



ANNUAL REPORT 2012

Advocacy | Research | Leadership

GREENLINING BOARD OF DIRECTORS

Ortensia Lopez -Co-Chair
George Dean -Co-Chair
David Glover -Secretary
Robert Apodaca -Treasurer
Jessie Buendia -Academy Alumni Representative
Rosario Anaya
Darlene Mar
Alfred Fraijo
Yusef Freeman
Olga Talamante
Tunua Thrash

GREENLINING COALITION

***4C- Community Child Care Council of Santa Clara County, Inc.**

Allen Temple Baptist Church
American GI Forum
AnewAmerica
Asian Business Association

***Asian Inc.**

Black Business Association

***Brightline Defense Project**

California Black Chamber of Commerce
California Hispanic Chambers of Commerce
California Journal for Filipino Americans
California Rural Legal Assistance
Chicana/Latina Foundation
Community Resource Project, Inc
Council of Asian American Business Associations of CA
El Concilio of San Mateo County

***Ella Baker Center for Human Rights**

FAME Renaissance

***Fresno Metro Black Chamber of Commerce**

Greater Phoenix Urban League

***Hispanic American Growers Association**

Hispanic Chamber of Commerce- Alameda County
KHEIR
La Maestra Family Clinic

***Mentoring in Medicine & Science, Inc.**

***Mission Housing Development Corporation**

Mission Language & Vocational School
NaFFAA
OCCUR
Our Weekly

***Rising Sun Energy Center**

Sacramento Observer
San Francisco African American Chamber of Commerce
Search to Involve Pilipino-Americans
Southeast Asian Community Center
TELACU

***Time for Change Foundation**

Ward Economic Development Corporation
West Angeles CDC
West Coast Black Publishers Association

***New Coalition Members in 2012**

TABLE OF CONTENTS

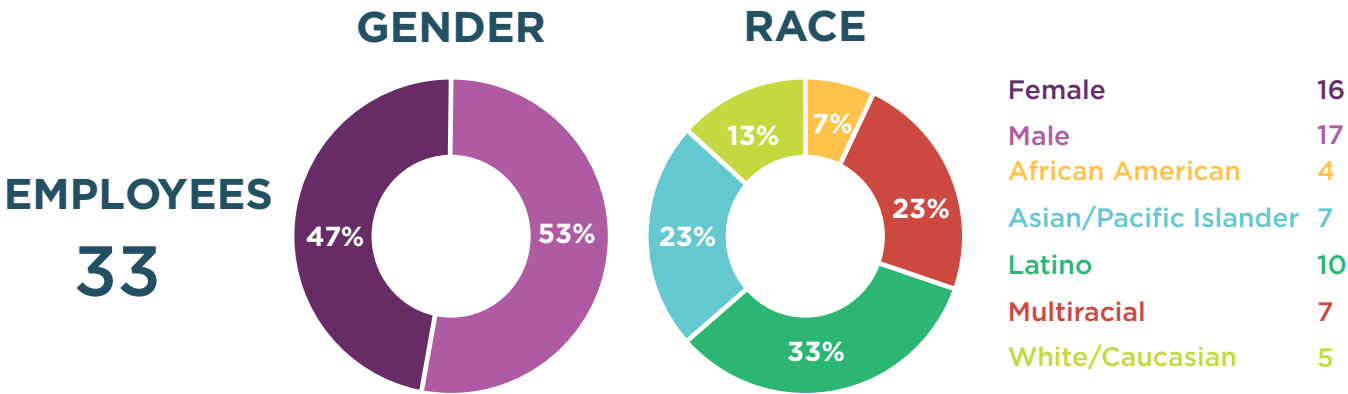
About Us	4
Message from the Executive Director	5
Our Programs	6
Our Impact	8
Greenlining in California’s Capitol	9
Research and Reports	9
Greenlining Conferences and Events	10
Leadership in the Field	11
Greenlining in the News	12
Opinion Column Highlights	13
Leadership Academy	14
Financial Statements	16
Remembering	18
Credits	19

GREENLINING AT A GLANCE

Operational Expenses: \$4,425,620
End of Year Assets: \$18,444,973
Employees: 33
Academy Students Trained: 58
Publications and Policy Briefs: 11
Unique Media Stories (Internet, print, radio, and television): 365
Website Visitors: 74,037

ABOUT US

Founded in 1993, The Greenlining Institute is a policy, research, organizing, and leadership institute working for racial and economic justice. We work to bring the American Dream within reach of all, regardless of race or income. In a nation where people of color will make up the majority of our population by 2040, we believe that America will prosper only if communities of color prosper.



MESSAGE FROM THE EXECUTIVE DIRECTOR: A WATERSHED YEAR



2012 was a remarkable year for Greenlining and our constituents. For the first time in United States history, the majority of American babies born are non-white. It is projected that by approximately 2040, people of color will be half of the U.S. population. For the nation to prosper in 2040 and beyond, communities of color will have to prosper.

Americans of color are flexing their muscles in every sphere, from politics to economics: starting new businesses, deciding the results of crucial election contests, and impacting every aspect of our culture. Unfortunately, what the media fail to report is that the majority of new American babies are born into asset-poor households. The gap between the races widened considerably during the economic downturn, which whites weathered better than communities of color. Between 2005 and 2010, the median net worth for white households fell 23%, while Blacks, Latinos, and Asian Americans saw their median household net worth fall by roughly 60%.

The 1.2 million households that make up the “one percent” saw their earnings increase by 5.5% in 2011. In the 96 million households that make less than \$101,583, the “80 percent,” earnings dropped by 1.7 percent. In other words, the rising tide has lifted yachts, but has left the canoes underwater. Communities of color are largely in the canoes.

That’s not sustainable, and The Greenlining Institute is dedicated to making such staggering inequality a thing of the past. We work across racial and ethnic lines to open doors of opportunity to all communities. And we connect the dots, recognizing that while issues like jobs, health, and participation in our democracy may appear entirely separate, they are in fact deeply and profoundly connected—and essential to the structure of opportunity that America must build and make accessible to all.

OUR PROGRAMS

Our work primarily falls into six issue areas. Through these six programs, we work on a variety of issues because we recognize that economic opportunity doesn't operate in a vacuum. We don't see these issues as being in separate silos, but as interconnected threads in a web of opportunity.

Economic Equity works to ensure that all communities have access to the American Dream of economic stability and growth, and that our financial system works for all.

**ECONOMIC
EQUITY**

Telecommunications & Technology works to ensure that all communities have affordable access to modern basic communications services that are so vital in today's economy, including wireless phone and broadband as well as traditional landline telephone service.

**TELECOM/
TECHNOLOGY**

ENERGY

Energy works to ensure that all communities have affordable, safe, reliable access to electric and gas service and that race, language or income are never barriers to these essential services.

Claiming Our Democracy strives to ensure that all communities are able to make their voices heard in our electoral process and the halls of government, through increased civic engagement and increased diverse representation in government.

**CLAIMING
OUR
DEMOCRACY**

**ENVIRONMENTAL
EQUITY**

Environmental Equity focuses on the emerging green economy in order to make sure that all communities not only live in a clean and healthy environment, but also have access to economic opportunities from the growing green economy

HEALTH

Bridges to Health advocates for an environment where all communities achieve equitable health outcomes.

OUR IMPACT

Below is a list of major policy victories in 2012 that will bring real and immediate impacts to communities of color and other underserved communities. We are continuously creating models for others throughout the country to replicate while learning from others at the same time.

Opening New Doors for Wealth Creation

Co-sponsored and passed A.B. 53, legislation that requires the largest insurance companies doing business in California to annually report their community development investments and supplier diversity in the state. This could potentially open the doors to billions in contracts for minority-owned businesses.

Ensuring Equity in Environmental Policy Making

Co-sponsored and passed S.B. 535, legislation that ensures that a significant portion of the proceeds from California's cap-and-trade program goes to underserved communities. We ensured that millions of dollars directly impact communities of color who happen to live in the state's most polluted neighborhoods.

Bringing Direct Investments for Economic Development

Negotiated a multi-million dollar agreement with Union Bank of California. Millions in new dollars will be invested in economic development activities directly targeted to communities of color.

Ensuring Safe Healthy And Communities

Through our advocacy at the California Public Utilities Commission, Greenlining partnered with a grassroots coalition of Sacramento residents to successfully stop a \$70 million plan to operate a dangerous natural gas storage area directly beneath their working class neighborhood. Greenlining's memo and analysis was repeatedly cited by commissioners when they voted against this ill-concieved project.

Ensuring Workforce Opportunities

Greenlining worked directly with PG&E, the state's largest utility, to revise its background check policy for energy efficiency workers. As a result of our voice, PG&E's new policy ensures that workforce opportunities remain open to communities of color who suffer disproportionately from our failed criminal justice policies.

Empowering Small Business Owners

Greenlining worked with Covered California to make the Small Business Health Options Program (where small business owners can go to purchase insurance for employees under the Affordable Care Act) more accessible to ethnic small businesses. We successfully lobbied them to provide all informational material in 13 of California's most frequently spoken languages

RESEARCH AND REPORTS

Our research provides the basis for our advocacy and helps engage various stakeholders on issues that are critical to our communities. Below is a list of all of the major research reports that were published in 2012.

2011-2012 California Ballot Reform Panel Survey	J A N
Government that Looks Like America? Racial and Ethnic Diversity in Financial Regulatory Institutions	F E B
Filling in the Gaps: A Racial Equity Framework for Successful Implementation of the Affordable Care Act	M A R
Saving the Open Internet: The Importance of Net Neutrality	A P R
Tech Untaxed: Tax Avoidance in Silicon Valley and How America's Richest Companies Pay a Lower Tax Rate than You Do	M A Y
2012 Supplier Diversity Report Card: Another Record-Breaking Year	J U N
A Promise to Diverse Communities: Summary of the Foundation Coalition's Efforts	J U L
California's Broken Ballot Initiative System Endangers Civil Rights	A U G
Affordable Health Care: Tax Credits in the Affordable Care Act Benefitting Your Small Business	S E P
Health, Equity, and the Bottom Line: Workplace Wellness and California Small Businesses	O C T
Independent Foreclosure Review Key Information	N O V
	D E C

GREENLINING IN CALIFORNIA'S CAPITOL

Greenlining sponsored three bills, all of which were passed by the legislature and sent to the governor for approval. Two of those bills were signed into law by Governor Brown. The third was unfortunately vetoed and efforts will be made to pass it in 2013.

LEGISLATION IN 2012

STATUS

AB 53: Requires the largest insurance companies doing business in California to annually report their community development investments and supplier diversity in California.	SIGNED
SB 535 & AB 1532: Bills ensure that a significant portion of the proceeds from the state's cap-and-trade program go to disadvantaged communities.	SIGNED
SB 1233: Would have ensured that limited English speaking voters can participate in the state's direct initiative process by translating petition titles and summaries into widely-spoken languages.	VETOED

GREENLINING CONFERENCES AND EVENTS

Town Hall on the Affordable Care Act (ACA), Fresno	J A N
Town Hall on the ACA for Small Businesses, Los Angeles	F E B
Ballot Initiative Reform Briefing in Los Angeles	M A R
Legislative Briefing: Moving Healthcare Reform Forward, Sacramento	A P R
Attorney General Mortgage Settlement Briefing, Sacramento	M A Y
Town Hall on the ACA Tax Credits Available to Small Businesses, Los Angeles	J U N
Reinventing Homeownership Symposium, Los Angeles	J U L
19th Annual Economic Summit, Los Angeles	A U G
Supplier Diversity Summit, San Francisco	S E P
Bridges to Health, the ACA, and the Supreme Court Decision, Sacramento	O C T
Roundtable Discussion on Energy, Environment and Conservation, San Francisco	N O V
Town Hall on the ACA and Benefits for Individuals, San Diego	D E C
Town Hall on the ACA, Cover the Kids: Healthy Kids Day 2012, South Sacramento	



Greenlining Staff and Coalition member meeting with The Federal Reserve Board of Governors: Chairman Bernanke and Governors Jeremy Stein and Sarah Bloom Raskin

LEADERSHIP IN THE FIELD

Greenlining staff presented at numerous of conferences, hearings, and other public forums. Here is a small snapshot of the places where we spoke in 2012.

California Public Utilities Commission	Hearing on SB 1161, a bill that would deregulate the telecommunications industry	Provided testimony in opposition, Samuel Kang and Paul Goodman
California Public Utilities Commission	Annual En Bank Diversity Summit	Presenter, Stephanie Chen
California State Assembly	Budget Subcommittee hearing on Resources and Transportation	Speaker, Vien Truong
California State Assembly	Joint Legislative hearing on Prop 28, Term Limits	Provided expert testimony, Michelle Romero
Children's Defense Fund	Roundtable on Consumer Assistance	Panelist, Carla Saporta
Federal Reserve Bank of San Francisco	Vision During Crisis: Reinventing Neighborhoods	Speaker, Orson Aguilar
National Consumer Law Center and Suffolk University Law School	Credit Scoring and Reporting Symposium	Discussant, Sasha Werblin
Urban League Young Professionals Network	Discussion about report, "Post-Racial? Americans and Race in the Age of Obama"	Speaker, Daniel Byrd

GREENLINING IN THE NEWS

Greenlining was covered by over 150 media outlets last year. Below is a partial list of media and press that featured Greenlining's work in 2012

American Banker Asian Journal Associated Press Bay Citizen Capitol Public Radio Capitol Weekly CNN.com Eastern Group Publications Forbes Fox Business News
American Banker
HousingWire Huffington Post KCBS-AM KFSN-TV (Fresno) KQED-FM La Opinion Law.com
Capitol Weekly
Los Angeles Daily News Los Angeles Times New America Media New York Times
CNN.com
Our Weekly Politico Korea Times Radio Bilingue Sacramento Bee San Diego Union
Forbes
Tribune San Francisco Chronicle San Jose Mercury News Sing Tao Daily Telemundo
Los Angeles Times
The Norman Goldman Show The Week Univision USA Today Washington Post WOL-AM
New York Times
(Washington, DC) American Banker Asian Journal Associated Press Bay Citizen
Our Weekly
Capitol Public Radio Capitol Weekly CNN.com Eastern Group Publications Forbes
Politico
Fox Business News HousingWire Huffington Pos KCBS-AM KFSN-TV (Fresno) KQED-FM La
Sacramento Bee
Opinion Law.com Los Angeles Daily News Los Angeles Times New America Media New York
San Francisco Chronicle
Times Our Weekly Politico Korea Times Radio Bilingue Sacramento Bee San Diego
Sing Tao Daily
Union Tribune San Francisco Chronicle San Jose Mercury News Sing Tao Daily Telemundo
Univision
The Norman Goldman Show The Week Univision USA Today Washington Post WOL-AM
USA Today
(Washington, DC) American Banker Asian Journal Associated Press Bay Citizen
Washington Post
Capitol Public Radio Capitol Weekly CNN.com Eastern Group Publications Forbes

MEDIA

Total # of unique stories: **365**

Total # of hits (i.e. counting multiple appearances of stories listed above): At least **974**

Opinion columns published: **37** columns, appearing over **100** times.

Broadcast Stories:

Radio: **41**

TV: **24**

SOCIAL MEDIA

Facebook:

2,257 total Facebook friends

480 total posts produced

2320 total likes on posts

3530 total unique page views

Total number of people reached in 2012 - 43,005

Twitter:

1,870 Twitter followers

1,865 total tweets produced

1,180 total mentions

817 total retweets

“Obama Did the Right Thing by Appointing CFPB Chief”

by Orson Aguilar, January, Los Angeles Daily News

“Health Care is a Civil Right”

by Carla Saporta, March, 7 papers, including Sacramento Bee, Bradenton Herald and Charleston Sunday Gazette-Mail

“Agencies’ Diversity Efforts Have Come Far, But Not Far Enough”

by Divya Sundar, July, American Banker

“Una Voz Para Todos”

by Nancy Ramirez and Michelle Romero, September, La Opinion

“Obama, Romney: Please Play the Race Card”

by Orson Aguilar, October, 11 papers, including Los Angeles Daily News, Anchorage Daily News, Vida en el Valle, Albany Times Union

“Cap-and-Trade Funds to Struggling Communities”

by Vien Truong and Bruce Mirken, November, San Francisco Chronicle

“Homeowners Deserve a Fair Chance for Foreclosure Reviews”

by Preeti Vissa, December, The Hill

THE LEADERSHIP ACADEMY: TRAINING THE NEXT GENERATION OF LEADERS

The Greenlining Academy, established in 1996, serves to empower and develop the next generation of social justice leaders and advocates committed to racial and economic equity.

2012 was a landmark year for the Academy, as it successfully concluded a programmatic year and created and implemented the Health Equity Fellowship in partnership with The California Endowment (TCE). The Health Equity Fellowship is a year-long placement program where fellows work at several regional TCE offices to advance advocacy, research and policy projects to address health disparities in California.

In 2012, the Greenlining Academy:

Received 679 applicants for its Policy Fellowship, Health Equity Fellowship, Summer Associate, and Legal Academy programs alone and had the capacity to accept 23 applicants.

Of the 164 people who applied for the Policy Fellowship, 5 candidates were chosen,

12 Summer Associates were chosen from 144 applicants,

1 Legal Academy Fellow was selected out of a 204-applicant pool,

36 candidates were selected to be residents of CASA, and

6 Health Equity Fellows were selected from 110 applicants.

Academy Programs

Fellowship Program

The Health Equity Fellowship

The Summer Associate Program

The Internship Program

The Legal Academy

The IPO High School Summer Camp

CASA, a multi-ethnic residential program



Of these 23 total participants in our fellowship and associate programs, almost half were 1st generation college students, 15 were women and 8 were men, 9 were Latino, 6 were African American, 6 were Asian/Pacific Islander, 1 was Middle Eastern and 1 was Southeast Asian.

These Academy participants will join the distinguished network of nearly 800 Alumni who are represented in all sectors, across the country and in various levels of leadership positions, including nonprofit founders, private sector leaders, small business owners and public officials.

ADDITIONAL QUOTES FROM RECENT GRADUATES:

“The Greenlining Academy opened my eyes to the endless opportunities that are available in advancing social justice. It made me realize that we need advocates across sectors to ensure that our communities have a voice everywhere. My experience as a Fellow allowed me to identify and differentiate between things that I loved doing, and things that I was just good at. It helped inform the career and educational trajectory that I currently have planned out.”



“The Greenlining Academy has taught me to evaluate laws, policies, and institutions through a racial equity perspective. This by far has been the biggest benefit, both professionally and personally, that the Academy has conferred to me. The Academy has driven me to question the ways in which institutions I participate in foster or deter participation by those who have limited resources. In turn, it has inspired me to take action and start programs where there is a need but lack of adequate services.”

Additional Information from a recent graduate survey:

92% said they gained overall personal confidence in his/her capacity as a social justice leader.

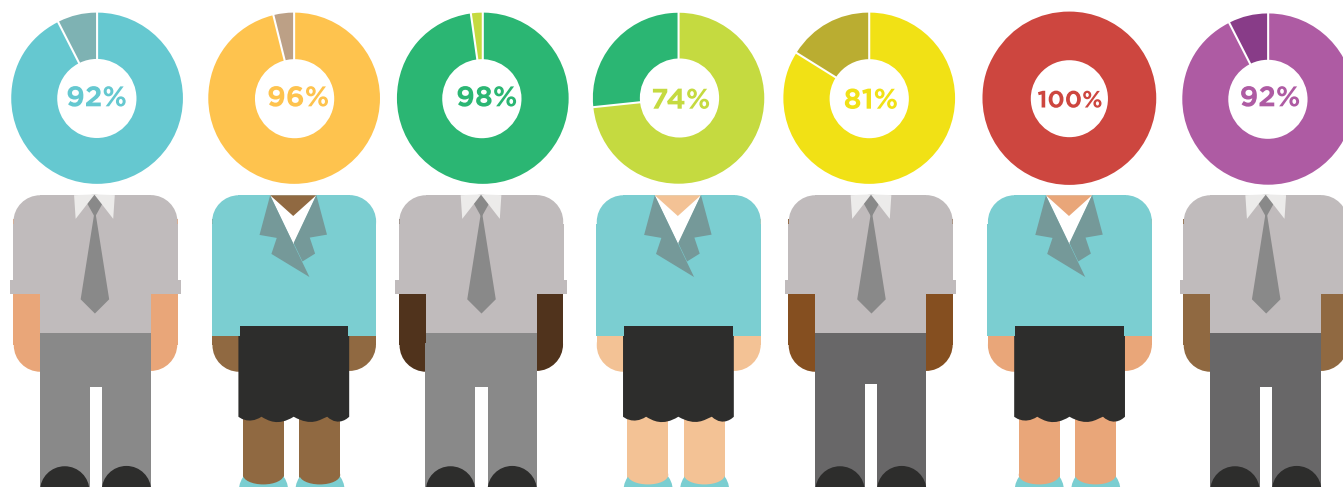
96% said they gained an overall understanding of important political issues that affect his/her community.

98% said they felt empowered to take on additional leadership roles in their community, and **74%** stated they have taken on an increased level of leadership in their community.

81% said they developed a greater commitment to social justice and that it is a demonstrated theme in their professional career.

100% of alumni said they were positively mentored and supported by a Greenlining program staff member during his/her time in the Academy.

Nearly all, **92%** of survey respondents said the Academy experience contributed to building and greatly advanced his/her professional development.



FINANCIAL STATEMENTS

STATEMENT OF FINANCIAL POSITION*

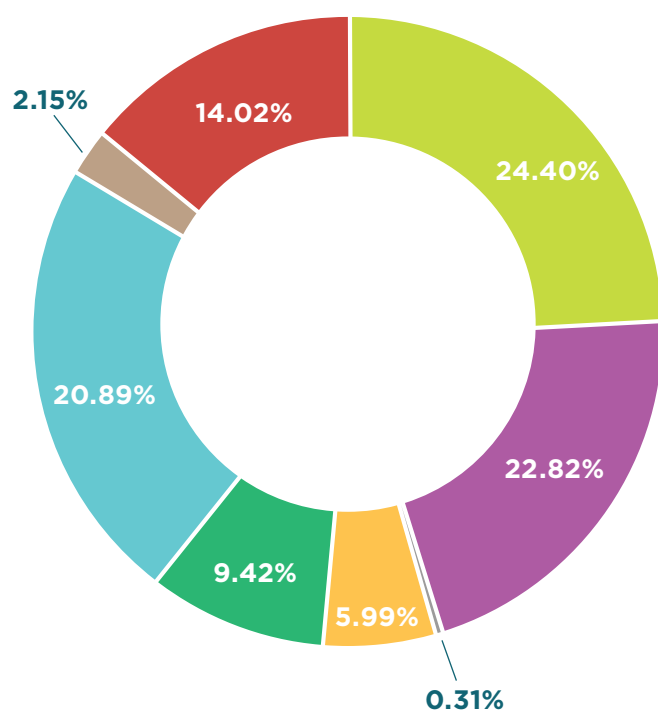
As of December 31, 2012	
ASSETS	
Current Assets:	
Cash and Cash Equivalents	\$1,939,622
Accounts Receivable	\$804,715
Accounts Receivable Restricted	\$123,456
Prepaid Expense	\$53,708
Total Current Assets	\$2,921,500
Fixed Assets:	
Equipment	\$513,073
University Building	\$3,897,930
Casa Building	\$2,528,620
Less: Accumulated Depreciation	\$5,315,509
Total Fixed Assets	\$5,315,509
Other Assets:	
Investments	\$10,207,963
Total Other Assets	\$10,207,963
TOTAL ASSETS	\$18,444,973
LIABILITIES AND NET ASSETS	
Current Liabilities:	
Accounts Payable	\$43,528
Accrued Expenses	\$87,785
Deferred Rent	\$660
Security Deposits - University Building	\$2,702
Casa Tenant Security Deposits	\$19,063
Total Current Liabilities	\$153,738
Long Term Liabilities:	
Deferred Compensation	\$40,691
Mortgage Payable	\$749,598
Total Long Term Liabilities	\$790,288
TOTAL LIABILITIES	\$944,027
Net Assets	
Unrestricted	
Property and Equipment	\$4,565,912
Board Designated for Academy Endowment	\$12,146,311
Temporarily Restricted	\$788,723
Total Net Assets	\$17,500,946
TOTAL LIABILITIES AND NET ASSETS	\$18,444,973

STATEMENT OF ACTIVITIES

For the Twelve Months Ending on December 31, 2012	
Support	
Foundations	\$1,117,817
Corporations	\$956,834
Individual	\$14,286
Earned Legal Fees	\$274,529
Rental Income	\$431,437
Conference Revenue	\$1,045,075
Miscellaneous/Reimbursement	\$98,573
Investment/Interest Income	\$642,035
TOTAL SUPPORT	\$4,580,587
Expenditures	
Salaries	\$2,139,850
Benefits	\$482,663
Stipends/Scholarship	\$97,464
Subtotal Salaries	\$2,719,977
Professional Fees	\$730,964
Miscellaneous	\$11,330
Mortgage/Interest Expense	\$16,216
Investment Fees	\$100,907
Office Expense/Supplies	\$55,858
Postage and Shipping	\$5,282
Printing and Copying	\$56,628
Repair and Maintenance	\$23,157
Utilities	\$87,409
Subtotal Occupancy	\$356,786
Advertising and Promotions	\$105,568
Board/Coalition Expense	\$9,077
Dues and Subscriptions	\$26,955
Equipment	\$14,557
Insurance Expense	\$36,874
Seminars/Conference	\$148,289
Tax and License	\$47,881
Training	\$48,963
Travel	\$179,730
Subtotal Operating	\$617,894
TOTAL EXPENDITURES	\$4,425,620

*Unaudited Financial Statements

Breakdown 2012 Support by Source



- Foundations
- Corporations
- Individual
- Earned Legal Fees
- Rental Income
- Conference Revenue
- Miscellaneous/Reimbursement
- Investment/Interest Income

Special Thanks to Greenlining's 2012 Funders

AT&T
 Bank of America
 Bank of the West
 Bay Area Air Quality Management District
 BBVA Compass
 California Bar Foundation
 California Wellness Foundation
 Cathay Bank
 Charles Schwab
 Citigroup
 Citizens Business Bank
 City National Bank
 Comcast
 Comerica
 Compton Foundation
 CoreLogic
 David and Lucile Packard Foundation
 East West Bank
 Energy Foundation
 First American Title
 First Republic Bank
 Ford Foundation
 Friedman Family Foundation
 Gordon and Betty Moore Foundation
 Green For All
 Hanmi Bank
 HSBC
 James Irvine Foundation
 JPMorgan Chase & Co.
 Lee, Hong, Degerman, Kang & Waimey
 Lim Ruger
 Manufacturers Bank
 MapLight
 McCormack Baron Salazar
 Mercury Insurance
 Mission Economic Development Agency
 National Council of La Raza
 NRG Energy
 One West Bank
 Open Society Foundations
 Pacific Gas and Electric Company
 Prevention Institute
 ProAmerica
 Rabobank
 Rockefeller Brothers Fund
 Rockwood Leadership Institute
 San Francisco Foundation
 San Diego Gas & Electric
 Southern California Edison
 Southern California Gas Company
 Sprint
 State Farm
 Surdna Foundation
 TELACU
 The California Community Foundation
 The California Endowment
 The Utility Reform Network
 Union Bank
 Univision
 Verizon
 Visa
 Wells Fargo
 William and Flora Hewlett Foundation
 Young People For

REMEMBERING

As we examine another year of advocacy and activism we must also take pause to honor those whom we have lost. At our core we are nothing more than individuals working to fulfill a collective vision, a vision that we have inherited from those who came before us. Our work continues to be inspired by those who preceded us and those leaders whom we have lost.

Richard Amador

Founder, CHARO

Frank Alvarez

Commander, American GI Forum

Louise Perez

Executive Director, Community Resource Project, Inc.

Jim Garavaglia

SVP, Director of Community Affairs, Comerica

Cheryl Evans

Western Region Director, Citi Community Development

ACKNOWLEDGEMENTS

Our work would not be possible without the Greenlining Coalition, our funders, and numerous organizations and stakeholders who share our vision for economic justice and opportunity for all communities. We also sincerely thank our Board of Directors, the Greenlining Staff, and Academy Participants

Authors: *Orson Aguilar, Preeti Vissa and the Greenlining Staff*

Graphic Design: *Scott Hoag*

Printing: *JB Imaging, San Francisco*

Photos: *Danielle Beavers, Scott Hoag, and Braelan Murray*

Report Cordination: *Preeti Vissa*

Editors: *Tram Nguyen, Bruce Mirken, Janine Macbeth, Orson Aguilar, Preeti Vissa*



THE GREENLINING INSTITUTE
1918 UNIVERSITY AVENUE,
2ND FLOOR
BERKELEY, CALIFORNIA 94704
GREENLINING.ORG
T: 510.926.4022
Questions@greenlining.org