

# CALIFORNIA EMERGING TECHNOLOGY FUND

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**ORGANIZATION PROFILE: ORGANIZATION NAME  
DATE**

**– ORGANIZATION AND PROJECT OVERVIEWS –**

Name of Organization	<b>THE GREENLINING INSTITUTE</b>
Name(s) of Principal(s) and Complete Titles	Thalia N.C. Gonzalez, Senior Legal Counsel; Adam Briones, Sustainable Development Fellow; John Gamboa, Executive Director
Contact Information (complete)	Thalia N.C. Gonzalez, Senior Legal Counsel. (o): 510-926-4002; thaliag@greenlining.org
Name of Program or Project (if different from organization)	Housing and Information Technology Project ('HITP'). HITP is a multi-faceted, collaborative and replicable effort of the Greenlining Institute aimed at eliminating the digital divide for low-income Californians in rural communities. A central component of the HITP program is Greenlining's new paradigm for affordable housing in the Central Valley.
Geographic Location or Focus of Program or Project	California-Central Valley
Demographic Overview of Focus Community or Population	Greenlining works to improve the quality of life for low-income and minority communities. The Institute emerged from the Greenlining Coalition, perhaps the oldest coalition of African American, Asian

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	<p>American/Pacific Islander, and Latino community leaders organized around a common purpose. Greenlining operates programs to improve health, housing, higher education, corporate accountability, and the democratic process for California's low-income and minority communities.</p>
<p>Description of Program or Project named above</p> <ul style="list-style-type: none"> <li>○ Goals</li> </ul>	<p>Greenlining’s goal is to empower communities of color and low-income communities through multi-ethnic economic and leadership development, civil rights and anti-redlining activities.</p>
<ul style="list-style-type: none"> <li>○ Objectives</li> </ul>	<p>Guarantee that our communities are “at” rather than “on” the table of policymaking through research, multi-ethnic coalition building, leadership training, and education that advance equitable policies.</p>
<ul style="list-style-type: none"> <li>○ Strategies</li> </ul>	<p>The strategies Greenlining employs to achieve our goals and objectives are the promotion of: supplier and management diversity in major industries throughout California; access to high quality goods and services, higher education, health, homeownership, banking, and telecommunications in low-income and minority communities; philanthropic investment into non-profits serving low-income minority communities that are also run minority lead and staffed; campaign finance reform; and bridging the digital divide through interface with the California Public Utilities Commission, Telecommunication companies, community based organizations and the promotion of our Housing and Information Technology Program.</p>
<ul style="list-style-type: none"> <li>○ Actions</li> </ul>	<p>The production of new and cutting edge research focused on our various issue areas; media outreach; multi-ethnic</p>

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	<p>coalition building; intervention in regulatory proceedings at a state and national level; development of affordable housing units; legislative advocacy; engaging the corporate world to promote win-win situations; and partnerships with community based technology centers to increase their capacity.</p>
<ul style="list-style-type: none"> <li>○ Outcomes</li> </ul>	<p>Low-income, minority and other underserved communities are better able to compete civically, economically, and educationally.</p>
<ul style="list-style-type: none"> <li>○ Brief History (when was the organization founded or when was the program launched?)</li> </ul>	<p>The Greenlining Institute is a multi-ethnic public policy, research, and advocacy center dedicated to serving the needs of California's low-income communities of color. Greenlining works to improve the quality of life for low-income and minority communities. The Institute emerged from the Greenlining Coalition, perhaps the oldest coalition of African American, Asian American/Pacific Islander, and Latino community leaders organized around a common purpose. With the formal founding of the Institute in 1993, Greenlining set out to create an antidote to redlining, the illegal yet common practice of denying, limiting, or overcharging for financial services and products to low-income and minority communities. Since 1993, the Greenlining Institute has blossomed into a major policy player throughout California and the nation. In partnership with a dynamic multi-ethnic coalition of diverse organizations, the Institute has successfully connected private enterprise and community organizations in innovative partnerships, garnering over \$2.4 trillion dollars in investments into traditionally underserved areas.</p>
<ul style="list-style-type: none"> <li>○ Size and Magnitude of Program or Project             <ul style="list-style-type: none"> <li>▪ Number of People Served, Involved, Impacted</li> </ul> </li> </ul>	<p>While the number of people served by Greenlining’s activities cannot be accurately quantified, Greenlining’s actions and mission are both oriented towards serving California’s approximately 22 million minority citizens.</p> <p>The Greenlining Institute is comprised of approximately 20 full-time staff members and over 100 Academy</p>

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	<p>participants. The Greenlining Coalition is comprised of approximately 30 multi-ethnic organizations statewide.</p> <p>In partnership with a dynamic multi-ethnic coalition of diverse organizations, the Institute has successfully connected private enterprise and community organizations in innovative partnerships, garnering over \$2.4 trillion dollars in investments into traditionally underserved areas. Greenlining today may also have one of the most, if not the most, comprehensive, most effective, and largest multi-ethnic leadership training academy in the nation. This year, we will have trained over 100 new leaders. Over 90% are minority and an estimated 80% to 90% come from low-income families.</p> <p>The Greenlining Institute does not impose any ideological perspective other than to understand that Greenlining’s focus is on the economic empowerment of minorities. As a result, many of our students have gone on to become leaders in corporate America, among regulatory bodies such as the Federal Reserve and in the legislature, as well as in the non-profit community.</p>
<ul style="list-style-type: none"> <li>▪ Annual Budget, Percentage of Earned Income and Staff</li> </ul>	<p>Annual budget: 3.4 million</p>
<ul style="list-style-type: none"> <li>▪ Funding Sources and Partners</li> </ul>	<p>Wells Fargo, Merrill Lynch, Citigroup, Bank of America, US Bank, First American, Comerica, Union Bank, HSBC, foundations, investments, property (earned income) and scholarships</p>
<ul style="list-style-type: none"> <li>○ Results and Evidence of Success             <ul style="list-style-type: none"> <li>• Metrics for Evaluation Progress</li> </ul> </li> </ul>	<p>The Greenlining Institute measures success based on empowerment of minority and low-income communities across California. For example, when Greenlining intervenes in a California Public Utilities Commission and we reach an agreement with the CEO of a major Utility which provides commitments over five years in the areas of philanthropy, supplier diversity, management diversity, and board of directors diversity we know our actions have a positive impact.</p>
<ul style="list-style-type: none"> <li>• Change in Outcomes</li> </ul>	<p>Greenlining views long term strategic investments in minority and low-income communities as a measure of</p>

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<p>or Metrics Over Time</p> <ul style="list-style-type: none"> <li>• How long does it take to secure results for the program above?</li> </ul>	<p>success of our both short and long term goals.</p> <p>Until all communities in California are treated equitably, Greenlining will continue its legal and public policy advocacy in a variety of arenas.</p>
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