have a job that offers health insurance
- Less likely to run businesses that offer health insurance to employees
- Less likely to have quality grocery stores in their communities
- Less likely to have access to public transportation
- More likely to live in areas that make you sick
- Less likely to have jobs in the growing health sector

Greenlining approaches these disparities by:

- Supporting and developing policies that affect and improve health outcomes
- Engaging companies in health workforce development and diversity
- Conducting research and drawing attention to health disparities
- Leading coalitions to work together to develop pipeline programs in the health workforce

2009 Accomplishments and Achievements

- Engaged pharmaceutical giant Pfizer in dialogues about diversity and community benefits.
- Testified before the California Senate Health Committee and the Assembly Select Committee on Workforce Diversity.
- Took leadership of the Pipeline Evaluation Learning Community, an effort to improve the evaluation capacity of Bay Area health professions pipeline programs.
- Led a workshop on national healthcare reform at The California Wellness Foundation's annual conference.

Reports Published

Closing Data Gaps: Shifting the Perspective on AA/ NHPI University of California Medical Student Representation This was the first report of its kind presenting disaggregated Asian American and Pacific Islander medical student data and highlighting disparities among different Asian groups.

Telemedicine for the New Majority in California This report provides an overview of telemedicine and how it could be used to deliver affordable health services to underserved communities.

GREEN ASSETS

Greenlining is a great partner. We can count on them to contribute resources, expertise, and research to ensure that new climate policies like AB 32 benefit all communities.

- Nidia Bautista, Policy Director, Coalition for Clean Air

GOAL

To ensure that communities of color participate and benefit from the emerging green economy.

People of color are:

- Less likely to drive electric or hybrid vehicles
- Less likely to have solar panels on their homes
- Less likely to afford the green investments that lead to long term savings
- Less likely to be on the board of a solar company
- *More* likely to suffer from climate change

Greenlining approaches these disparities by:

- Ensuring that green resources are directed to communities of color
- Ensuring that green jobs are accessible for communities of color
- Mitigating the potential regressive impact climate change laws have on low-income communities
- Organizing non-traditional community advocates into the environmental policy sphere

2009 Accomplishments and Achievements

- Educated over 200 leaders statewide on AB 32 and its potential impact on communities of color.
- Co-sponsored Assembly Bill 1405, the Community Benefits Fund, a bill mandating that 30% of the funds generated from AB 32 be directed to the most impacted communities.
- Organized a panel on the green economy that attracted over 200 people on the Green Economy at Greenlining's annual economic Summit. Panelists included former state treasurer Phil Angelides, Assemblymember Perez, CPUC Commissioner Diane Gruenich and others.
- Testified at various regulatory and legislative hearings throughout California, including the Latino Caucus Symposium on Green Jobs.

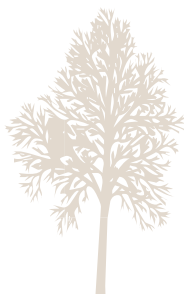
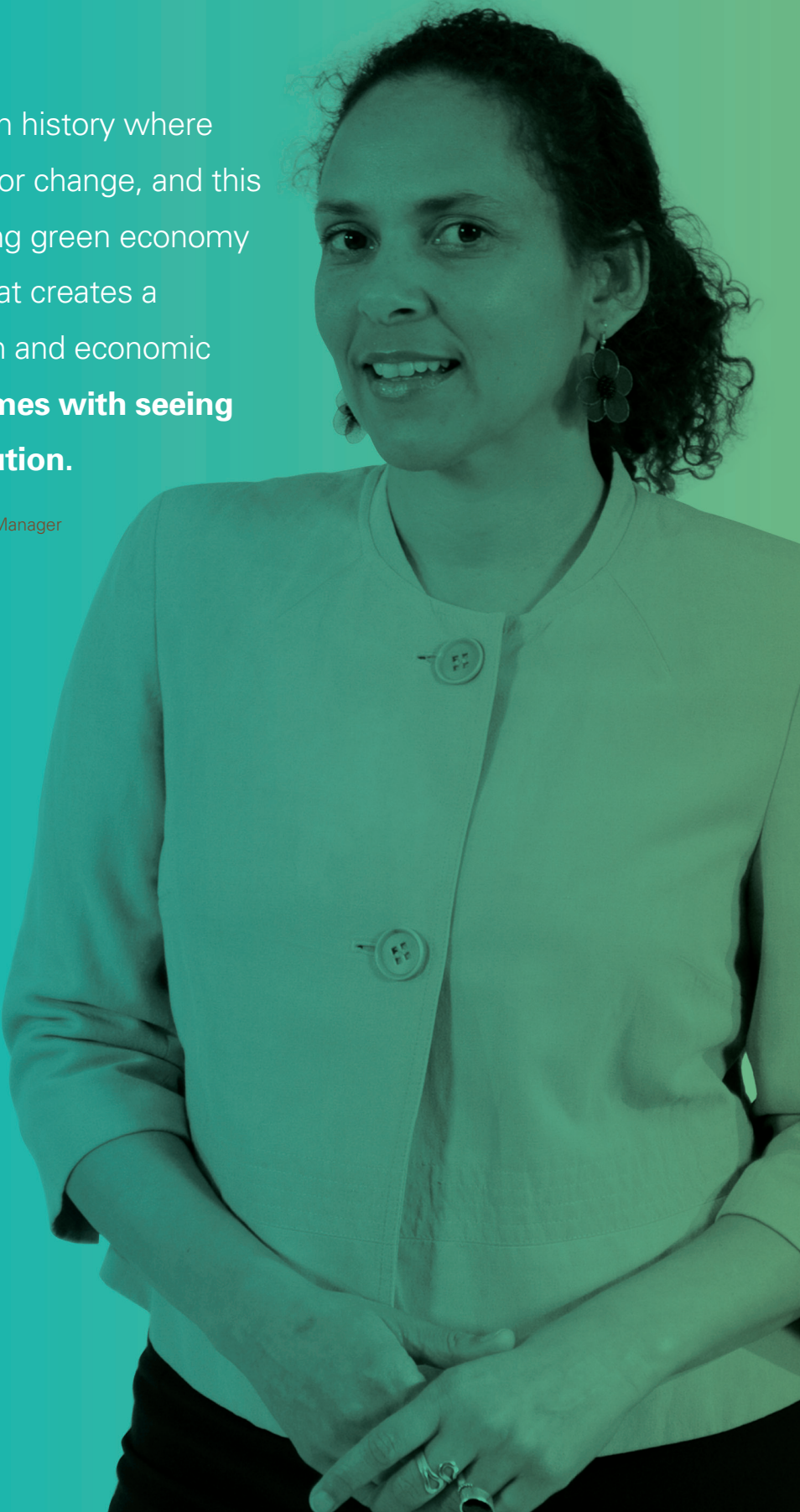
- Collaborated with other groups to create the Green Stimulus Coalition, a group of 50 organizations who monitored and advocated for equitable outcomes in the delivery of dollars from the American Recovery Reinvestment Act (ARRA).

Reports Published

Greening Our Neighborhoods and Putting Americans to Work: A Case for Carbon Reduction and Job Creation
This report uses a case study of 36 homes in Richmond, California to analyze the potential carbon emissions reduced by putting Americans to work in their neighborhoods –block by block– weatherizing homes.

There are only a couple moments in history where we see monumental movements for change, and this could be one of them. The emerging green economy could be one of those moments that creates a significant opening for better health and economic prosperity. **For me, the power comes with seeing each other as integral to the solution.**

- Tara Marchant, Green Assets Program Manager



LEADERSHIP ACADEMY

GOAL

To develop and nurture tomorrow's diverse leaders who will tackle our nation's most pressing problems.

Since our founding, Greenlining has strongly emphasized the need to train and nurture the next generation of leaders that can work across race and ethnic lines. Since 1996 we have touched the lives of over 400 people through our leadership Academy. The Greenlining Leadership Academy today is one of the most comprehensive, dynamic, and the largest multi-ethnic leadership training academies in the nation. Our leadership Academy has become the “farm system” for tomorrow's leaders, training the best and brightest from our community. The Greenlining Academy offers leadership training and hands on public policy experience to students and young people seeking to acquire new skills and build vital social networks that will enhance their ability to be effective leaders. Many of our Academy alumni have gone on to leadership roles in corporations, state and local governments, and grassroots community organizing efforts. Many of our leading staff members, including our Executive Director, are products of our Academy.

The Leadership Academy works to develop the next generation of informed, skilled, and community oriented leaders by providing hands-on experience, training, and coaching. Participant experiences may include research and advocacy project assignments, oral presentations, leadership skill building workshops, site visits to community based organizations, “power lunches” with industry leaders, and direct organizing and advocacy opportunities with Greenlining coalition members. Academy participants work to identify the links that connect multiple issues and to promote equitable policies that improve

the quality of life for all communities. Below are a few examples of our notable alumni.

- **Jane Kim**, president, San Francisco Board of Education, civil rights attorney, and current candidate for the San Francisco Board of Supervisors.
- **Anthony Solana, Jr.**, founder and president of For People of Color, a Los Angeles-based nonprofit which empowers people of color to enter law school and join the legal profession.
- **Dufirstson Neeree**, founder of People's Credit Union, the first community-owned financial institution in Miami's Little Haiti.

Going to work every day in Greenlining's competitive, dynamic environment to bridge the chasm between America's elite and most underserved constantly reminds me that a career in social justice can indeed serve as the rare intersection between personal fulfillment and public responsibility.

- Samar Shah, Legal Intern

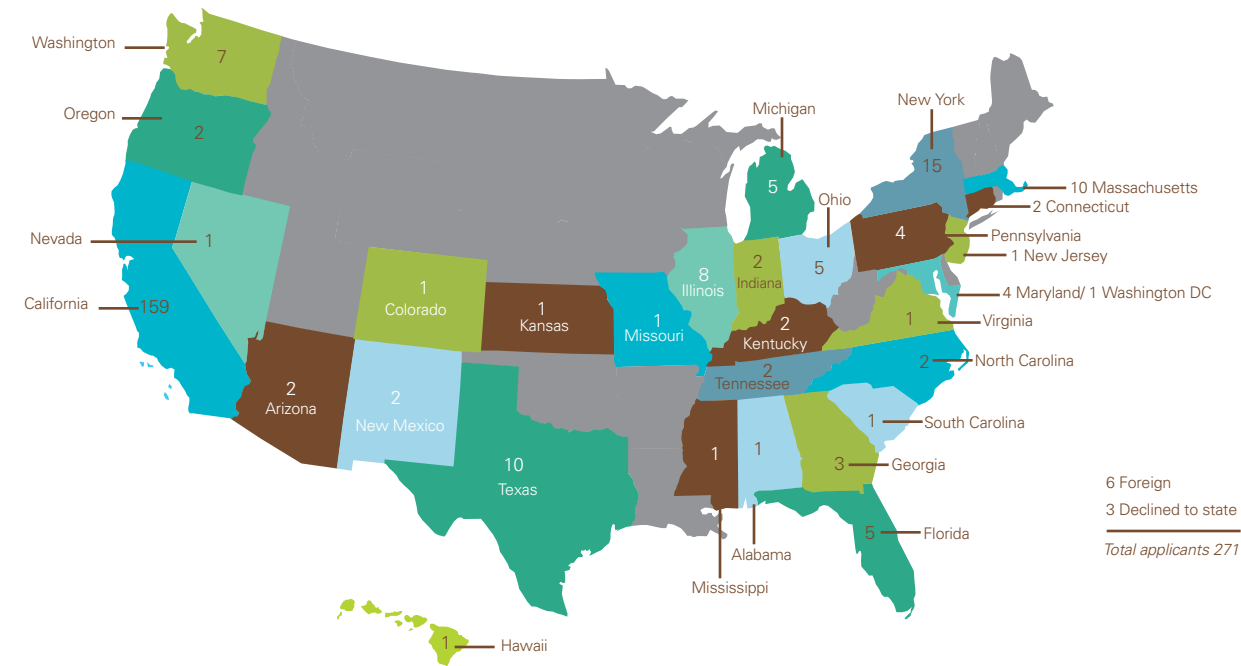
The best part about my role in the Academy is that I get to see participants-grow, develop, and flourish. We give them a space to test ideas, think innovatively to effect change, and think creatively about advocacy. The future looks bright.

- Danielle O. Trimiew, Academy Director



One of the greatest learning experiences at Greenlining is gained simply by working alongside smart and committed leaders. - Jean Chung, Fellow

2009 Academy Applicant Data



Academy Programs:
Building a Pipeline for Emerging Leaders

IPO High School Summer Camp

The Investing Pays-Off (IPO) High School Summer Camp is a 10-day camp designed to engage high school-aged students on critical issues impacting low-income and communities of color while developing valuable skills in problem solving, team work, critical thinking and leadership.

CASA

Casa is a residential leadership program for underserved students attending UC Berkeley. Greenlining provides supportive services to ensure that students succeed at Cal and in their careers.

Internship Program

Greenlining offers part-time positions to high school, college and graduate students. Greenlining staff mentor and coach interns as a way of nurturing our future leaders.

Summer Associate Program

An intensive 10-week training program for young leaders that have completed their undergraduate degrees by the start of the program. Associates manage research and advocacy projects with the direction of a Greenlining staff member. Associates are given opportunities to interact with the media, write reports and press releases, testify at key policy hearings, and participate in key meetings with top government officials, corporate CEOs, and political leaders.

Fellowship Program

The Fellowship program is a year-long training program for young leaders that have completed their undergraduate or graduate degrees. Fellows are assigned to specific program areas and develop expertise under the mentorship of a program director. Fellows are given responsibility and independence to implement projects and campaigns.



Clockwise from above: Summer Associates 2009; IPO Diversity in Philanthropy group, 2009; Fall 2009 Casa students.

Multimedia Academy

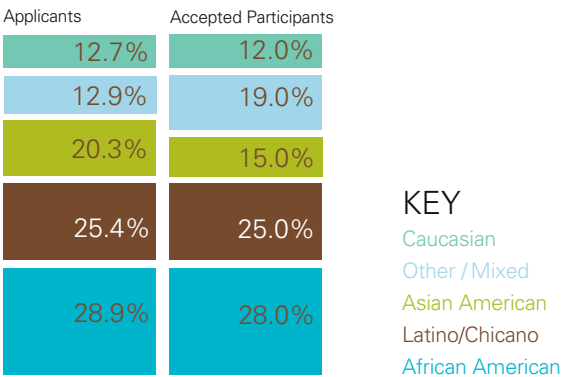
The Multimedia Academy is a ten-month, hands-on media training program for young leaders who are interested in learning to use the medium of video as a tool for creating influential productions that advocate for important, often overlooked, social justice issues. The ultimate goal of the program is to provide Associates with the resources, knowledge and skills necessary to utilize media as a means of influencing change.

Legal Academy

The Greenlining Legal Academy seeks to train law students and recent law school graduates with new tools for achieving social justice. In addition to learning practical legal skills such as interviewing, counseling, negotiating, writing and oral advocacy, students are urged to scrutinize the quality of justice for communities of color and low-income communities.



2009 Academy Demographics by Race/Ethnicity



2009 Accomplishments

In 2009, The Academy has continued its successful administration of all programs and has remained on the cutting edge of effective leadership training. Among its successes, the Leadership Academy provided 29,560 hours of training and direct experience to nearly 100 participants. On average, each of these participants was able to sit in on 55 hours of meetings with key officials, corporate executives, and policy makers across the government, private, and nonprofit sectors. In addition, Greenlining played a key role in getting over a dozen academy alumni into the graduate schools of their choice. The demand for our programs continues to grow. Greenlining received over 300 applications for its fellowship program alone.

2009 Academy Roster

Summer Associates	
Gordon Abner Houston, Texas BA, International Studies, Trinity University	Aysha Pamukcu Los Angeles, California BA, Political Science and English, Stanford University JD, University of Southern California 2011
Zara Bukirin Alhambra, California BA, Applied Mathematics and Southeast Asian Studies, UC Los Angeles MPP, UC Berkeley 2010	Khoi Ta Oakland, California BA, Political Science from UC Los Angeles JD, UC Berkeley Masters of Public Affairs, Princeton University
Antoinnae Comeaux Lomita, California BA, International Political Economy, UC Berkeley	Fellows
Sonja Diaz Los Angeles, California BA, Politics, UC Santa Cruz MPP, UC Los Angeles	Colin Miller Eugene, Oregon BA, Urban Studies, Stanford University
Chanell Fletcher Sacramento, California BA, History, UC Santa Cruz	Milicent Johnson Queens, New York BA, Social Studies and Political Science, Gettysburg College
Ilana Golin Queens, New York BA, Sociology and Gender Studies, Grinnell College MPP, UC Berkeley 2010	Jean Chung Bakersfield, California BA, Reed College JD, Santa Clara University 2009
Dominique Guzman-Moore Sacramento, California BA, Ethnic Studies, CSU Sacramento	Interns
Calvin Harris West Newton, Massachusetts BA, Sociology, Morehouse College MPP, Brandeis University	Samar Shah BA, Political Science and Economics, UC Berkeley 2012
	Cecilia Tran BA, Development Studies, UC Berkeley 2011

Griselda Gutierrez BA, Sociology, UC Berkeley 2010	Andranee Nabors Richmond, CA
Eduardo Martinez BA, Political Science, UC Berkeley 2009	John Nguyen Garden Grove, CA
Heriberto Rojas BA, Legal Studies, UC Berkeley 2008	Cynthia Ochoa Pinole, CA
IPO Summer Camp	Jordan Salcedo
Antonio Cecchetti Kensington, CA	Briana Savage Front Washington, MD
Justin Cook Detroit, MI	Betsy Tan San Francisco, CA
Daniel Coronado Hayward, CA	Brandon Tate Los Angeles, CA
Ariel Cotallat Bronx, NY	Chau Tran Garden Grove, CA
Jenna Elsenbart Mission Viejo, CA	Kelvin Veras Bronx, NY
	Seaquins Young Berkeley, CA

Christopher Garciarena Brea, CA
Payton Gordon
Iris Hernandez Richmond, CA
Musa Kannike Los Angeles, CA
Yesenia Lara Santa Ana, CA
Edwin Lara Ceres, CA

ACADEMY ALUMNI ASSOCIATION

GOAL

To support, assist and foster the continued excellence and leadership development of Greenlining Academy Alumni.

The Greenlining Academy is dedicated to empowering communities of color and other disadvantaged groups through multi-ethnic leadership development. Continuing a relationship between Alumni and the Greenlining Institute is imperative to the long-term vitality of the Greenlining Institute and its vision. The Greenlining Academy Alumni Association (GAAA) strives to enhance the Academy alumni network and support the development and success of Academy programs.

Alumni Association Board

Lindsay Imai, Chair Fellow 2001-2002 Transportation and Housing Program Associate, Urban Habitat
Mark Rutledge, Vice-Chair Fellow 2006-2007 Senior Consultant, Booz Allen Hamilton

Erik Paulino, Treasurer Summer Associate 1996 Deputy Commissioner, Mayor’s Office of Immigrant Affairs, City of New York
--

Trina Villanueva Summer Associate 1995 & Fellow 1996 – 1998 Project Manager, Mayor’s Office of Economic and Workforce Development, City and County of San Francisco
--

Nonya Collier Fellow 2005-2006 Special Assistant for the Bureau of Communications, New York City Health Department
--

Monica Gomez Summer Associate 2003 Fund Development Consultant, Los Angeles
Susan Cheng Fellow 2000-2001 Program Manager of Executive Recruitment and Talent Development, Office of the Chancellor, DC Public Schools

OTHER INITIATIVES

HIGHER EDUCATION

GOAL

To build student leadership and knowledge in the pursuit of a more accessible, diverse, and affordable California public university.

California’s three million public college and university students may hold the key to a reprioritization in Sacramento of our public university system. This program seeks to build student leadership, train students in democratic participation, conduct student-led policy research, and develop cross-segment student organizing strategies.

2007-2009 Accomplishments and Achievements

- Organized students to support the College Student Credit Protection Act (AB 262, Coto), which is now California law.
- Launched the Students & Families for Tuition Relief Now campaign, a statewide ballot initiative attempt that was student-led and volunteer-driven, and would have frozen UC and CSU tuition. While the initiative did not qualify for the ballot, we engaged 100 campaign staff and 3000 student volunteers and laid the groundwork for future attempts.
- Trained student leaders on 30 UC, CSU and community college campuses in leadership, research, and other skills.
- Connected students regionally on different UC, CSU, and community college campuses.
- Produced extensive student research for distribution to policymakers and the press that has drawn attention to the college affordability and diversity crises.
- Established a new media presence to coordinate student organizing on Facebook, MySpace, and YouTube.
- Awarded the “Partner of the Year” Award by the University of California Student Association

CIVIC ENGAGEMENT

GOAL

To ensure that communities of color are engaged in California’s new statewide redistricting process.

California voters created the Citizens Redistricting Commission when they passed the Voters First Act in 2008. Thanks to a grant from the James Irvine Foundation, Greenlining is educating and organizing diverse communities in an effort to make this powerful and important commission as diverse as possible.

October 2009 to February 2010 Accomplishments and Achievements

- Held 23 workshops and presentations in 9 counties throughout the state attended by approximately 600 community members, many of whom had never participated in redistricting before.
- Featured or referenced in 14 mainstream and ethnic media outlets and reached over 75,000 readers and viewers statewide.
- Connected approximately 10,000 members of Greenlining’s network through e-blasts, Facebook, Twitter, and re-blasts by the Greenlining coalition to the redistricting application and process.
- Established a dialogue on the need for a diverse commission with leaders of California’s State Assembly, Senate, and ethnic tri-caucus.
- Reached out directly to 350 community leaders to inform them of the new commission and encourage them to apply.

ECONOMIC SUMMIT

GOAL

To provide a forum for change by bringing together private, government and community leaders.

Greenlining’s Annual Economic Summit brings leaders from the public, private, and nonprofit sectors together to share ideas and build solutions for current issues facing the nation. 2009 was Greenlining’s 16th Annual Summit, and served as a continuation of our ‘think and act’ efforts to ensure that multi-billion dollar bailouts and bonuses are directed to those suffering most from our recession and foreclosure crisis.

2009 Keynote Speakers

Randall Stephenson
CEO, AT&T

Richard K. Davis
CEO, U.S. Bank

Previous Speakers have included:
**Hilda Solis *Nancy Pelosi *Barbara Lee *Alan Greenspan
*Sheila Bair *Ben Bernanke *Antonio Villaraigosa*

2009 Awards

Lifetime Leadership Award
John C. Gamboa
Founding Executive Director, The Greenlining Institute (retired)

Robert L. (Bob) Gamboa
Founding Policy Director and Legal Counsel, The Greenlining Institute (retired)

Big Heart Award
Keith Kelley
Executive Director, Fresno West Coalition for Economic Development

Distinguished Leader Award
Honorable Ted Lieu
California State Assemblymember, 53rd District

Big Brain Award
Earl “Skip” Cooper
Black Business Association

Big Foot Award
Martha Montoya
California Hispanic Chambers of Commerce

Torchbearer Award
Erik Paulino
La Unidad Latina Foundation



SEED CORN GALLERY

GOAL

To support and celebrate the role of art in social movements.

Greenlining’s Community Arts Initiative through the Seed Corn Gallery is our way of acknowledging the debt that social justice movements all over California and the nation owe to the artists that have given it life.



Scenes from the Seed Corn Gallery

To date, the gallery has provided a space for 79 local artists to display 171 works.

Artists whose work we have featured include:

- Anahid | Andrea Rey | Anthony Grimes | Arcelia Gallardo | Barbara Maricle | Benjamin Ellis | Bianca Tumblings | Carina Lomeli | Carmen Gogniat | Chloe Hedden | Christina Rossi | Christine Pan | Corinne Louise | Deborah Griffen | Deborah Griffin | Delfina Bernal Laidig | Diane Abt | Donna Duguay | Esteban Diaz | Francesca Roccaforte | Fulani Carter | Habib Saher | Hang Phan | Jan Dove | Janet Brugos | Janine Macbeth | Jeff Marshall | Jennifer Downey | Jessica Phrogus | Jhina Alvarado | Jim Dennis | Joanie Mitchell | Joanna Katz | Joaquin Alejandro Newman | Julie Oppermann | Julie Vy Le | Kat Zandvakili | Katayoon Zandvakili | Kazuyo Sato Leue | Lara Hoke | Larry DeDionisio | Leila Hornick | Lisa Simonson | Lorrie Fink | Maggie Malloy | Maj Britt Mubrand | Mari Kearney | Marisa Minaisan | Mark Dukes | Mark Lightfoot | Martin Brecht | Mary K. Shisler | Mia Nakano | Michael Johnstone | Michael Staley | Michelle Echenique | Mio Nishi Good | Monica Hernandez | Monica Marini | Monica Regan | Paul Bigelow | Pearl Jones Tranter | Phillip Hua | R. Parker Blackburn | Rameen Gasery | Ray Patlán | Rick Darnell | Rosa Maria Alfaro | Salma Arastu | Sarah Woodward | Steven Low | Susan Hall | Talia Brown | Trius Fernsler | Vasanthi Victor | Victor Coffield | Victoria Kirby | Vivian Waterloo | Zachary Norris

GREENLINING IN THE NEWS

In 2009, Greenlining was cited in more than 40 independent media sources, not including online outlets. Of these 33 were mainstream print media including:

- The New Yorker
- The Los Angeles Times
- The San Francisco Chronicle
- The Wall Street Journal
- The American Banker
- The Economist
- The American Spectator
- The Washington Post
- The Boston Globe
- The Chronicle of Philanthropy

Key Greenlining spokespersons were featured on all 6 local news stations, both Spanish and English broadcasts, including KTVU 2, ABC 5, ABC 7, KRON 4, Telemundo, and Univision accounting for more than 30 independent appearances.

Greenlining spokespersons also appeared on numerous local radio stations including KCBS Radio, KQED, NPR and KPFA. Additionally, Greenlining was cited in over 200 online articles including The Weekly Standard, Hispanic Business, The Non Profit Quarterly, Bloomberg, Capitol Weekly, Insurance Journal, USA Today, and New California Media.

Included in our 2009 media highlights:

ABC 7 Profiles In Excellence

Orson Aguilar and The Greenlining Leadership Academy were featured on the Emmy Award-winning “Profiles of Excellence”, a continuing series produced by the ABC 7 Public Affairs Department to celebrate the Bay Area’s cultural diversity and individuals that have made important contributions to the community.



Clockwise from above: Aysha Pamukcu; Sam Kang on CBS; Hector J. Preciado on Univision.

CPUC Emergency Utility Shut Off Hearing

To ensure that local communities didn’t go without power and gas during Christmas, Greenlining was able to cultivate strong media coverage of the California Public Utilities Commission (CPUC) emergency en banc hearing in December 2009. This hearing was called to address the drastic spike in utility shutoffs throughout the state of California. All local news stations including KTVU 2, CBS 5, ABC 7, KRON 4, and Telemundo covered the hearing as well as numerous local radio stations such as KCBS and KQED. Media pressure resulted in an immediate halt to utility shutoffs and ongoing conversations between community advocates, the CPUC and utility companies. Recently the CPUC opened a proceeding to implement short term consumer protection measures as well as to explore long term mechanisms for arrearage management and shut off prevention.

FINANCIAL STATEMENTS

Greenlining Institute Statement of Activities

January 1, 2009- December 31, 2009

SUPPORT

Foundations	\$908,448
Corporations	\$640,000
Individuals	\$8,047
Earned Legal Fees	\$273,864
Rental Income	\$658,517
Economic Summit	\$846,255
Miscellaneous/Reimbursement	\$33,730
Investment/Interest Income	\$570,142

Total Support\$3,939,003

January 1, 2009- December 31, 2009

EXPENDITURES

Salaries	\$1,311,083
Benefits (28%)	\$298,687
Stipends/Scholarship	\$85,895

Subtotal Salaries\$1,695,665

Accounting and Legal	\$119,348
Consulting	\$393,716

Subtotal Professional Fees\$513,064

Misc/Bank Fees	\$834
Mortgage/Interest Expense	\$16,723
Investment Fees	\$73,032
Office Expense/Supplies	\$35,116
Postage and Shipping	\$7,887
Printing and Copying	\$32,762
Space	\$205,000
Repairs and Maintenance	\$64,175
Telephone & Fax	\$30,930
Food for Casa	\$46,856
Utilities	\$52,010

Subtotal\$565,325

Advertising and Promotion	\$68,163
Board/Coalition Travel	\$36,740
Dues and Subscriptions	\$6,807
Equipment	\$1,341
Insurance Expense	\$37,460
Seminars/Conference	\$127,051
Tax and License	\$18,515
Training	\$9,632
Travel	\$95,045

Subtotal Operating\$400,754

Total Expenditure\$3,174,808

ENDOWMENT INVESTMENT\$764,195

Statement of Financial Position

As of December 31, 2009

CURRENT ASSETS

Cash and Cash Equivalents	\$2,714,935
Accounts Receivable	\$97,376
Prepaid Expense	\$29,684

Total Current Assets\$2,841,995

FIXED ASSETS

Equipment	\$418,365
University Building	\$3,858,008
Casa Building	\$2,472,846
Less: Accumulated Depreciation	\$1,160,715

Total Fixed Assets\$5,588,504

OTHER ASSETS

Investments	\$8,493,558
Investment Affordable Housing	\$621,310

Total Other Assets\$9,114,868

TOTAL ASSETS\$17,545,367

As of December 31, 2009

Liabilities and Net Assets

CURRENT LIABILITIES

Accounts Payable	\$24,277
Accrued Expenses	\$40,024
Deferred Rent	\$16,085
Security Deposits	\$2,702
Casa Tenant Security Deposit	\$18,313

Total Current Liabilities\$101,401

LONG-TERM LIABILITIES

Deferred Compensation	\$102,981
Mortgage Payable	\$746,000

\$848,981

TOTAL LIABILITIES\$950,382

NET ASSETS

Property and Equipment	\$4,842,504
Board Designated for Academy Endowment	\$11,752,481

Total Net Assets\$16,594.985

TOTAL LIABILITIES AND NET ASSETS\$17,545.367



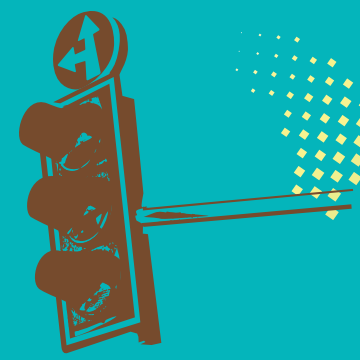
THE GREENLINING TEAM



The Greenlining Staff. Not Pictured: Garrett Chen, Griselda Gutierrez, Christian González-Rivera, Samuel Kang, Rosa Maria Martinez, Dyana Polk, Tunua Thrash, Cecilia Tran, and Christopher Vaeth.

Our Values

The Greenlining Institute has its own unique culture and value system that is derived from its mission statement and the legacy of its founders. We communicate these values to the outside world through our work and through the staff, Academy members, and coalition members who represent us. Our success as an organization can largely be attributed to our application of these values to systems and policies that impact/affect the communities we serve. The Greenlining Institute’s values principles include diversity, partnership, transparency, accountability, and mentorship.



Orson Aguilar <i>Executive Director</i>	Samuel Kang <i>Managing Attorney</i>	Hector Javier Preciado <i>Health Policy Director</i>
Adam Briones <i>Claiming Our Democracy Program Manager</i>	Janine Macbeth <i>Grants Manager</i>	Carla Saporta <i>Health Policy Program Manager</i>
Garrett Chen <i>IPO Summer Camp Coordinator</i>	Tara Marchant <i>Green Assets Program Manager</i>	Samar Shah <i>Legal Intern</i>
Stephanie Chen <i>Legal Counsel</i>	Eduardo Martinez <i>Research Intern</i>	Shaquila Smith <i>Academy Assistant</i>
Jean Chung <i>Legal Fellow</i>	Rosa Maria Martinez <i>Health Policy Program Manager</i>	Tunua Thrash <i>Director of Innovation</i>
Andy Clark <i>Green Assets Intern</i>	Belen Mendoza <i>Policy Coordinator</i>	Jorge Torres, Jr. <i>IT & Website Administrator</i>
Arcelia Gallardo <i>Casa House Manager</i>	Colin Miller <i>Green Assets Fellow</i>	Cecilia Tran <i>Health Policy Intern</i>
Enrique Gallardo <i>Staff Attorney</i>	Bruce Mirken <i>Media Relations Coordinator</i>	Danielle Trimiew <i>Academy Director</i>
Christian González-Rivera <i>Research Manager</i>	Braelan Murray <i>Communications Director</i>	Christopher Vaeth <i>Legislative Director</i>
Griselda Gutierrez <i>Development Intern</i>	Lakara Nolen <i>Office Assistant</i>	Preeti Vissa <i>Community Reinvestment Sr. Program Manager</i>
Virginia Hill <i>Office Manager</i>	Claudia Paredes Corne <i>Academy Coordinator</i>	
Milicent Johnson <i>Community Reinvestment Fellow</i>	Dyana Polk <i>Executive Assistant</i>	

Remembering

Courtney Donnell

Lead Intern, Diversity in Philanthropy

2006-2008

Sunrise November 9, 1985

Sunset September 23, 2009

Juliza Perez

Casa Resident

2003-2004

Sunrise June 10, 1981

Sunset December 2, 2009

Special thanks to the many organizations and stakeholders with whom we partner to create opportunities for underserved communities. Our work would not be possible without them. We also thank the Greenlining Coalition, the Board of Directors, the Greenlining Staff, and Academy participants and Alumni.

Written by: *Orson Aguilar and the Greenlining Staff*

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Staff photos: *Lorena Piñon, Pinwheel, a Design Studio*

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www.greenlining.org

www.facebook.com/greenlining

www.twitter.com/greenlining

www.youtube.com/user/greenlininginstitute

The Greenlining Institute is a national policy, organizing, and leadership institute working for racial and economic justice. We ensure that grassroots leaders are participating in major policy debates by building diverse coalitions of grassroots leaders that work together to advance solutions to our nation's most pressing problems.

This report was printed by a local minority-owned printer, on 100% post-consumer recycled New Leaf Paper made with 100% recycled fiber and 50% post-consumer waste, processed chlorine free, and manufactured with electricity that is offset with Green-e certified renewable energy certificates.



Movement 2.0

If history teaches us anything, it is that young people have a unique role and responsibility to lead the fight for civil rights and equal justice. More than just a video, The Movement 2.0 is a new movement for social justice that builds on the legacy of our civil rights leaders and recognizes the need for sustainable leadership, especially from communities of color. Our latest video, “The Movement 2.0”, captures Greenlining’s new vision for training the next generation of informed, skilled and community minded advocates who will impact the most pressing policy issues facing our nation.

Watch the Movement 2.0 video

<http://www.youtube.com/watch?v=0c2rQ18Mfbg>

