



ANNUAL REPORT

# 2010

# THE GREENLINING INSTITUTE

Advocacy | Research | Leadership Development



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Black Economic Council  
California Black Chamber of Commerce  
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California Journal for Filipino Americans  
California Rural Legal Assistance  
CHARO Community Development Corporation  
Chicana/Latina Foundation  
Chicano Federation, San Diego  
Community Resource Project, Inc.  
Council of Asian American Business Associations  
Economic Business Development, Inc.  
El Concilio of San Mateo County  
First AME Church, Los Angeles  
Greater Phoenix Urban League  
Hermandad Mexicana Latinoamericana  
Hispanic Chamber of Commerce-Orange County  
Hmong-American Political Association

KHEIR Center  
La Maestra Family Clinic  
Latino Business Chamber of Greater Los Angeles  
Mexican American Grocers Association  
Mexican American Political Association  
Mission Language and Vocational School  
NaFFAA  
National Asian American Coalition  
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  
The East Los Angeles Community Union (TELACU)  
Ward Economic Development Corporation  
West Angeles Church of God in Christ  
West Coast Black Publishers Association

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# 2010

## About Greenlining

The Greenlining Institute is a national policy, research, 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 that work together to advance solutions to our nation's most pressing problems. Greenlining builds public awareness of issues facing communities of color, increases civic participation, and advocates for public and private policies that create opportunities for people and families to make the American Dream a reality.

## 2010 At a Glance

Operational Expenses:	\$3,699,000
End of Year Assets:	\$18,150,884
Buildings:	3
FTE Employees:	18
Academy Students Trained:	80
Coalition Members:	39
Publications and Policy Briefs:	8
Unique Media Stories: (Internet, Print, Radio, and Television)	150+
Website Visitors:	38,632
Economic Summit Attendance:	1100+
Meetings with Fortune 100 CEOs:	5

# MESSAGE FROM THE EXECUTIVE DIRECTOR

Orson Aguilar



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Communities of color are vital to the future success and sustainability of California and the nation. It is no longer good enough to just be at the table. We need to develop the menu.

---

Dear Friends,

Historically, the United States has been a place where a strong middle class could benefit from a seemingly endless abundance of wealth and opportunities. California, in particular, was regarded as a place without limits on the potential for human achievement. Resources such as a tuition-free higher education allowed residents to dream of a quality education. Friendly land-use policies supported homeownership opportunities for a growing middle class. Small businesses were cherished and were the cornerstone of vibrant communities. Employees relied on pensions to retire in comfort.

We became complacent, believing that this version of the American Dream would automatically continue to improve far into the future. The recent economic downturn, however, has presented new challenges where traditional means of achieving the dream are rapidly becoming less viable. The so-called recession created a depression in communities of color and it will take us years to climb out of the rampant unemployment and historic loss of wealth that we are witnessing.

Today's kindergarten student in California is part of a class in which 70% of her peers are students of color. What kind of society do we want her to inherit? Will she learn in a classroom with 40 other children? Will higher education be too costly for her to attend? Will she have access to adequate financial services? Will she find a good paying job with healthcare? Will she retire in dignity and have savings to pass on to her own children? These are the questions we must ask in order to create a vision and strategy for the future.

Communities of color are vital to the future success and sustainability of California and the nation. As a critical mass of Americans, communities of color need to be at the forefront of ideas and solutions to advance the American Dream for the next generation. It is no longer good enough to just be at the table. We need to develop the menu. We no longer represent the minority voice or just the voice of equity. We are the majority voice.

Communities of color have a huge choice to make. We can either position ourselves to be seen as a vibrant solution to the nation's economic woes, or we can be silent and brace for the backlash.

At Greenlining, we have chosen to be part of the vibrant solution. We hope that you will join us.

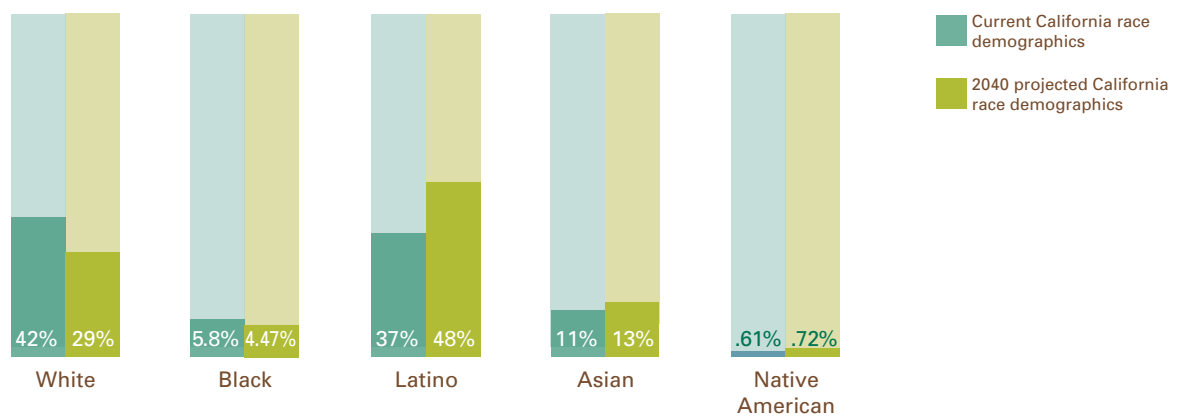
Sincerely,

*Orson Aguilar*  
Executive Director

By 2043, more than 50% of U.S. residents will be non-white. (U.S. Census)

For every dollar of wealth owned by a white family, an African American or Latino family owns just 16 cents.

### California Demographics, now and future



# COMMUNITY REINVESTMENT

Closing the racial wealth gap by ensuring that economic opportunities are available to communities of color.

## 2010 Accomplishments

Authored diversity language that was inserted into the Dodd-Frank Wall Street Reform and Consumer Protection Act and successfully advocated for the creation of the Consumer Financial Protection Bureau and Offices of Minority and Women Inclusion.

Organized Let's Do Business 3, a business conference where 400 small business owners met with over 70 first-tier prime suppliers and corporations to seek business opportunities. Multiple contracts were provided to minority small businesses as a result of this conference.

Testified at the Federal Reserve hearings on the Community Reinvestment Act and Home Mortgage Disclosure Act.

Led two coalition meetings in Washington DC to meet with Federal Reserve Chairman Ben Bernanke, House Financial Services Committee Chairman Barney Frank, Federal Deposit Insurance Corporation Chairman Sheila Bair, Office of Comptroller

of the Currency Acting Comptroller John Walsh, Senator Barbara Boxer, and many other key officials.

Held a public forum on the economic insecurity of seniors of color.

Planned a public forum on foreclosed homes in Los Angeles with 7 major banks to discuss creative ways for community groups to acquire properties and stabilize communities.

Hosted a private lunch in Los Angeles with J.P. Morgan Chase CEO Jamie Dimon and over 150 non-profit leaders.

Published 4 reports examining: bank overdraft fees, home-lending to communities of color, the implementation of Offices of Minority and Women Inclusion, and the economic insecurity of seniors of color.

Widespread foreclosures have drained an estimated **\$350 BILLION** from communities of color.



Elizabeth Warren of the Consumer Financial Protection Bureau and Orson Aguilar (Photo: Teresa García, courtesy of MEDA SF)

For every 100 African Americans,



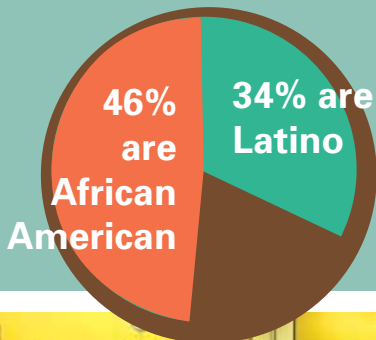
11 have lost their homes or are at risk of foreclosure.

For every 100 Latinos,

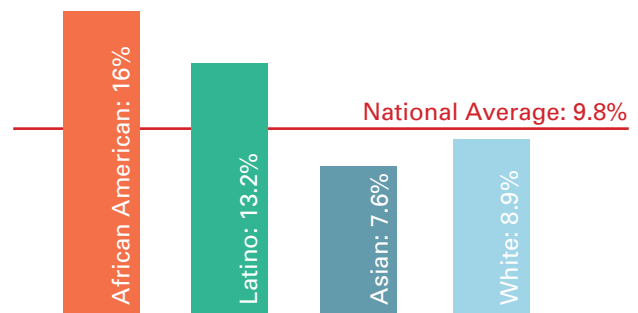


17 have been touched by foreclosure.

Of the 25 million+ U.S. households that do not have bank accounts...



### National Unemployment Rates



U.S. Department of Labor Statistics, Nov 2010



Let's Do Business 3 participants (Photo: Juan Alaniz)

# CONSUMER PROTECTION

Empowering communities of color through energy, telecommunications, and technology policy.

In 2010, low income households across California received nearly **4 million notices of impending shut-offs** of their electric or gas service for failure to keep up with their monthly payments.

No electric, gas, or telephone company provides billing in a language other than English.

Nearly 40% of Californians speak a language other than English at home.



In the greater Los Angeles area, more than 40% of households speak English "less than well."

Applications for the University of California and California State University systems are now online-only.

## 2010 Accomplishments

Successfully authored and passed AB 2758, legislation that ensures women, disabled veterans, and minority owned businesses have fair contracting opportunities in California's \$100 billion Smart Grid overhaul.

Achieved new, unprecedented low income ratepayer protections for families with difficulty paying bills.

Successfully fought for fair billing rules for the state's thousands of small businesses.

Advocated and secured a decision for the safe disposal and recycling of all solar panel materials placed by California utilities.

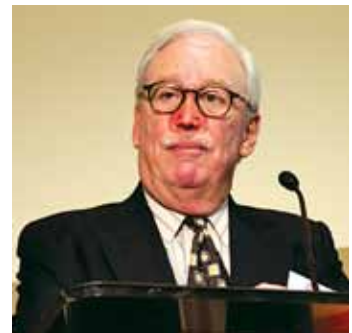
Provided thorough legal and policy analysis on several of the Federal Communications Commission's (FCC) hottest topics, including network neutrality, universal broadband, and broadband affordability for low-income households.

Intervened in the Comcast/NBC-Universal merger, pushing for stronger consumer protections and better opportunities for diverse programming and diverse media ownership.

Researched and published our annual supplier diversity report card entitled *Who's Getting the Contracts?*, an in-depth analysis of supplier diversity among California's regulated utilities.

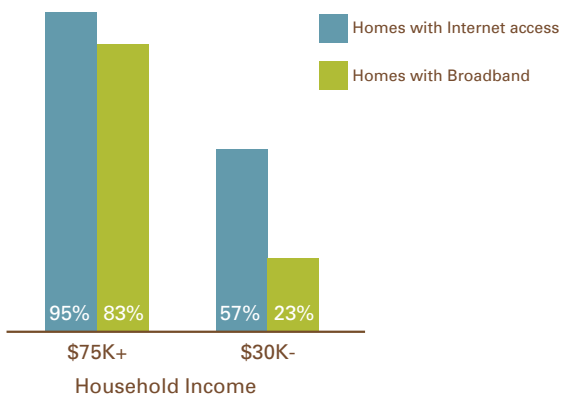
Internet access is lowest in Latino and African American homes.

(The Nielsen Company, 2009)



California Public Utilities Commissioner President, Micheal Peevey, at Greenlining's Economic Summit. (Photo: Travis Do)

## National Internet and Broadband Access



Jim Jansen, *The Better Off Online* (Pew Research Center, Nov 2010)  
 John B. Horrigan, Ph.D., *Broadband Adoption & Use in America*  
 (FCC Omnibus Broadband Initiative, Feb 2010)

The California Public Utilities Commission's innovative supplier diversity program brought an **additional \$341 million to communities of color in 2009.** This marked an 18.64% increase in regulated utilities' spending with minority-owned businesses.

# BRIDGES TO HEALTH

Promoting holistic policies that lead to better health for people of color.

## 2010 Accomplishments

Coordinated four Bay Area Coalition to Increase Diversity in the Health Workforce (BACIDHW) convenings to discuss and act on key ways to increase diversity within the health workforce.

Created and oversaw the implementation of a Learning Evaluation Community for health care workforce pipeline programs to build their evaluation capacity.

Provided advocacy and support of AB 2578 (Jones), a bill that would have given rate jurisdiction to California's Insurance Commissioner and the Department of Managed Health Care.

Provided comment and advocacy on the need to keep and expand the Prevention Fund established in the Affordable Care Act.

Gave input and comment on the Strategic Growth Council's recommendations on how to incorporate health into all policies.

Presented on the connection between health and wealth at multiple forums.

Coordinated three successful public hearings addressing the environmental health concerns of the communities living within the Toxic Triangle—Richmond, East and West Oakland, and Bayview/Hunter's Point in San Francisco.

Published report entitled *Closing Data Gaps: Unpacking Asian American Diversity in California Medical Schools*.

32 million people nationwide will gain access to health coverage by 2019, due to the Patient Protection and Affordable Care Act.

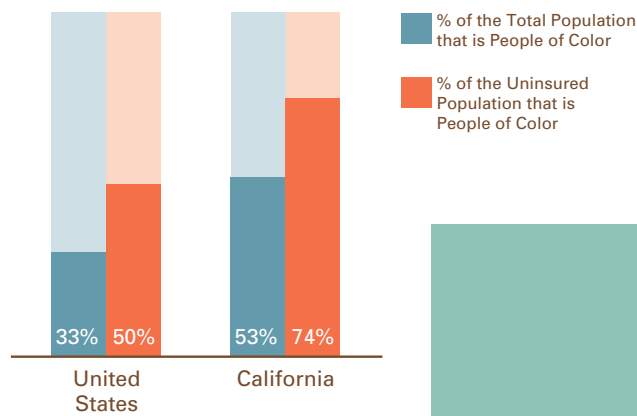
In California, the health reform law will ensure a coverage options for an 4 million people who are uninsured.

Among adults ages 50–64, approximately 20% of Latinos, African Americans, and American Indians have diabetes—nearly double the prevalence among whites.

(UCLA Center for Health Policy Research)

care  
affordable  
estimated  
currently

### The Uninsured



Studies have demonstrated that physicians of color are more likely to serve in federally-designated medically underserved areas.



Only 3.9% of surveyed physicians in California identified a Latino cultural background, and only 2.9% identified an African American cultural background.

(Medical Board of California, 2010)

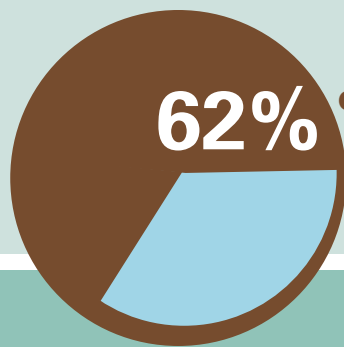


# GREEN ASSETS

Ensuring that communities of color have equal access to the emerging green economy.



Green Assets fellow C.C. Song coordinated a No on Prop 23 press conference in Wilmington, CA. (Photo: Diana Pei Wu)



**62%** of residents near large greenhouse gas-emitting facilities are people of color.

5 out of the 10 most ozone-polluted metropolitan areas in the nation are in California: Los Angeles, Bakersfield, Visalia, Fresno, and Sacramento.

Currently, California's clean-tech investment is at \$10.6 billion.

In 2020, when AB 32 is fully implemented, that investment will be \$79.7 billion. (The Cleantech Group)

## 2010 Accomplishments

Participated in the Executive Committee of Communities United Against the Dirty Energy Proposition, a coalition that worked to successfully defeat Prop 23, an effort by Texas oil companies to overturn California's clean air laws.

Collaborated with the Consumer Protection team to author and pass AB 2758, legislation that provides minority-owned businesses with the opportunity to do business with California's growing renewable energy technologies.

Advocated for the Community Benefits Fund, AB 1405, that would have directed a portion of cap and trade revenue to the most polluted neighborhoods in California.

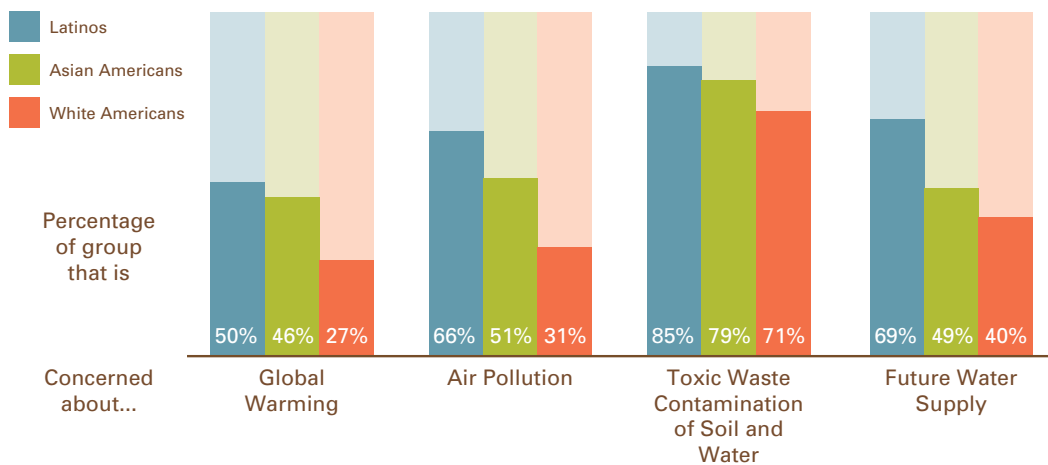
Organized a press conference in Wilmington, CA, near Texas oil refineries to advocate for clean energy and cleaner air for communities of color.

Hosted a forum with the California Public Utilities Commission (CPUC) to discuss small business opportunities in AB 32.

Coordinated statewide media spokesperson trainings with over 75 participants to ensure that diverse leaders have the tools to communicate climate change policies to the media.

Published two reports on solar energy: *The State of Solar Industry in California* and *Moving Towards an Affordable Low Income Energy Solution*.

## Concern for the Environment



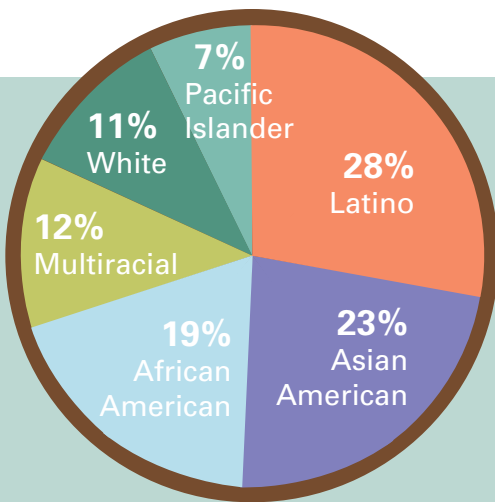
LA Times / USC Poll, Nov 2010

# LEADERSHIP ACADEMY

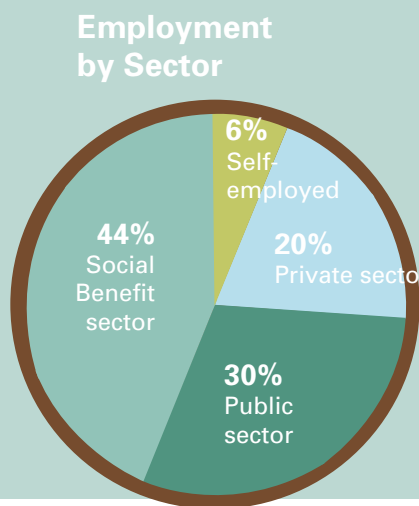
Empowering a new generation of diverse leaders to advance racial and economic equity, and create positive social change.

The Greenlining Leadership Academy was established in 1996 to prepare the next generation of multi-ethnic leaders to address the most critical policy issues facing our nation. The Academy offers advocacy training and hands-on public policy experience to students and young people seeking to acquire these skills and build vital social networks that will enhance their effectiveness as future leaders. Greenlining’s vision is to empower a cadre of leaders ready to enter non-profit, private and public sectors and work collaboratively to create social change. Through its programs, the Academy has trained and nurtured over 700 young people.

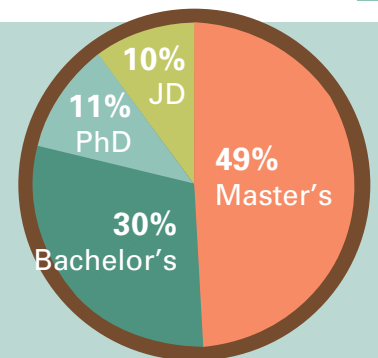
The success of the Academy is not in its numbers alone. Our *2010 Impact Report* demonstrates that the Academy is addressing the leadership deficit in communities of color, and also imparting vital skills—drawn from Greenlining’s unique approach to solving critical policy problems—that prepare participants for future success. Overall, 88% of Greenlining Academy alumni feel an increased level of confidence and leadership in their advocacy and social justice work as a result of their Academy experience.



Racial Breakdown



Employment by Sector



Highest Level of Academic Degree

Statewide, people of color account for 53% of California’s population, but hold only 25% of nonprofit executive director positions.

People of color hold 28% of nonprofit board positions in California compared with 14% nationwide.

“I still carry with me many of the lessons and skills I learned through the Greenlining Academy. Without it, I’m sure I wouldn’t be where I am today.”

“Greenlining exposed me to the intersection of social justice work and policy advocacy/ research. In retrospect, Greenlining remains a pivotal experience that greatly shaped my professional development.”

- Academy Alumni Survey Respondents

### Academy Impact Report Data

This report is the first retrospective study of the Greenlining Leadership Academy and represents the experiences and reflections of over 100 alumni. The report found that as a result of their Academy experience:

- Nearly all alumni learned the importance of working across racial and ethnic lines to find solutions and had the opportunity to do so
- Over 88% of alumni feel an increased level of confidence and leadership in their advocacy and social justice work
- Nearly 80% of alumni developed a greater commitment to social justice
- 76% of alumni maintained social justice as a demonstrated theme in their professional careers
- 83% of alumni gained a greater ability to build partnerships, alliances, and coalitions to find solutions



Gender Breakdown:  
64% Female,  
36% Male

Age Breakdown:  
90% under 35,  
10% over 36



Top: Tech Fellows, 2010 (Photo: Jorge Torres)

Bottom: Greenlining Academy Graduation, Summer 2010 (Photo: Jorge Torres)

“Being immersed in an environment with such intelligent people inspires me and contributes to my well-rounded understanding of social, economic and political justice.”

## ACADEMY PROGRAMS

**Fellowship Program:** a year-long paid training program for young leaders who have completed, at minimum, their undergraduate degrees and have a track record of community involvement.

**Legal Academy:** trains law students to be skilled, ethical, and reform-minded professionals.

**Summer Associate Program:** an intensive 10-week paid training program for young leaders who have completed, at minimum, their undergraduate degrees by the start of the program.

**Casa:** a residential leadership program for diverse and low-income UC Berkeley students. Its goal is to retain and matriculate underrepresented students.

**Technology Fellows:** a summer program for college students who wish to spread digital literacy and broadband inclusion in California's Central Valley.

**Multimedia Academy:** a ten-month, hands-on media training program for undergraduate students who are currently working toward their BA.

**Research Associates Program:** offers part-time paid positions to high school, college and graduate students throughout the year.

**Investing Pays Off (IPO) High School Summer Camp:** a free 10-day camp designed to engage young students on critical issues impacting communities of color while developing valuable skills in problem solving, team work and critical thinking.



2010 Casa participants (Photo: Daniel Vasquez)

Program	Length	Qualifications	# Admitted per Year	Acceptance Rate	Payment for Participants
Fellowship	1 year	Bachelor Degree	3	2%	\$33,800*
Legal Fellowship	1 year	Law Degree	1	1%	\$41,800*
Summer Associate	10 weeks	Bachelor Degree	10	8%	\$1,700 monthly stipend
Legal Associate	10 weeks	Minimum, Current Law Student	1	1%	\$1,700 monthly stipend
Casa	Academic Year	Current UC Berkeley Student	35	68%	Low cost rent
Tech Fellows	12 weeks	Current College Student	5	83%	\$4,000 stipend
Multimedia Academy	10 months	Current College Student	2	N/A	\$12/hour
Research Associates	1 Semester minimum	Current High School, College, or Graduate Student	Up to 12	50%	\$12/hour
IPO Summer Camp	10 days	High School Student 9th, 10th, or 11th	22	95%	Free

\* Position includes benefits.

2010  
ACADEMY  
PARTICIPANT  
ROSTER

Fellows

Michael Gallin  
Vallejo, California  
BA, African American  
Studies  
UC Los Angeles  
Project Area: Community  
Reinvestment

Michelle Romero  
Redwood City, California  
BA, World Literatures &  
Culture  
UC Santa Cruz  
Project Area: Claiming our  
Democracy

C.C. Song  
Taipei, Taiwan  
BA, Political Science and  
Creative Writing  
University of Michigan  
Project Area: Green Assets

Ryan Young  
San Francisco, California  
BA, Law and Society  
UC Santa Barbara  
JD, UC Hastings 2010  
Project Area: Consumer  
Protection

Summer Associates

Aime Castillo  
Santa Barbara, California  
BS, Biological Sciences  
UC Davis  
Project: Regulation of the  
Pharmaceutical Industry

Henoch Derbew  
New York City, New York  
BA, History and Classics  
Colgate University  
MPP, Georgetown University  
2010  
Project: Examining Financial  
Insecurity for Seniors of  
Color

Jacob Dumez  
Woodstock, Vermont  
BA, Politics  
Princeton University  
MPPc, UC Berkeley 2011  
Project: Examining Financial  
Insecurity for Seniors of  
Color

Patricia Guerra  
Monterrey, Mexico  
BA, International  
Journalism, Media &  
Political Science  
UC Berkeley  
Project: Increasing Civic  
Engagement through  
Redistricting

Leticia Mata  
Escondido, California  
BA, Urban Studies  
UC Berkeley  
MPAc, Carnegie Mellon  
University 2012  
Project: A Study of  
California Proposition 32

Jonathon Munoz  
Stockton, California  
BA, History and Chicano &  
Latin American Studies  
Fresno State University  
Project: Increasing Civic  
Engagement through  
Redistricting

Antonio Nunez  
San Jose, California  
BA, Psychology  
UC Santa Cruz  
MPHc, San Jose State  
University 2011  
Project: Increasing Minority  
Owned Grocery Stores  
in Typically Underserved  
Communities

Ivonne Rosales  
Lynwood, California  
BA, Peace and Conflict  
Studies  
UC Berkeley  
Project: Re-examining the  
Initial Intent of Affordable  
Housing

Scott Shannon  
Houston, Texas  
BA, History  
Occidental College  
JDc, USC School of Law  
2012  
Project: California's Utility  
and Telecommunication  
Companies and the  
Communities They Service

Nadia Wong  
Temple City, California  
BA, International Studies  
and Social Ecology  
UC Irvine  
MPP/MSW, University of  
Michigan 2010  
Project: Solar, an Affordable  
Low-Income Energy  
Solution

IPO Summer Camp

Bryan Arriola  
Fontana, California  
12th Grade  
Project: Banking &  
Foreclosure Crisis

Kevin Belisario  
San Diego, California  
12th Grade  
Project: Banking &  
Foreclosure Crisis

Brandon Donaldson  
San Francisco, California  
11th Grade  
Project: New Media

Bria Donaldson  
San Francisco, California  
11th Grade  
Project: New Media

Diana Gonzalez  
Bronx, New York  
12th Grade  
Project: Sustainable  
Development

Dan Hur  
Fullerton, California  
12th Grade  
Project: Sustainable  
Development

Faiza Jooma  
Mill Creek, Washington  
10th Grade  
Project: New Media

Abel Lopez  
Bronx, New York  
12th Grade  
Project: Banking &  
Foreclosure Crisis

Gavin Pak  
Playa del Rey, California  
10th Grade  
Project: Sustainable  
Development

Catherine Pham  
Orange, California  
12th Grade  
Project: New Media

Brian Preciado  
Baldwin Park, California  
10th Grade  
Project: New Media

Timothy Nguyen  
Garden Grove, California  
10th Grade  
Project: Banking &  
Foreclosure Crisis

Natividad Rangel  
Hayward, California  
9th Grade  
Project: New Media

Andrea Romero  
Pinole, California  
12th Grade  
Project: Sustainable  
Development

DeJanae Russel  
Berkeley, California  
10th Grade  
Project: Sustainable  
Development

Griselda Segura  
Anaheim, California  
11th Grade  
Project: Banking &  
Foreclosure Crisis

Denzel Tongue  
Alameda, California  
10th Grade  
Project: Sustainable  
Development

Henry Tran  
Garden Grove, California  
10th Grade  
Project: Sustainable  
Development

Janina Turner  
Los Angeles, California  
11th Grade  
Project: Banking &  
Foreclosure Crisis

Shanee Williams  
Oakland, California  
11th Grade  
Project: Banking &  
Foreclosure Crisis

Research Associates

Aaron Lewis  
UC Hastings

Mario Lopez  
UC Berkeley

Cesar Paredes  
UC Davis

Caroline Reston  
UC Davis

Samar Shah  
UC Berkeley

Florentino Soria  
UC Berkeley

Ariel Sweet  
UC Berkeley

Jamal Stokley  
San Francisco  
State University

Jeannette Vazquez  
UC Berkeley

Teri White  
Spelman College

## Greenlining Academy Alumni Association

The 450 member Academy Alumni Association strives to enhance the Academy alumni network and support the development and success of Academy programs.



Annual Academy Alumni Association meeting at Greenlining's Economic Summit (Photo: Travis Do)

**Over 70% of alumni** value their Academy Alumni network as a resource for professional development opportunities.

### Board Roster

Mark Rutledge - Chair  
Academy Fellow 2006-2007  
Master of Science in Public Policy & Management, Carnegie Mellon University  
Director of Operations & Innovation, The We Group

Nonya Collier-Vice Chair  
Academy Fellow 2005-2006  
MBA, Class of 2012, University of Pennsylvania

Lindsay Imai  
Academy Fellow 2001-2002  
MPA, Syracuse University  
Transportation & Housing Program Associate, Urban Habitat

Waiching Wong  
Academy Fellow 2005-2007  
Master of City and Regional Planning, Cornell University  
Capital City Fellow, Office of the Chief Financial Officer

Vicenta Arrizon  
Academy Summer Associate 2004  
BA, Pitzer College  
Diversity Recruiting and Development Coordinator, Gibson Dunn & Crutcher, LLP

Molly Hart  
Greenlining Staff 2001-2008  
MPA, Health Policy and Management, New York University  
Project Manager, New York City Department of Health and Mental Hygiene

Jasper A. Cacananta  
Academy Fellow 2004-2005  
JD, Class of 2010, University of Pennsylvania Law School  
Corporate Associate, Curtis, Mallet-Prevost, Colt & Mosle LLP

# CLAIMING OUR DEMOCRACY

Increasing the civic participation of communities of color in redistricting, campaign finance reform, and ballot initiative reform.

## 2010 Accomplishments

Held 26 workshops throughout California educating diverse voters on California's new redistricting process, increasing the pool of diverse candidates that applied to the state's first Citizens Redistricting Commission.

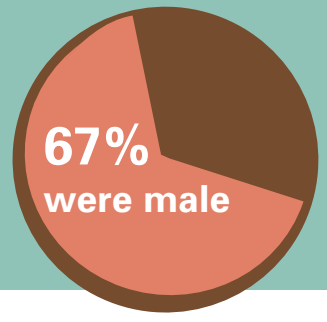
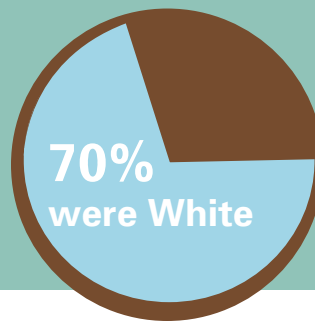
Greenlining's redistricting outreach touched hundreds of thousands of people through ethnic and mainstream internet and earned media.

Developed ongoing analysis and also provided constructive criticism to the Bureau of State Audits regarding their selection process to ensure that applicants of color had fair and equal opportunities to be on the commission.

Recruited a cohort of 10 statewide redistricting leaders to be trained as redistricting experts with the goal of building greater civic participation of local communities in the redistricting process now and in the future.

## Redistricting:

30K+ applicants submitted preliminary applications to be on California's Redistricting Committee. Of the 30K, 5,600 submitted full applications. Of the 5,600...



Through the outreach and advocacy efforts of organizations like Greenlining, the 14 seat Redistricting Commission is composed of:

- 3 Latinos (21%)
- 3 Whites (21%)
- 4 Asian Americans (29%)
- 2 African Americans (14%)
- 1 Pacific Islander (7%)
- 1 American Indian (7%)



Over \$200 million special interest dollars were spent on the Nov 2010 elections.

Exit polls suggest that voters of color played a decisive role in the November elections.

# ECONOMIC SUMMIT 2010: REBUILDING THE AMERICAN DREAM

Building the momentum of Greenlining's work by convening leaders from diverse backgrounds and sectors to educate, inspire, and network with one another.

Participants: 1,100+

## Keynote addresses:

Barney Frank, Chairman  
House Financial Services Committee

Ivan Seidenberg, CEO  
Verizon

Barbara Desoer, President  
Bank of America Home Loans

## Awards:

Lifetime Achievement Award:  
Fred Jordan, President & Chairman, San Francisco  
African American Chamber of Commerce

Big Heart Award:  
Len Canty, Chairman, Black Economic Council

Big Brain Award:  
Barney Frank, Chairman,  
House Financial Services Committee

Torch Bearer Award:  
Alfred Fraijo, Partner, Sheppard Mullin Richter  
& Hampton, LLP

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"I regard the work of Greenlining as the purest form of Capitalism. You're trying to make the system work the way it's supposed to."

– Congressman Barney Frank's  
keynote speech at Greenlining's  
17th Annual Economic Summit

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From above: Barney Frank delivering keynote address; Summit participants; Orson Aguilar, Assemblymember Michael Eng, and Chairman Barney Frank (Photos: Travis Do)

## Workshops:

### Leadership for the American Dream: Preparing Tomorrow's Leaders for Today's Challenges

Now more than ever, new leadership is needed to address the disproportionate impact of the economic crisis on low-income communities and communities of color. It has been documented that supporting people of color to take on advocacy and leadership roles within their communities is a prerequisite for reducing poverty and disparities. This panel focused on passing the mantle of social justice leadership to the next generation.

#### Moderator:

Dr. Robert Ross, President  
The California Endowment

### Creating Opportunities to Achieve the American Dream

Having a good job is essential to achieving the American Dream. This panel explored what our leaders in the regulatory, community, and corporate sectors are doing to emphasize this ideal and promote employment opportunities for a diverse citizenry.

#### Keynote Address:

Michael Peevey, President  
California Public Utilities  
Commission

### Rebuilding California through Meaningful Government Reform

California's annual budget crisis is a yearly reminder of the need for comprehensive government reform. This discussion explored reform measures California must enact to ensure a successful future, and the challenges that may surface along the way.

#### Panelists:

Lateefah Simon, Executive Director  
Lawyers Committee for Civil Rights

NTanya Lee, Executive Director  
Coleman Advocates

Jane Kim, School Board President  
City and County of San Francisco  
(Elected County Supervisor,  
November 2010)

Anthony Solana, Founder  
For People of Color

Sarah Apstel, Senior Policy Analyst  
Office of Domestic Finance

Renee Branch, Director  
Diversity and Inclusive Practices  
Council on Foundations

#### Panelists:

Allen Miller, President & CEO  
COPE Health Solutions

Tim Simon, Commissioner  
California Public Utilities  
Commission

Claudia Viek, CEO  
California Association for Micro  
Enterprise Opportunity

Abel Guillen, President  
Peralta Community College Board

Laura Chick, Inspector General  
State of California

#### Panelists:

Assemblymember Paul Fong, Chair  
Assembly Elections Committee

Kathay Feng, Executive Director  
California Common Cause

Antonio Gonzalez, President  
SVREP

Paul Turner, Commissioner  
Los Angeles City Ethics Commission

Fred Keeley, Board member  
California Forward

# COMMUNICATIONS

Educating the public on unique issues facing communities of color, and ensuring that diverse communities have a voice in the media.

The Communications Team reaches out to television, radio, print and online news outlets, while also working to improve Greenlining’s and the community’s capacity to communicate with journalists. In 2010, we began implementing comprehensive spokesperson training for all staff and academy members, with an eye toward expanding the program to include Coalition members and other local non-profit leaders.

## CALIFORNIA MEDIA HITS BY COUNTY

Dots indicate the county where the media outlet is located. Note: Audience or circulation often extend over a much wider area.

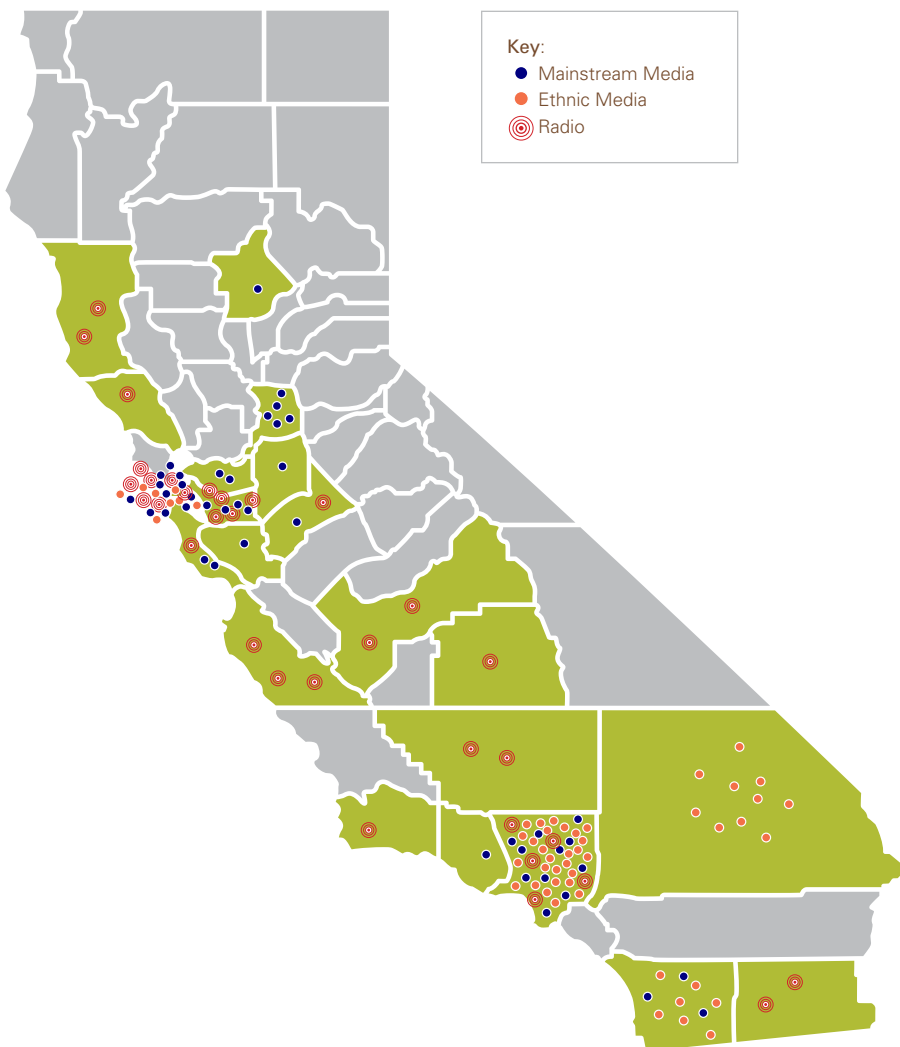
### Newspaper Hits, California

Does not include online-only coverage, even if connected with a print publication.

**Ethnic Media** ● New American Media stories are listed by known publications in ethnic newspapers. Tally: Los Angeles: 27 | San Bernardino : 10 | San Diego 7 | San Francisco: 8

**Mainstream** ● includes outlets with no specific ethnic focus, including specialized publications like Capitol Weekly. Tally: Alameda: 3 | Butte: 1 | Contra Costa: 2 | Los Angeles: 11 | Sacramento: 5 | San Diego: 3 | San Joaquin: 1 | Santa Clara: 4 | Santa Cruz: 2 | Stanislaus: 1 | San Francisco: 12 | Ventura: 1 | Statewide wire stories: 2

**Radio Hits, California** 📻 Due to the reach of radio broadcasting, radio hits expand beyond the the county in which they are mapped. Hits reference actual interviews. Tally: Alameda: 5 | Fresno: 2 | Imperial: 2 | Los Angeles: 5 | Kern: 2 | Mendocino: 2 | Monterey: 3 | San Francisco: 7 | Santa Barbara: 1 | Santa Cruz: 1 | Sonoma: 1 | Stanislaus: 2 | Tulare: 1 | Statewide syndicated: 1



## GREENLINING'S 2010 MEDIA COVERAGE

### MAINSTREAM MEDIA

#### Television features

SF Bay Area:

KGO

KTVU

Los Angeles:

KTTV

KCAL

Print coverage throughout California and across the nation resulted in literally hundreds of published stories. Outlets include:

*The New York Times*

*Los Angeles Times*

*San Francisco Chronicle*

*San Diego Union-Tribune*

*Chicago Tribune*

*Philadelphia Inquirer*

*San Jose Mercury News*

*Chronicle of Philanthropy*

*Fortune*

Associated Press

Opinion columns written by Greenlining staff were published in:

*The San Francisco Chronicle*

*Investors Business Daily*

*American Banker*

*Los Angeles Daily News*

*Sacramento Bee*

*Oakland Tribune*

*Contra Costa Times*

*Modesto Bee*

*Santa Cruz Sentinel*

### ETHNIC MEDIA

#### Television

Telemundo

Univision

#### Radio

KPOO-FM, San Francisco

Radio Bilingue

#### Print and Online

*The Los Angeles Sentinel*

*San Francisco Bay View*

*Our Weekly*

*Asian Journal*

*World Journal*

*Precinct Reporter Newspapers*

*Hispanic Business*

*KoreAm Journal*

*Diario San Diego*

#### Opinion Columns

*San Francisco Bay View*

*The Filipino Press*

*La Opinion*

*La Prensa*

*Black Voice News*

#### Blogsphere

Huffington Post: Community Reinvestment Director Preeti Vissa became a regular blogger beginning in September 2010. Additional coverage was garnered in:

Daily Kos

Common Dreams

Oakland Seen

AlterNet

The Hill's Congress Blog

Triple Pundit

Fox News Latino

The Chronicle of Higher

Education's Innovations blog

Consumerism Commentary

The Green Blog

Unearthed

Buzzflash

LA Forward

Multichannel News

MediaBiz

### INTERNET ADVOCACY

The Internet is a powerful tool for presenting information in a compelling way, and has become essential to Greenlining's overall advocacy work.

List membership: Nearly 10,000 Regular electronic newsletters, advocacy updates and action alerts enable us to communicate more effectively with constituents, and enhance our legislative advocacy, ballot measure campaigns, voter education, voter participation, dissemination of reports and more.

#### Social Media

Facebook: 1,300+ Friends

Twitter: 450 Followers

YouTube: nearly 30,000 views

Greenlining has focused on integrating social media into our overall communications strategy, with the goal of translating online interest into offline action. Every day we are learning more about how to turn our online fans and followers into activists, volunteers and donors.

#### Proposition 23

Communications Director Braelan Murray and Media Relations Coordinator Bruce Mirken served as two of the three media coordinators for Communities United Against the Dirty Energy Proposition, ensuring that our communities' perspectives made it into statewide coverage of the campaign against Proposition 23.

# FINANCIAL STATEMENTS

## Greenlining Institute Statement of Activities

January 1, 2010 - December 31, 2010

### SUPPORT

Foundations	\$592,500
Corporations	\$819,833
Economic Summit	\$987,545
Earned Legal Fees	\$120,397
Investment Income	\$1,022,775
Rental Income	\$655,072
Academy Alumni Gifts and Individual Donations	\$15,790
Reimbursements	\$22,203

**TOTAL SUPPORT \$4,236,115**

January 1, 2010- December 31, 2010

### EXPENDITURES

Salaries	\$1,589,910
Benefits (19%)	\$307,033
Stipends/Scholarships	\$153,723

**Subtotal Salaries \$2,050,666**

Accounting and Audit Fees	\$106,471
Consulting	\$482,656

**Subtotal Professional Fees \$589,127**

Banking/Investment Fees	\$103,304
Office Supplies & Equipment	\$28,403
Printing, Copying & Shipping	\$85,770
Space	\$206,891
Repair & Maintenance	\$66,046
Food for Casa	\$40,797
Utilities	\$89,166

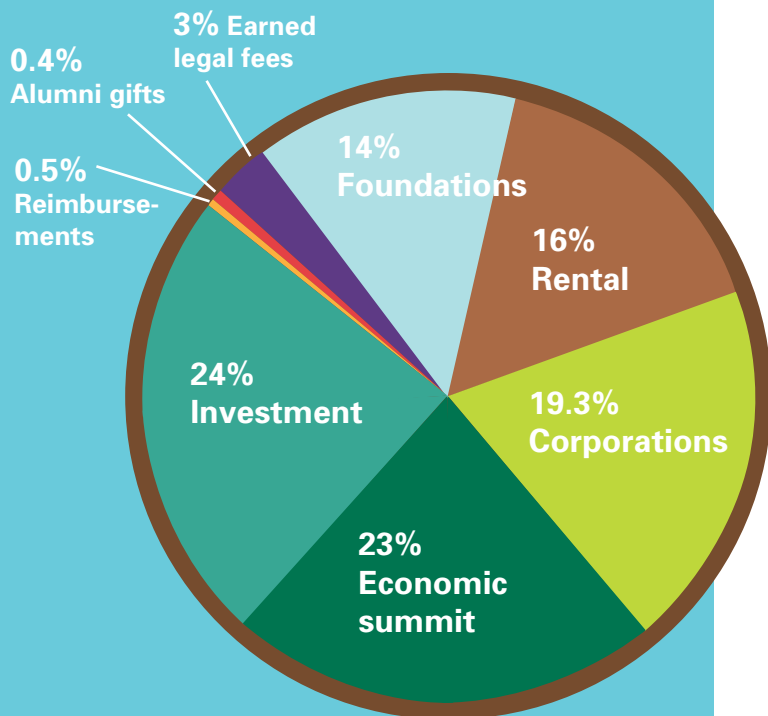
**Subtotal Occupancy \$620,377**

Advertising and Promotion	\$63,710
Board/Coalition Travel	\$12,844
Forums/Economic Summit	\$118,984
Dues, Taxes & Insurance	\$87,592
Training	\$25,313
Travel	\$130,460

**Subtotal Operating \$438,903**

**TOTAL EXPENDITURE \$3,699,073**

## Greenlining Support by Source:



## Statement of Financial Position

As of December 31, 2010

### CURRENT ASSETS

Cash and Cash Equivalents	\$2,435,951
Accounts Receivable	\$843,011
Prepaid Expense	\$32,617

<b>Subtotal Current Assets</b>	<b>\$3,311,579</b>
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### FIXED ASSETS

Equipment	\$441,999
University Building	\$3,866,265
Casa Building	\$2,474,847
Less: Accumulated Depreciation	-\$1,160,715

<b>Subtotal Fixed Assets</b>	<b>\$5,622,396</b>
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### OTHER ASSETS

Investments	\$9,216,909
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<b>Subtotal Other Assets</b>	<b>\$9,216,909</b>
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<b>TOTAL ASSETS</b>	<b>\$18,150,884</b>
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As of December 31, 2010

### Liabilities and Net Assets

#### CURRENT LIABILITIES

Accounts Payable	\$64,893
Accrued Expenses	\$42,139
Security Deposits	\$16,182

<b>Subtotal Current Liabilities</b>	<b>\$123,214</b>
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#### LONG-TERM LIABILITIES

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

<b>Subtotal Long Term Liabilities</b>	<b>\$848,981</b>
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<b>TOTAL LIABILITIES</b>	<b>\$972,195</b>
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#### NET ASSETS

Property and Equipment	\$4,723,758
Board Designated for Academy Endowment	\$12,454,931

<b>Total Net Assets</b>	<b>\$17,178,689</b>
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<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$18,150,884</b>
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# THE GREENLINING TEAM

As of January 30, 2011



The Greenlining Staff. Not Pictured: Arcelia Gallardo, Lakara Nolen, Samar Shah, Shaquila Smith, Tunua Thrash, and Christopher Vaeth.

Orson Aguilar  
*Executive Director*

Daniel Byrd  
*Research Director*

Stephanie Chen  
*Senior Legal Counsel*

Arcelia Gallardo  
*Casa Director*

Enrique Gallardo  
*Legal Counsel*

Michael Gallin  
*Academy Fellow*

Virginia Hill  
*Office Manager*

Samuel Kang  
*General Counsel*

Janine Macbeth  
*Development Manager*

Rosa Maria Martinez  
*Health Policy Program Manager*

Bruce Mirken  
*Media Relations Coordinator*

Braelan Murray  
*Communications Director*

Lakara Nolen  
*Office Assistant*

Claudia Paredes Corne  
*Academy Manager*

Hector Javier Preciado  
*Chief Operating Officer*

Michelle Romero  
*Academy Fellow*

Carla Saporta  
*Health Policy Program Manager*

Samar Shah  
*Research Associate*

Shaquila Smith  
*Academy Assistant*

C.C. Song  
*Academy Fellow*

Florentino Soria  
*Research Associate*

Jamal Stokley  
*Research Associate*

Tunua Thrash  
*Consultant*

Darnel Toliver  
*Media Associate*

Jorge Torres, Jr.  
*IT & Website Administrator*

Danielle Trimiew  
*Academy Director*

Christopher Vaeth  
*Legislative Director*

Preeti Vissa  
*Community Reinvestment  
Director*

Ryan Young  
*Academy Fellow*

## Acknowledgements

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, Board of Directors, the Greenlining Staff, and Academy participants and Alumni.

Authors: *Orson Aguilar and the Greenlining Staff*

Editing team: *Orson Aguilar, Dana Goldberg, Bruce Mirken, Braelan Murray, and Carla Saporta*

Report coordination

Design: *Janine Macbeth and Dana Goldberg*

Branding and source design: *Lorena Piñon*

Production: *Dana Goldberg*

Photos: *Jorge Torres, Travis Do, Juan Alaniz, Teresa García, and Diana Pei Wu.*

Printing: *Trans Bay Printing, San Francisco*



The Greenlining Institute  
1918 University Avenue, 2nd Floor  
Berkeley, CA 94704

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[youtube.com/user/greenlininginstitute](https://youtube.com/user/greenlininginstitute)

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