



# RISE UP EMERGE

The Greenlining Institute 2020 Annual Report

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# CEO & Board Letter

Dear Greenlining Community, Supporters and Friends,

We are pleased to present to you the Greenlining Institute's 2020 Annual Report. As we reflect upon this past year, we can't help but ponder the juxtaposition between tremendous pain and hardship we have experienced and the historic and groundbreaking strides that we pushed forward as a nation. Years of advocacy, organizing and rallying for racial justice came to a head in 2020, with the COVID-19 pandemic, global protests for Black lives in the wake of the police murder of George Floyd, and unchecked violence against Asian-American communities, women and the transgender community. The murder of George Floyd and too many others at the hands of police violence and white supremacy forced the entire country to take a sobering look at the ways in which deep-seated racism are an inherent part of systems that devalue Black and Brown lives by design.

As we recover from the worst economic crisis since the Great Depression and grapple with the deeply entrenched nature of racism and anti-Blackness throughout our nation, **we must reject a return to an unjust system of "normal" that continues to perpetuate egregious harm on our communities.** We must reconstruct our economy to truly work for people of color and those living on the economic edge, whether in times of pandemic or not, and challenge systems of power that reinforce and propagate bigotry in the 21st century. At Greenlining, we remained steadfast in our commitment to push for the transformations our society needs to root out the harms of systemic racism that are compounded by perpetual criminalization of communities of color and decades of disinvestment.

This past year we proved that by prioritizing racial equity in our policies and practices we can usher meaningful outcomes for communities of color that will not only improve the economic and health circumstances of communities of color, but ultimately chart a course for long term transformative climate action and address the racial wealth gap. We are proud to stand shoulder-to-shoulder with advocates and partners ready with solutions honed over decades of work in advancing racial equity at the intersections of economy, climate, technology and health. We continue to work with local communities to shine a light on growing inequities that replicate the patterns of redlining across new industries and sectors and to refine community-led solutions that can be institutionalized and scaled. And, we are building on our learnings in California to advance equity-driven advocacy efforts across the country.

As we emerge from the pandemic and enter a period of reconstruction, we are determined to redress the inequities of oppression in our political, social and economic order that got us here in the first place. Our collective courage and ability to envision a better, more just society represent our greatest hopes and values as a nation. Equity is a promise that we can realize in this lifetime if we work together to advance community-led solutions with the brilliance of our diverse communities at the forefront of the movement. This endeavor would not be possible without the legacy of Greenlining co-founder Robert "Bob" Gnaizda, who we lost this past year and whose dedication to achieving true equity will continue to guide our resolve for enacting bold and impactful change.

While the challenges are broad in scope and scale, we are energized by this once-in-a-lifetime opportunity to radically reshape a more just future alongside our coalition of multi-ethnic partners. We look forward to building on the momentum of this moment to realize these ambitious, transformative and long overdue changes to be brought forth by our generation.

Sincerely,

Debra Gore-Mann, President & CEO  
Robert Apodaca, Co-Chair Board of Directors  
Tunua Thrash-Ntuk, Co-Chair Board of Directors



# Mission, Vision & Organizing Principles

**T**he Greenlining Institute works toward a future when communities of color can build wealth, live in healthy places filled with economic opportunity, and are ready to meet the challenges posed by climate change. To achieve this vision, Greenlining is committed to building a just economy that is inclusive, cooperative, sustainable, participatory, fair and healthy. Our multifaceted advocacy efforts aim to address the root causes of racial, economic and environmental inequities, and meaningfully transform the material conditions of communities of color in California and across the U.S. To this end, we develop solutions that promote economic prosperity and healthy communities, including housing access, small business and job opportunities, improved air quality, and clean energy in our homes and transportation systems. In alignment with this vision, we cultivate a growing cadre of multi-ethnic leaders and organizations to be the strongest and most resilient advocates for change.

Greenlining's approach to equitable impact is anchored by the following organizing principles:

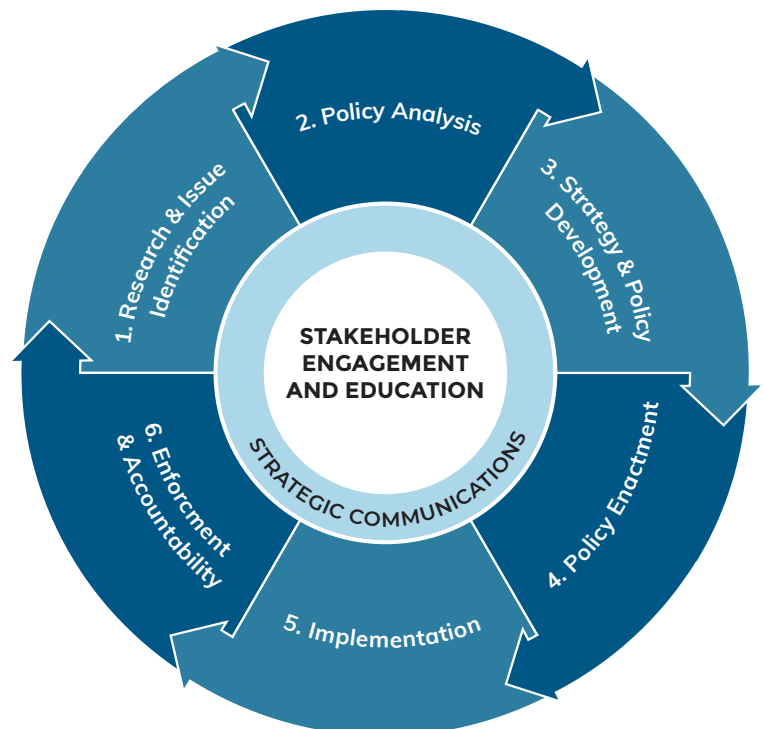
- Community drives every stage of our work.
- Our efforts deliver direct benefits to communities of color.
- We work to ensure that race is never a barrier to health or wealth.
- We seek solutions that endure and address the multiple needs of our communities.
- We build for the future by helping communities learn how to build change efforts for themselves.
- We nurture an internal culture that is in alignment with our aspirations.





# Making Equity Real

Achieving true equity is a goal and practice that must be advanced, strengthened and honed over time. It will be created with intentional and decisive action and a methodical approach to policy change that is reflected in the following policy lifecycle. At the center of all of our policy process is stakeholder and community engagement that informs each part of our process. Addressing the root causes of structural racism means equity must be core to the framework for action, and therefore we strive to embed equity in every stage of the policy development lifecycle. This annual report will provide a snapshot of our impact in 2020 and our steady approach to policy making along this lifecycle.





## IMPACT:

# Shaping a Just & Prosperous Recovery

In order to confront entrenched systemic racism, we must fundamentally change the rules of the game. We understand that distributing dollars into communities — even when done equitably — is not enough to create lasting, systemic change. COVID-19, police terror, climate change and a broken economy underscore what we've

long known: we must rebuild in a way that ensures race does not continue to relegate people of color to a second-class status. For lasting change, we must think beyond individual industries or actors; we need to shape a new anti-racist, inclusive economy, not rebuild the old one.

**We need to shape a new anti-racist, inclusive economy.**





## Green Stimulus and COVID Budget Advocacy

As the growing climate crisis exacerbates wildfires, drought and heat waves in California, and the COVID-19 pandemic unleashed the floodgates of economic insecurity and public health dangers in 2020, Greenlining brought forth **progressive budget recommendations** to meet the needs of low-income residents of color facing the highest challenges to safety and prosperity.

- As Congress debated the first stimulus package, Greenlining argued that any stimulus package should protect low-income workers and families — through regular direct cash payments, aid to small businesses, cancellation of student debt, and relief of rent and mortgage payments.
- Greenlining demanded that subsequent stimulus packages address COVID's racial disparities through additional funding and resources for safety net hospitals and community health clinics that serve predominantly low-income and uninsured households.
- In May 2020, we detailed how federal and state COVID recovery measures can apply Greenlining's pillars of community investment from our newly released Greenlined Economy Guidebook.
- Greenlining raised concerns with Governor Newsom's 2020 budget proposal for its failure to meaningfully advance climate equity, with zero targeted investments in the most under-resourced frontline communities, and set the stage for targeted investments in 2021.
- Greenlining and partner organizations provided equity-centered recommendations for a "Just COVID-19 Response and Recovery to Support Resilient Communities," supported by over 100 organizations and submitted to Governor Newsom's Task Force on Business and Jobs Recovery.
- Greenlining hosted a series of COVID-19 and climate change town halls to provide policy updates, gather stakeholder feedback, and share efforts with partners and coalition members to coordinate efforts to advance a triple bottom line of economic recovery, racial equity and climate resilience.

## CASE STUDY:

# A New Guide to Greenlining our Economy and our Recovery

In 2020, we published **The Greenlined Economy Guidebook**, a compass to rewrite the rules for a new, post-COVID economy that unapologetically places racial equity at its core. Drawing from leading experts and partners in community development, The Guidebook presents an actionable roadmap for designing community investments that center racial equity, repair harm and promote shared prosperity within underinvested communities of color.

The Greenlining Institute was founded to reverse the harms of *redlining* in racially segregated communities and instead promote affirmative policies and practices that embed economic opportunities and investments into low-income communities of color. Over the years, we have successfully redirected billions of dollars into these communities, but new investments without attention to systemic racism are not enough to correct the injustices wrought by generations of discrimination. Lacking this critical element, new infrastructure projects like highways and public transit can continue to isolate and harm communities of color. Tax breaks for large corporations can increase tenuous hourly low-wage work and harm local people of color-owned businesses. Mixed-use development can accelerate gentrification and displace long-time working class residents of color. **However, we do not have to accept these outcomes as a given.** In response, we developed a new model that aspires for restoration and regeneration in historically redlined neighborhoods via transformative community investments.

## New Standards for Community Investment

**The Greenlined Economy Guidebook** provides clear standards for ensuring that marginalized and disinvested communities of color reap full benefits of community investments and improved livability standards.

The Guidebook explains how these standards can be applied to different community investments with detailed case studies. The Guidebook's pillars of a Greenlined Economy became the foundation for the Greenlining Institute's 2021-23 Strategic Plan and will serve as the basis for our advocacy strategies moving forward.







## IMPACT:

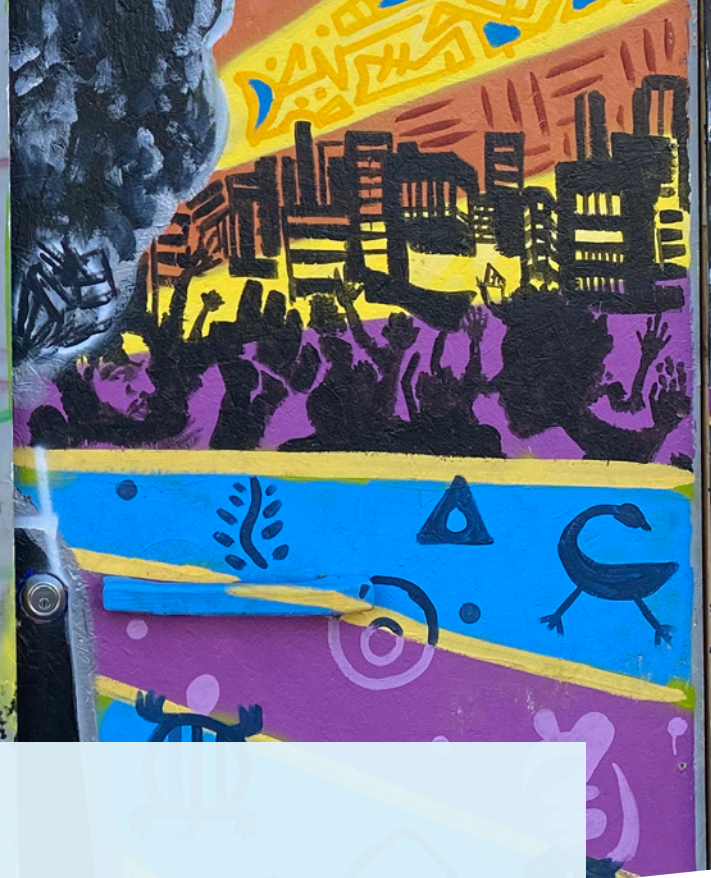
# Intersectional Power and Partnerships

**B**uilding long term solutions that endure requires multi-sector approaches and partnerships, because while public policies may exist in silos, our lives do not. We understand that change requires power building across diverse stakeholders

and issue areas. We proved this past year that by building collective power through partnerships and solidarity, we can model a path forward to grow community-driven solutions statewide and nationally.

**Building long term solutions that endure requires multi-sector approaches and partnerships**





## CASE STUDY:

### Stockton Transformative Climate Communities

Communities of color in the City of Stockton, California are fighting a legacy of redlining, disinvestment and concentrated poverty to build sound economic and environmental solutions from the ground up. Since 2016, the Greenlining Institute has worked with grassroots Stockton communities and stakeholders to access state funding through the **Transformative Climate Communities**, a California state program helps local communities “connect the dots” between fighting climate change while lifting up the holistic health and economic prosperity of disinvested neighborhoods.

In June 2020, a Stockton community coalition won a **\$10.8 million Transformative Climate Communities grant** to make investments needed to improve quality of life in the community.



#### This grant has helped community members to:

- Improve streetscapes
- Install solar panels on over 100 single-family homes and several multi-family housing complexes
- Upgrade energy and water efficiency for more than 500 households
- Plant over 1,500 trees
- Provide weekly healthy produce boxes for 50 families

Together, these investments represent a community-led strategy to combat climate change, engage residents, create local jobs and improve the lives of many Stocktonians. It was the community that first came forward to “greenline the hood” and demand investment in their neighborhoods. These investments build on





over four years of collaboration between community-based organizations and local government. Greenlining provided education and outreach, convened partners, supported the early planning work, and offered policy and technical assistance. But it has been community members in Stockton who have spent years engaging residents, developing a Sustainable Neighborhood Plan, and turning a community vision into tangible projects. Since the award was announced, Stockton has also been the recipient of several multi-million dollar investments reflecting the catalytic nature of the TCC planning process and ultimate grant award.

These collective partnerships also seeded Rise Stockton, an independent coalition focused on building the capacity and power of community-based organizations to fight for environmental justice. Moving forward, the TCC grant will be governed collaboratively by local community-based partners, eight resident representatives and the City of Stockton. This represents a major shift away from traditional, top-down approaches to community development, placing ownership over the decision-making process with community members who know their neighborhoods best. Guided by the success of the Stockton TCC program, Greenlining is expanding our collective capacity to support frontline communities across other parts of California, advocating for innovative change and turning community vision into reality.



## Moving from Policy Advocacy to Community-Led Transformation

While Stockton won a TCC grant in June 2020, **Greenlining helped lay the groundwork for this community-led transformation years ago.** Greenlining sponsored the legislation that created TCC in order to embed equity into state programs. Our vision was to streamline multiple grant processes and implement neighborhood-scale grants to achieve community transformation so we sponsored and helped pass [AB 2722](#), the Transformative Climate Communities program. Along with other advocates, we then contributed to the development of the TCC program guidelines and advised two communities, Stockton and San Diego, in applying for TCC funding.





## TEEM Community of Practice

Building on Greenling's success promoting equitable electric mobility programs in California, we partnered with Forth, a nonprofit dedicated to clean transportation, to lay the groundwork for a 2021 launch of the Towards Equitable Electric Mobility Community of Practice to **advance clean and equitable transportation nationally**. The goal of TEEM is to establish a peer-to-peer network of advocates to share policy goals, learn together, build relationships and develop a sense of belonging and mutual commitment towards advancing racial equity, electric mobility, and climate change goals. TEEM will include environmental justice, clean energy and transportation advocacy organizations from five states. TEEM project staff will provide regular hands-on support directly to member

organizations, while also building a community among these teams in which they can learn from and support one another across state lines.

The TEEM community of practice officially launched in January 2021. We spent 2020 laying the groundwork by finalizing the cohort of member organizations; identifying members' priorities, goals and needs; and developing a curriculum that will guide the learning component of TEEM. TEEM project staff met with over 50 organizations and individuals — introducing the concept, answering questions, and learning about potential members in an effort to recruit organizations to participate. The five states for the first year are California, Colorado, Illinois, Virginia and North Carolina. We plan to have multiple cohorts over the next few years, as the ultimate goal of TEEM is to develop a national agenda for equitable electric mobility.





Anne | @AnnePriceCCED



Ibram X. Kendi

## We the Future Virtual Economic Summit

Each year, the Greenlining Institute's Economic Summit brings together thought leaders from across the country at the forefront of the fight for justice and equity. In May 2020, our 27th annual Economic Summit, "We the Future," moved completely online, becoming **our first-ever virtual summit**. A record 1,300 attendees tuned in virtually to attend various workshops and sessions discussing the most pressing issues facing communities of color in light of the COVID-19 pandemic.

Our keynote speaker, New York Times bestselling author Ibram X. Kendi, explored the concept of antiracism and how antiracist policy has helped reshape the conversation on racial justice in the U.S. Breakout sessions featured thought-provoking discussions

on health equity during times of pandemic, disaster relief investments in POC-owned small businesses, the role of government in large scale recovery efforts, and the youth voice in advancing economic equity and climate justice. Our virtual event platform allowed participants to connect remotely and interact through the chat, networking and expo room features.

*"Amazing event. Truly. Incredible job to keep someone like me engaged throughout the day, even in an online format. From the diversity and excellence of the speakers, the well-timed moderators, everything."*

*- Summit Attendee*



# JUSTICE IS ON THE BALLOT

## A Town Hall on California Ballot Propositions



**Debra Gore-Mann**  
The Greenlining  
Institute



**Mike Gipson**  
Assemblymember  
District 64



**Miguel Santiago**  
Assemblymember  
District 53



**Andy Wong**  
Campaign Manager  
Yes on Prop. 16



**Dr. Shirley Weber**  
Assemblymember  
District 79



**Chesa Boudin**  
San Francisco  
District Attorney



**De'Zhon Grace**  
The Greenlining  
Institute



**Donald Frazier**  
Building Opportunities  
for Self Sufficiency,  
Executive Director



**Jordanna  
Wong-Omshehe**  
Starting Over Inc.,  
Policy Associate,  
Prop. 17



**J. Vasquez**  
Participatory  
Defense & Policy  
Coordinator at  
Communities United  
for Restorative  
Youth Justice

## ***Racial Justice on the Ballot Voter Guide and Town Hall***

Racial justice was on the ballot in the November 2020 election. From restoring equal access to opportunity and voting rights to defeating Prop. 20, a measure that would bolster mass incarceration, this election was going to determine the future of our communities for decades to come. Recognizing the high stakes, Greenlining produced a detailed **2020 voter guide** explaining our positions on the California

ballot propositions we considered essential to the battle for racial justice. We produced our endorsement guide with racial equity principles in mind and for Californians who share our vision for a future where race is never a barrier to economic opportunity.

On October 7, 2020, we also hosted a town hall with leading racial justice experts for thought-provoking discussions on how a just future depends on an active and engaged populace. The discussion focused on our recommendations for Yes on Prop. 16, Yes on Prop. 17, and No on Prop. 20 to fundamentally transform our state and economy through racial equity impacts.





## Community Vigil to Honor Black Lives

On June 9, 2020, the day George Floyd was laid to rest in Houston, the Greenlining Institute and Brown Folx for Black Lives co-hosted a community vigil in Oakland, CA for **Black lives lost to police and state violence**. Several hundred people with masks and signs attended the vigil, featuring a Danza Azteca blessing ceremony and open mic for community members to share personal stories and reflections. A large, colorful community altar with pictures of George Floyd and others killed by police was erected, and attendees were invited to place photos of their loved ones or other objects in memoriam.

Longtime activist and educator Angela Davis spoke to the gathering about the long history of Black and Brown unity and her hope for new modes of security for Black people from state violence.

*"[We] are clear that uplifting the injustice against black people does not make our people's struggle invisible. In fact, unifying our voices in support of black lives makes our community stronger."*



### Olga Talamante

*Brown Folx for Black Lives,  
Greenlining Board Member*

The event provided a much-needed space for healing, connection and solidarity for the long work ahead to move from carceral solutions to reinvesting in healthcare, housing, jobs and education in Black communities.





## IMPACT:

# Household Wealth Building

While the COVID-19 pandemic did not create socio-economic and racial inequities in our society, it has intensified and accelerated these long-existing disparities. The pervasive challenges of this last year compelled us to double-down on our ongoing work to build household wealth and financial stability for the long-term well being of communities of color. Understanding that the lives of our

communities are multifaceted, we take an intersectional approach to economic health. This year, we continued to advance strategies and policies promoting housing affordability and homeownership, safe and affordable financial products, access to small business capital to sustain and create jobs, broadband access, and greater diversity and inclusion in the financial sector.

**Understanding that the lives of our communities are multifaceted, we take an intersectional approach to economic health.**





**PEOPLE OF COLOR**  
SMALL BUSINESS NETWORK

## CASE STUDY:

### Launching the POC Small Business Network

In 2020, we launched **The People of Color Small Business Network** with lead partners The Alliance For Community Development and Uptima Entrepreneur Cooperative. The POC Network is a comprehensive effort to support Black, Latinx and immigrant entrepreneurs focused in East Oakland to survive and thrive as the lifeblood of the local, neighborhood-based economy.

Black, Latinx and immigrant small businesses represent over 70% of all businesses in East Oakland. For decades, these businesses have operated at the fringes — with slim profit margins and uncertain economic futures due to increasing challenges of financial exclusion, commercial displacement and inequitable economic growth in a rapidly changing Bay Area. COVID-19 has revealed how fragile Oakland's small business ecosystem is for too many Black, Latinx and immigrant-owned small businesses. By May 2020—a mere three months into the pandemic—a staggering 40% of Black-owned businesses had closed their doors nationwide. Hastily rolled out COVID relief loans and grants went to large corporations and well-connected businesses, bypassing many small POC and immigrant-owned businesses that stood to benefit the most from such relief measures.

Despite the enormity of these challenges, the small business ecosystem in Oakland has persisted and persevered, personifying the **determination, grit and aspirations of POC entrepreneurs** who continually innovate and hustle to see their dreams come to fruition. The goal of the POC Network is to respect and uplift this community fortitude while offering increased connection points to timely and relevant resources for sustained business stability and growth.

### How has the POC Network helped?

The POC Network is providing culturally competent capacity building, outreach, referral navigation and business coaching to under-resourced Black-, Latinx-, and immigrant-owned small businesses in East Oakland. Greenlining is partnering with primarily Black-led Business Serving Organizations with deep roots in the community to deliver technical assistance, as well as with regional and local governments, to bring emerging businesses into the small business support ecosystem. The POC Network also offers pathways for securing viable credit options and cash grants to a pilot cohort of 20 small business owners of color.

Greenlining serves as a “community quarterback” for the POC Network, coordinating resources between small businesses, community-based organizations, the City of Oakland and financial institutions. This coordinated and collaborative approach provides small businesses with clear pathways to financing, coaching and help with navigating government-based resources. Culturally competent technical assistance is a key driver of success for small Black and Brown businesses, and we are evaluating success indicators from the Oakland pilot for potential expansion of the program model to more California cities in the coming years.





## Expanding Broadband Access

With the COVID-19 pandemic dramatically altering the ways we carry out our day-to-day lives, broadband has become all the more essential for accessing employment, education, health care, assistance programs, social networks, and news and information. **A home internet connection is critical to economic opportunity**, and Greenlining has fought for years to ensure that fast, reliable internet access is a basic right, not a luxury.

In May 2020, the California Public Utilities Commission adopted Greenlining's recommendations to apply \$5 million from the California Advanced Services Fund to bolster Department of Education efforts to close the digital divide for California students. The funding was estimated to be enough to fund about 16,000 laptops or internet hotspots.

Our comprehensive June 2020 report, **On The Wrong Side of the Digital Divide**, maps internet access disparities throughout California, revealing that areas once redlined by banks are digitally redlined today. Internet service providers in California invest millions deploying next generation high-speed internet networks in wealthy neighborhoods while ignoring the needs of low-income communities of color. The report highlighted the first-person stories of real residents facing challenges to accessing home broadband in Fresno and Oakland,

and received widespread coverage across local and national media. Greenlining will continue to bring much-needed attention to the pressing issue of digital equity and push for common-sense solutions that increase digital access and economic opportunity, improve resiliency during crises, and improve the quality of life for all Californians.

### LEADERSHIP ACADEMY FELLOW SPOTLIGHT:

**Gissela Moya,**  
co-author of *On the Wrong Side of the Digital Divide*



*"I co-authored the report *On the Wrong Side of the Digital Divide*, and conducted outreach and interviews with Fresno residents. I was able to speak about the report at two conferences, do a Spanish-language interview for Radio Bilingüe, and do more writing such as for Forbes and the Progressive to highlight the digital divide nationally."*





## Improving Home Lending

Homeownership remains a key lever for unlocking intergenerational wealth and prosperity in the United States. This past year, Greenlining continued to shed light on the shortcomings of the financial services industry to meet the credit, home lending, and wealth building needs of communities of color historically barred from pathways to viable home ownership.

Greenlining's November 2020 report, **Home Lending to Communities of Color in California**, provides advocates, policymakers and financial institutions with clear data on deeply entrenched barriers to homeownership and wealth building, and most importantly, how to take action. Among our findings, Black and Latinx households access home purchase loans at rates far below their share of California's population. **Women of color receive only 7% of home loans** by top lenders, but are 30% of California's population. Black and Latinx households are more likely than other racial groups to access home loans from unregulated, non-bank lenders, who receive far less oversight than traditional banks.

In response, Greenlining urged home lenders to: increase affordable loan products and outreach to low- and moderate-income families; expand branches in rural communities; improve cultural competency; and cultivate stronger community partnerships. Philanthropists, investors and government agencies should invest in POC-led nonprofits that provide homeownership counseling, while federal and state regulators should provide disaggregated Federal Home Mortgage Disclosure Act data and require statewide monitoring of the FinTech mortgage market.

## Maximizing Supplier Diversity

Historically, when public utilities contracted with outside suppliers, they relied on "old-boy" networks, which denied economic opportunities to businesses owned by people of color and by other marginalized groups. In 1988, Greenlining supported the adoption of the California Public Utilities Commission's General Order 156 which attempts to combat this trend, requiring modern-day utility companies in the energy, phone and cable, wireless and water industries to report their annual outside spending with historically marginalized communities, including people

of color- women-, disabled veteran- and LGBTQ-owned businesses. Greenlining's annual **Supplier Diversity Report Card** evaluates these companies' spending patterns, highlighting successes and areas for improvement by sector.

Comparing data from the California Public Utilities Commission between 2018 and 2019, we found that GO 156 has continued to ensure California's energy, telecommunications and water companies remain at the forefront of supplier diversity achievements, with a "class average" well above their peers nationwide. Of the 22 companies we analyzed, eight companies increased their dollar spending in Minority Business Enterprises by \$593 million. Unfortunately, this was also offset by decreases in spending by the remaining 14 companies by \$372 million. But overall good performance relative to national peers masks the large disparities that persist across companies and sectors that fall under diversity spending. Greenlining's recommendations to these companies include: targeted spending to Latinx and Black-owned suppliers, particularly Black women-owned suppliers; ensuring supplier diversity requirements in their contract procurement processes; and safeguarding supplier diversity spending plans during the COVID-19 pandemic.

## Diversifying Bank Boards

Greenlining has long advocated for racial inclusion in spaces of power and decision-making. We place a targeted lens on the governing boards of major banking institutions given the significant influence they wield over the financial lives of millions and our national economy as a whole. Boards set culture at banks. We posit that when large

banks intentionally cultivate diverse, equitable and inclusive leadership, they are better positioned to improve broader economic opportunities for underinvested communities.

In our **2020 Bank Board Diversity Policy Brief**, we continued to shed light on the need for banks to realize the promise of equity from the inside out. While California's top banks have made some strides in increasing board diversity over time, progress largely stalled this past year. In most cases where we compared 2019 and 2020 figures, diversity remained the same or decreased. A pressing need persists to include more people of color, and especially women of color, as board members and decision-makers at large financial institutions. On average, people of color only represent an average of 22% of executive board members of California's top 15 largest banks, with women representing a mere 29%.

### LEADERSHIP ACADEMY FELLOW SPOTLIGHT:

**De'Zhon Grace,**  
co-author of the *2020 Bank Board Diversity Policy Brief*

*"Because of Greenlining, I am that much more sure of my purpose and value-add to the racial justice movement altogether."*







## IMPACT:

# Healthy & Climate Resilient Communities

If we have learned anything from the pandemic, we know that the economic security of communities of color is inextricably linked to the environment and health. Greenlining aims to tackle both climate and health inequities with sound policy solutions that promote climate resilience and address adverse

health outcomes for communities of color. Recognizing the failures to address climate change during the last federal administration, Greenlining has remained determined to push for progressive policies at the local and state levels, and is leveraging emerging opportunities at the federal level with the newly installed Biden Administration.

**Greenlining aims to tackle both climate and health inequities with sound policy solutions that promote climate resilience and address adverse health outcomes for communities of color.**



## CASE STUDY:

### Building Back Better with Frontline Communities

Policy guides produced by Greenlining in 2017-2019 are now shaping what will reflect the biggest wave of federal spending since the New Deal, and pilot projects provided key insights and concepts for [Building Back Better: The Biden-Harris Clean Energy Plan](#), a 400-plus-page project of Clean Energy for Biden. Clean economy leaders, advocates, policymakers and former government officials convened in April 2020 to formulate a clean energy platform and a just transition to 100% clean energy in the U.S. that provides the guiding blueprint for the Biden Administration. Of particular note, the plan's recommendations call for race-conscious solutions, clear and intentional benefits for underinvested communities, and deliberate, community-driven solutions.

Implementation of the "Building Back Better" plan requires specific attention to address racial equity, and we are encouraged to see years of Greenlining's research and policy proposals beginning to shift our national direction. This spending plan will have profound implications for the future health, wealth and overall well being of frontline communities of color for generations down the line.

### Climate Adaptation & Resilience — Adopted Mapping Platform

Putting to action our 2019 *Making Equity Real in Climate Adaptation* guidebook, in 2020 we advocated for the creation of a new statewide mapping tool to identify communities in California that are most vulnerable to future climate disasters. These populations include the elderly, young children, people with disabilities, outdoor workers, low-income communities, immigrant and refugee communities, communities of color, indigenous people and rural communities.

To address this crucial gap in knowledge, Greenlining and the Asian Pacific

Environmental Network co-sponsored **AB 2577** to develop a robust statewide mapping tool. While the bill was stalled in 2020 due to unanticipated COVID emergency bills, we successfully introduced our proposal to Governor Newsom's Task Force on Business and Jobs Recovery. Greenlining has also led conversations with the California Environmental Protection Agency and Governor's Office of Research and Planning to discuss the role these agencies can play in the development and implementation of the mapping and data platform. With more accurate information, future climate resilience and adaptation policies can adequately begin to address the full brunt of how climate catastrophes will disproportionately affect frontline communities.





## Energy Justice

Communities of color face the highest risk of being left behind in California's clean energy transition and carrying the costly burden of our aging fossil fuel system. Policies and strategies will not succeed unless we first address the harm and havoc that the energy industry, climate change and the COVID-19 pandemic have caused for these residents. In response, Greenlining is advancing an **energy justice agenda toward a clean energy future.**

In 2020, Greenlining advocated for policies and strategies to advance energy justice and keep the power on for vulnerable Californians at greatest risk of power shut-offs during the COVID-19 pandemic and extreme climate events. We conducted research on decarbonizing our existing residential building stock to center the human health and economic security of residents. Data on indoor and outdoor air quality, poverty level, and energy and housing burden have

revealed opportunities and barriers for disadvantaged residents to transition away from fossil fuel use. We are leveraging these insights to provide technical advice to local community organizations and municipalities currently adopting strategies to decarbonize their communities.

Alongside the California Environmental Justice Alliance, we called on Governor Newsom to issue an executive order requiring building decarbonization efforts to reflect Greenlining's **Equitable Building Electrification Framework** and prioritize the needs of communities of color. We also remained active in key proceedings at the California Public Utilities Commission, and became a party in the state's long-term gas system planning proceeding to require changes toward a just and equitable retirement of the state's gas infrastructure. Moreover, our team began gathering ratepayer data from investor-owned and publicly-owned utilities to develop a multi-pronged COVID-19 advocacy and relief strategy with our coalition partners in 2021.

**Policies and strategies will not succeed unless we first address the harm and havoc that the energy industry, climate change and the COVID-19 pandemic have caused for these residents.**



## A Pipeline to Health Workforce Diversity

COVID-19's disproportionate impact on communities of color, particularly Latinx, Black and Native populations, dramatically intensified the need for culturally competent health care and racial diversity in the health professions. For example, just under 6% of California's practicing physicians are Latinx, and only 5% are Black. Pipeline programs that expose and prepare youth of color for health care careers can help to address this endemic issue, while offering gainful and promising employment pathways toward economic stability.

In collaboration with the Alameda County Health Pathway Partnership, Greenlining released **Opening Pathways for Youth of Color: The Future of California's Health Workforce** in August 2020, a report on the effectiveness of health career pathway programs as a means of building a larger, more diverse health workforce. Alumni of the Alameda County Health Pathway Partnership, nearly all youth of color, shared their experiences and reflections on the path to attaining professional careers in health care.

Greenlining identified key supportive factors and barriers for young people of color to pursue health-related careers, and developed

recommendations that can fortify the health workforce and improve the health of California residents. These recommendations informed Greenlining's health equity advocacy priorities for 2020.

### LEADERSHIP ACADEMY FELLOW SPOTLIGHT:

**Christian Beauvoir,**  
co-author of *Opening Pathways for Youth of Color*



*"As a Fellow, to be put into a position of leadership [to write the report] was a special opportunity. I worked with an outside partner to conduct focus groups, talk about the experiences of youth of color, and the impacts of programs, barriers and supports for them. And I was able to convert these insights into policy recommendations."*





## IMPACT:

# Leadership for Racial Equity

Since 1996, the Greenlining Leadership Academy has served as a preeminent policy and leadership pipeline program, successful in preparing multi-ethnic college students and early career professionals to become the next generation of racial equity leaders across the public,

private and nonprofit sectors. The Academy addresses gaps in access and training for primarily young leaders of color from low- and moderate-income backgrounds lacking career development opportunities in policy, social activism and cohort-based learning.

**The Greenlining Leadership Academy prepares the next generation of racial equity leaders.**

## Policy Fellowship

Our flagship program, the Greenlining Policy Fellowship is a year-long personal and professional development experience. Every year, Greenlining onboards a new cohort of Policy Fellows to gain **hands-on career and skills training in policy advocacy, evaluation and research, and strategic communications**. In 2020, Greenlining hosted five Policy Fellows, representing a talented and diverse group of emerging leaders passionate about advancing racial equity and economic justice in communities of color. Due to the pandemic, the Policy Fellowship was conducted remotely for the second half of the year. Greenlining pivoted to ensure a robust professional experience despite the necessity of remote work, and extended the fellowship for an additional three months to further support the Fellows in their post-program transition.

Each Fellow received skills development through real-time projects, and leadership opportunities included writing policy memos, lobbying with key stakeholders and officials, facilitating meetings, conducting research, writing and presenting public comments. In particular, authoring blog posts on the Greenlining website allowed Fellows to share their advocacy efforts with a broader audience, while uplifting their voices, perspectives and insights as policy experts in the making.

Additionally, Fellows were supported through a process of personal and professional growth that leverages the cohort experience as a community of peers and taps Greenlining staff to offer mentorship and guidance throughout the year. Workshops and discussions in topics such as Storytelling, Mindfulness, Collective Leadership and Self-Care are designed to reveal each Fellow's unique leadership abilities and capacity for enacting change:



*"Building an entrepreneurial ecosystem that reflects the rich diversity of the U.S. is key to ensuring that the innovations of the future are shaped by the voices and perspectives of diverse communities, including communities of color."*

**Parwana Ayub,**  
ENVIRONMENTAL EQUITY POLICY  
FELLOW

*From: Closing the Racial Wealth Gap  
Through Entrepreneurship*



*"As climate change gains traction in the national conversation, we need to make sure that we not only reflect the needs of [communities of color] in policy and advocacy work, but that people of color are recognized and celebrated as champions in green spaces."*

**Courtnie Phillip,**  
ENVIRONMENTAL EQUITY POLICY  
FELLOW

*From: Who is an Environmentalist?  
Changing the Face of Environmentalism*





## Casa Joaquín Murrieta

Greenlining also operates Casa Joaquín Murrieta, a multi-ethnic residential community offering affordable housing options to primarily first-generation UC Berkeley undergraduates from low-income households. Founded in 1970 by Chicano/Latinx students, the house represents a long tradition of student activism at UC Berkeley. Today, student residents become known as *Casistas* and engage in a **dynamic multi-cultural housing program** that centers community building, academic support, exposure to various career and educational

trajectories, and opportunities to learn about critical public policy issues that impact their communities.

During the COVID-19 pandemic, Casa opened its doors for fall 2020 at 50% capacity, providing an affordable and safe space for students to continue attending online classes and other commitments. With the implementation of new health and safety measures such as regular COVID-19 testing, single-room occupancy and online student workshops, Casa did not report a single COVID-19 infection among its residents in 2020 and has continued this record of safety into 2021.



We are proud to have offered a semblance of stability to students during a tremendously difficult year. One Casista was able to stay safe during their residency at Casa while their entire family at home fell ill with COVID-19. Another student was able to keep their on-campus work-study job while living at Casa, sending money to support their family as they faced pandemic-induced financial challenges.

The experiences of two Casistas, in their own words:

*"I'm grateful to have a place like Casa because I share a room with my siblings, and we can't all be in Zoom school together. This was my first time that I had my own room, and a say on how to decorate it or organize it. I think I felt like I could just breathe better."*

*"Casa really helped with my mental health this year, because we still had some sense of community. As an international student, I couldn't go back home and I didn't really have anywhere to go, so having a space where I can live, work, make friends who care about each other really made for a stable mental health this year."*

In 2020, Casa also hosted its most racially diverse class yet, with 43% Latinx, 35% Asian, 9% Black, 9% Mixed Race and 4% Middle Eastern students among the cohort. Moreover, all 23 Casa students identified as low-income and first-generation college students. Casistas participated in workshops and activities in a year-round curriculum covering holistic well-being, career development, anti-racism and social justice, and gender and sexuality.





## 2020 Greenlining Academy Alumni Association Board of Directors

**Hibba Meraay**, Fellow 2017, GAAA Board Chair

**Daniel Cano**, Fellow 2017, Professional Development Committee Chair

**Rodney Nickens**, Summer Associate 2014, Communications Chair, Professional Development Committee

**Maria Perez**, Summer Associate 2019, Finance Committee Chair

**Brandon McCall**, Summer Associate 2011, Finance Committee

**David Huang**, Fellow 2016, Finance Committee

## Meet This Year's Racial Equity Grant Winners!

Graduates of the Greenlining Leadership Academy join **the Greenlining Academy Alumni Association**, a global network of visionary leaders who work across racial and ethnic lines to address the nation's most pressing problems with solutions rooted in equity and justice.

This past fall, the GAAA Board launched its GAAA Equity Empowerment Grant Program to support alumni awardees and continue Greenlining's investment in multi-ethnic leadership. In December 2020, the Alumni Association was thrilled to announce seven grants to alumni to pursue professional and leadership development projects that advance racial, social and economic justice.

**Haleema Bharoocha** (2018 Policy Fellow)

Funding will be used to author a toolkit entitled, "Black Employment Toolkit: Best Practices for Hiring and Retaining Black Staff (in a time of racial trauma and violence)."

**Ricardo Valencia** (2007 Banking Fellow)

The grant will be used to attend the Justice Leadership Institute. This leadership training is designed to prepare progressive leaders of color to become elected officials.

**Blanca Hernandez** (2011 GLI Claiming Our Democracy Intern)

The grant will be used to assist in preparation for the Law School Admissions Test.

**Lakara Nolen** (2006 Foster Youth Intern)

The grant will be used to develop therapeutic tools that are culturally diverse and inclusive for people of color seeking change to address a variety of mental health conditions.

**Nisha Balaram** (2012 GLI Claiming Our Democracy Intern)

To support the production of the documentary film, "Long Way Home," which takes us to Jackson, Mississippi where Black barbers help lift the stigma around mental health and depression.

**Jamilah Bradshaw** (2014 Health Equity Fellow)

The grant funds will be used to support enrollment in the Executive Program in Social Impact Strategy at the University of Pennsylvania School of Social Policy and Practice

**Jason Barajas** (2019 Technology Equity Summer Associate)

The grant will be used to develop the skills needed to prepare for coursework in data analytics.

# Financial Overview

## Statement of Financial Position

December 31, 2020

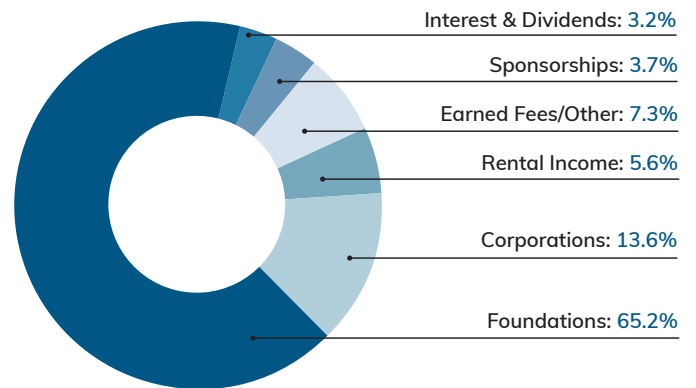
### Assets

Current Assets	\$10,316,086
Other Assets	\$22,573,566
<b>Total Assets</b>	<b>\$32,889,652</b>

### Liabilities

Current Liabilities	\$1,541,942
Other Liabilities	\$3,992,190
<b>Total Liabilities</b>	<b>\$5,534,132</b>
<b>Total Net Assets</b>	<b>\$27,355,520</b>

## Revenues



## Statement of Activities

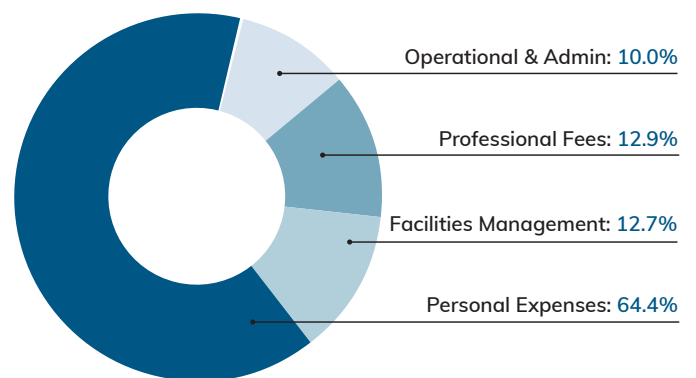
### Revenues

Foundation	\$8,257,885
Corporations	\$1,723,197
Rental Income	\$709,032
Earned Fees & Other Income	\$922,522
Sponsorships	\$469,850
Interest and Dividends	\$409,320
Individual	\$166,577
<b>Total Revenues</b>	<b>\$12,658,383</b>

### Expenses

Personnel Expenses	\$4,420,674
Facilities Management	\$874,929
Professional Fees	\$887,550
Operational & Admin Expenses	\$683,868
<b>Total Expenses</b>	<b>\$6,867,021</b>

## Expenses







# The Greenlining Coalition

Access + Capital

AnewAmerica

Asian Business Association

Asian Business Association of Silicon Valley

Asian Journal Publications

Asian Pacific Islander Small Business Program

Black Business Association

Black Cultural Zone

Brightline Defense Project

California Black Chamber of Commerce

California Community Builders

California Journal for Filipino Americans

CAMEO

CCEDA

Chicana Latina Foundation

City of Livingston

Community Housing Opportunities Corporation

Community Veterans Oversight and Engagement Board

Council of Asian American Business Associations of California

East Bay Asian Local Development Corporation (EBALDC)

El Concilio of San Mateo County

Fathers and Families of San Joaquin

Fresno Metro Black Chamber of Commerce

Inland Empire Latino Coalition

KHEIR Center

Korean Churches for Community Development

National Association of Hispanic Publications

National Federation of Philipino American Associations

OCCUR

Our Weekly

Richmond Neighborhood Housing Services, Inc.

Sacramento Black Chamber of Commerce

Sacramento Observer

San Francisco Afrfrican American Chamber of Commerce

Southeast Asian Community Center

Southern California Black Chamber of Commerce

TELACU

Unity Council

Visión y Compromiso

Ward Economic Development Corporation

West Angeles Community Development Corporation

West Coast Black Publishers Association

# Donors & Supporters

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Amy Filsoof	Carolyn Bills	Darlene Mar	Frances Bell
Amy Zucker Morgenstern	Cassandra Benjamin	David and Lucile Packard Foundation	Friedman Family Foundation
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	Courtney Turkatte	Etienne Akpan	Jared Newberry
	Crankstart	Evan Pease	Jasmine Ben-Reuven
			JC De Vera
			Jenna Yann



Jennifer Knipe	Kym Dorman	Odin Zackman	Foundation
Jennifer Nino	Lauren Norman	Olga Talamante	Silicon Valley
Jennifer Scouras	Laurie Fitzgerald	Omar Khan	Community Foundation
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Jessica Fuentes Pulido	Linda Molitor	Pamela Gallaher	Southern California
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Katie Lee	Michelle Gleed	Sara Weinbaum	Victoria Paykar
Kayleen Turner	Mike Herring	Sarah Allen	Walter and Elise Haas
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Kenechukwu Okocha	Milicent Johnson	Sarah Mooney	Wells Fargo
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King County Washington	NextGen Climate	Seed Fund	Hewlett Foundation
Kresge Foundation	Nicole Enright	Sharon Peters	William Carr
Kristie Eglsaer	Nikki Woelk	Shawn Escoffery	Willis White
Kristina Sullivan	Nina Idzerda	Shute, Mihaly &	Zachary Ryan
Krunal Soni	Noah DeVore	Weinberger LLP	
Kỳ-Nam Miller	Noemi Gallardo	Sierra Health	



## Board & Staff Demographics

The Greenlining team is composed of diverse, dedicated, and equity-minded individuals leading the way toward a just and healthy future for communities of color across California and the nation. Greenlining staff members are policy wonks, activists, organizers, artists and passionate advocates for racial and social justice. Over 90% of our staff are people of color, and we take great pride in advancing the leadership and vision of Black, Indigenous, Latinx, Asian and other communities of color to enact policy change and community transformation for themselves. We also celebrate the unique expertise and contributions of our majority-women of color staff and our queer colleagues as important strengths to our work and impact.

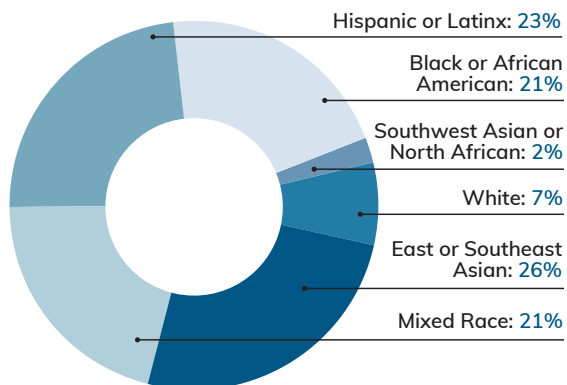
The Greenlining Board of Directors is a dynamic mix of leaders from multiple professional and advocacy backgrounds, all committed to advancing the promise of racial equity and vision behind our work.



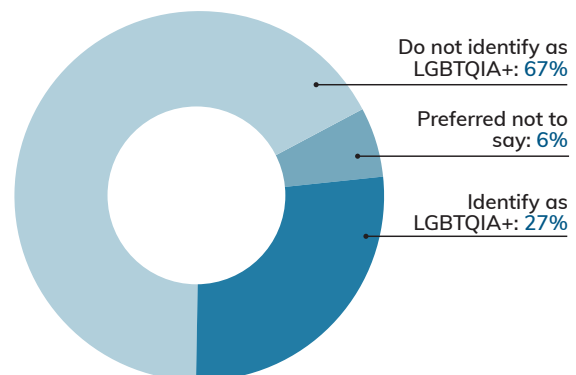


## Staff Demographic Data

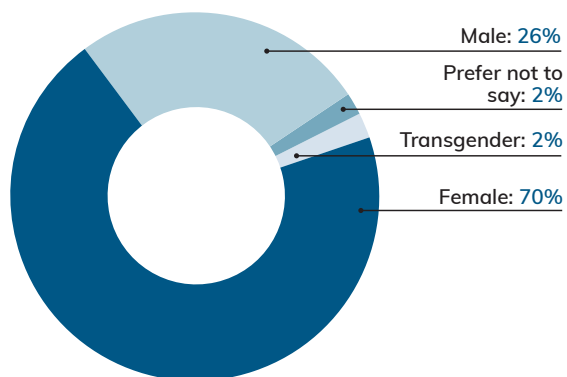
### Race & Ethnicity



### Queer Identity



### Gender Identity





## Greenlining Board of Directors as of December 2020

**Tunua Thrash-Ntuk**, Co-Chair, Executive Director, Local Initiatives Support Corporation

**Robert J. Apodaca**, Co-Chair, Principal, ZeZen Advisors

**Tate Hill II**, Treasurer, Executive Director, Access Plus Capital

**Noemí Otilia Osuna Gallardo**, Secretary, Public Advisor, California Energy Commission

**Debra Gore-Mann**, President and CEO, The Greenlining Institute

**Hibba Meraay**, GAAA Chair, Partnership Associate, Analyst Institute

**Carmela Castellano-Garcia, Esq.**, President and CEO, California Primary Care Association

**Hyepin Im**, President and CEO, Faith and Community Empowerment

**Ortensia Lopez**, Executive Director, El Concilio of San Mateo County

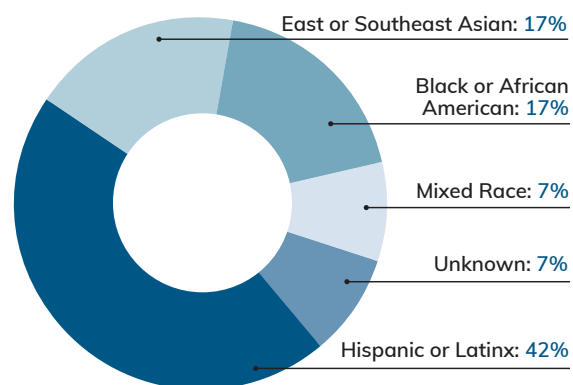
**Darlene Mar**, Chair, Council of Asian American Business Associations

**Jose Antonio Ramirez**, City Manager, City of Livingston

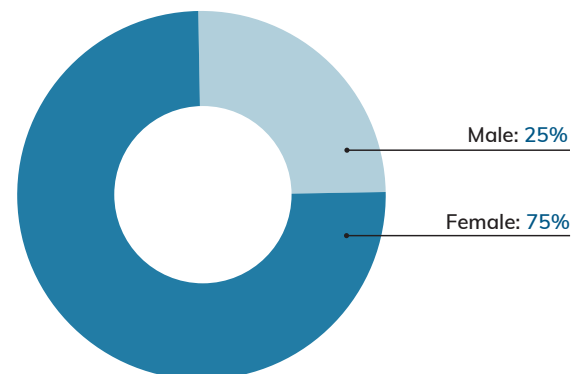
**Olga Talamante**, Nopalera Consulting

## Board Demographic Data:

### Race & Ethnicity



### Gender Identity





# Acknowledgements & Credits

## Photos:

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Page 8: Joshua Coleman (Unsplash)

Page 9: Nadia Kim

Page 10 (header): Nadia Kim

Page 10 (case study): Rise Stockton

Page 11 (header): Nadia Kim

Page 11 (case study): Rise Stockton

Page 12: Nadia Kim

Page 15: East Bay Times

Page 16: Nadia Kim

Page 17: Nadia Kim

Page 18: Joshua Coleman (Unsplash)

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## Report Layout & Design:

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## In Memoriam: **Bob Gnaizda, A Lifetime of Public Service**

**L**ast year, Greenlining mourned the passing of Robert “Bob” Gnaizda, **one of Greenlining’s co-founders and a ferocious advocate for racial and economic justice.**

For more than 75 years, Bob fought to build a fair and just future and defended the civil rights of underrepresented groups. Bob was a strategic reformer who knew the value of coalition building in the fight to dismantle racism from the inside out. Over the course of his life, Bob litigated more than 100 class action court and administrative cases primarily around defending civil rights and removing barriers to economic opportunity. Bob was the chief deputy secretary for health, welfare and prisons, as well as the state’s health director for former Gov. Jerry Brown during his first term. He also co-founded California Rural Legal Assistance and the United States’ first public interest law firm, Public Advocates.





*"Throughout his career, Bob was known as a brilliant strategist who came up with inventive ways to get results... His steadfast commitment to social justice and the empowerment of our community will keep his legacy forever alive."*



**Rep. Barbara Lee,**  
D-Oakland

During the 1970s, Bob and a group of grassroots leaders came together to form the Greenlining coalition — a new type of effort that would focus on leveraging the power of communities working together across racial and ethnic lines. Instead of different groups fighting for slices of a microscopic pie, they would increase the size of the pie for everyone. What began as an informal coalition grew into a movement capable of holding powerful corporations accountable and winning victories that would help communities of color thrive. In 1993, Bob Gnaizda and John Gamboa formally brought the coalition together by establishing the Greenlining Institute as a 501(c)3 nonprofit organization.

*"Before racial and economic justice was a popular hashtag, Bob was bold enough to say what others wouldn't and brave enough to do what most wouldn't. He wielded a pen and paper that was guided by his vast and unrivaled knowledge of our national economic and banking system. Coupled by his love of people, Bob never shrank in the face of the racial justice fight against outsized circumstance."*



**Tunua Thrash-Ntuk,**  
The Greenlining Institute Board Co-Chair

More than 27 years later, Greenlining continues to dismantle racism and remain connected to the grassroots movement via the Greenlining Coalition, a diverse group of over 50 Black, Asian American and Latinx community-based organizations that comprise one of the country's most effective and longest lasting multi-racial coalitions.

The work Greenlining does every day to support communities of color and low-income neighborhoods wouldn't be possible if it wasn't for Bob Gnaizda. He will be truly missed. We feel honored to carry the mantle of his vision forward into the future.









# AscenDance: An Expression of Oakland as a Multicultural Mosaic

If you've travelled through Downtown Oakland since August 2020, you may have noticed a new addition to the visual landscape: AscenDance, a vibrant, large-scale mural gracing the west side of Greenlining's 360 Center on 14th Street. Reaching eight stories, the mural stuns the eye as it draws attention to **Oakland's rich history of activism and resistance** in the face of historical redlining and present-day gentrification. The creation of AscenDance itself is a work of political significance, spurred in response to the physical obstruction of the Universal Language mural by a luxury apartment development on Alice Street, two blocks from the Greenlining building. Once a striking tribute to the African and Asian diasporic communities of Oakland, the spirit and message behind Universal Language inspired the design, imagery and storytelling power of its successor AscenDance.

Desi Mundo of the Community Rejuvenation Project, lead artist of AscenDance and Universal Language, combined photo-realism and abstract imagery to give shape to the history of Oakland's communities of color in poignant visual form. The concept and design followed a robust community engagement process that solicited input from local artists and culture keepers from Chinatown and the Malonga Casquelourd Center for the Arts, along with community members and Greenlining staff. The mural intricately connects historical references to redlining with the **transformative "greenlining" path to racial equity**, paying homage to impactful community leaders and symbols of cultural thriving that represent the heart and soul of Oakland. Featured prominently at the start of the greenlined path are Robert Gnaizda, George Dean, Ortensia Lopez and John Gamboa, the Greenlining Institute's co-founders and early visionaries.



The Greenlining Institute  
360 14th Street  
2nd Floor  
Oakland, CA 94612

510.926.4001  
510.926.4010

[www.greenlining.org](http://www.greenlining.org)  
[info@greenlining.org](mailto:info@greenlining.org)