ANNUAL REPORT

2023



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MESSAGE FROM THE EXECUTIVE DIRECTOR



Greetings Friends,

2023 was a big year for our organization. In 2023, we marked 10 years since Inclusive Action's founders hired its first employee.

As our communities were emerging out of the COVID-19 pandemic, we invested strategically in developing systems to care for our team, evaluate our programs, and set measurable goals to make meaningful change in our pursuit of economic justice.

With these ambitions, we approved a three year strategic plan - the organization's first - and prioritized new investments in organizational development, programmatic efficiencies, and impact measurement. We ended 2023 with renewed clarity on the improvements we need to make to our micro-lending, methods to be more efficient financial intermediaries for our coalitions, and even how we can be better teammates to each other at Inclusive Action.

At the top of the year, we prioritized this "internal" work because we want to serve our communities effectively. If we're serious about addressing the racial wealth gap, we have to be serious about our process, bold in our program implementation, and rigorous in our evaluation. Ultimately, we're here to get money and power into the hands of our community members.

And in 2023, we did. You'll read in this annual report that our team deployed \$648,900 in microloans, with an average loan size of \$10,815. We acted as a strong and effective grantor issuing over \$397,344 in grants serving 270 entrepreneurs, including businesses who were being displaced, to those who needed equipment for a new product, or those who were simply struggling to keep a roof over their heads for their families.

Scaling this high-touch work is a major challenge for us, and I'm proud that our team is defining scale in an inclusive way, developing tools like our new Business Coaching Curriculum that was completed in 2023 and will be widely shared in 2024 to support entrepreneurs in creating budgets, writing business plans, and even setting prices for their goods and services.

We also re-packaged our research capabilities into the "The People's Lab," our in-house, participatory research effort that will be regularly publishing insights on overlooked corners of our economy. In 2023, we completed a thoughtful survey of landscape workers and mobile vending commissaries, and this year we'll be sharing insights on our neighborhood recyclers, older street vendors, and community organizers employing new strategies to buy land.

The People's Lab now resides under a new department at Inclusive Action called "Community Innovation." A direct result of our strategic plan, this new priority division institutionalized Inclusive Action's long-held interest in developing new approaches to community development. This new division will not only house our community-based research, it will also be the space in which we engage community members to develop innovations in finance and real estate. In 2023, this division relaunched a new version of the Restore Fund, our cutting edge micro-equity effort which scouted and invested \$80,000, and did some meaningful planning to prepare for a major land acquisition effort in 2024. Stay tuned!

For me, this year was also notable because of the team members that joined us. We hired several talented experts in policy, communications, operations and business coaching who are already helping us set the stage for the next chapter of the organization; a chapter that will be laser-focused on impact and bold change for our communities.

We believe change requires all of us - Inclusive Action, indeed. And to that end, we are grateful for your support, your partnership, and your solidarity.

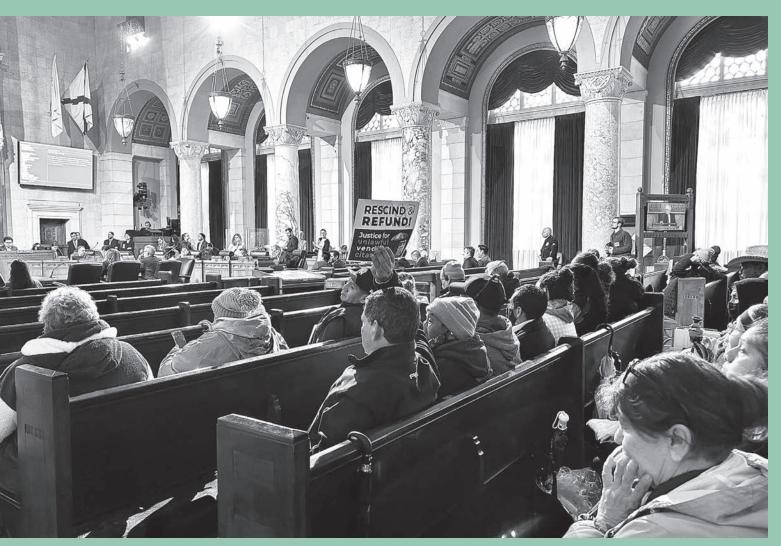
Sincerely, Rudy Espinoza

02 POLICY



We use policy and legal advocacy to advance economic justice in both the short and long term

We recognize the structural injustices inherent in our current economic system, and we seek to create conditions for true community leadership in policy design and advocacy. This allows us to transform unjust policies while correcting the underlying disparities in access and power that create and sustain economic injustice in the first place.



Our approach is twofold

In the near term, our work aims to remove barriers to economic opportunity within our *current* economy, addressing the urgent need for economic inclusion.

In the long term, we work with our partners to reimagine and co-design the foundations for a new economy that will be more inclusive, accountable, and just.

We created new opportunities for street vendors & food entrepreneurs





As part of the **LA Street Vending**

<u>Coalition</u>, we made enormous progress this year in continuing to welcome street vendors into the formal economy, deploying a balanced strategy of advancing impactful policy change and thoughtful policy implementation. In this work, we worked alongside street vendor leaders to strengthen their leadership and power by strategizing, designing policy, and leading advocacy efforts.

Some of our key accomplishments include:

- Removing a considerable barrier to street vendor formalization by significantly reducing city permit fees.
- Advocating for a <u>Microenterprise Home</u>
 <u>Kitchen Operation (MEHKO)</u> program in
 LA County, which will open up opportunities
 for safe food preparation in home kitchens for
 street vendors and food entrepreneurs across LA.
 County.
 - Coordinating a complex multi-agency collaborative to help formalize sidewalk vending businesses in Los Angeles County, connecting vendors directly to the benefits of last year's big policy win SB 972.

We improved budget accountability and increased economic opportunity for

immigrants

In our role as co-chair of the <u>Immigrants</u>

<u>Are LA (IRLA)</u> coalition, we helped engage numerous LA County officials in order to shape <u>LA County's budget</u> – the largest county budget in the nation, exceeding many states.

IRLA's advocacy efforts led to a budget that meaningfully allocates funds to critical programs identified by the immigrant community. The top priorities for immigrant justice and immigrant integration into LA County's budget are:



- **01** Access to Safe Affordable Housing
- **02** Legal Services for Immigrants
- **03** Digital Equity & Internet Access



We strengthened our small business economy

In 2023, we convened leaders, shared knowledge, built strategic partnerships, designed accountable policies, and led successful advocacy efforts to help protect our community-serving small businesses and stabilize our local economies. With our partners, we created a comprehensive policy platform to expand small business tenant protections in state and local policies, setting the foundation for targeted advocacy and transformative policy change in 2024.

Utilizing community-centered research and deep policy analysis, we collaborated with the Small Business Anti-Displacement Network to publish a comprehensive <u>case study on Community</u>

<u>Owned Real Estate (CORE) strategies</u> – offering innovative ideas to move neighborhood retail off the speculative market and into community stewardship.

We were honored to host more than two dozen economic development practitioners, researchers, and community development advocates in Los Angeles to share resources and knowledge to build anti-displacement strategies, including hosting an anti-displacement tour that was featured in a <u>video</u> on national best practices.

We then funneled all of these innovative solutions into our work leading the Small Business Alliance for Equitable Communities – a coalition of economic justice organizations working to prevent small business displacement.

We built tools to transform financial systems

While breaking open economic opportunities for entrepreneurs and workers, we also made important progress on several longer-term initiatives to transform financial systems and reorient our economy around equity and inclusion. We are proud to have contributed to policy proposals and initiatives that will hold banks accountable to meaningful community investment, require racial equity in public funding for pandemic relief and climate resiliency, and establish a system of public banking that will strengthen accountability and direct resources to disinvested communities.

We're ready for big things in 2024.

As we welcomed new policy team members at the end of 2023, we took time to affirm our policy and advocacy values, created a theory of change to guide and evaluate our work, and refreshed our internal systems to increase our collaboration and amplify our impact. Over the course of 2023, we learned important lessons that clarified the challenges and critical importance of implementation work. We also reaffirmed our commitment to community-led policy design and advocacy and we set out to build the organization infrastructure needed to operationalize this value.

We step into 2024 with a vision for economic justice and a framework to build collective power and advance comprehensive strategies.



03

ACCESS TO CAPITAL



At Inclusive Action, we are wholly committed to serving underserved and underinvested communities by providing access to funds that are often denied to them by the traditional banking system.

Our Strategy

We are a **Community Development Financial Institution** (CDFI) that specializes in lending to micro-businesses in the retail, service, and manufacturing sectors with BIPOC, immigrant or low-income owners.

Our clients are not just numbers on a spreadsheet. They are real people with real lives and challenges; we see them as a whole, not a fraction of society and the economy. That's why we implement extensive programs that complement our loans - to ensure we consider all of our clients' needs, such as rental and pandemic relief and help them thrive. Their success is not only our organization's

This year, we released our first-ever **Access to Capital Strategy**, which outlines our six priority areas and emphasizes the equity lens we use to run our loan fund

- **01** Scale Impact of Lending
- **02** Optimize Business Coaching
- **03** Build Financial Sustainability

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- **04** Invest in Team and Programmatic Capacity
- **05** Build Robust Data Infrastructure
- **06** Innovate for the CDFI and Financial Inclusion Ecosystem



Summary of Lending & Grants in 2023

\$648,900

In loan originations

60

Businesses served through microloans

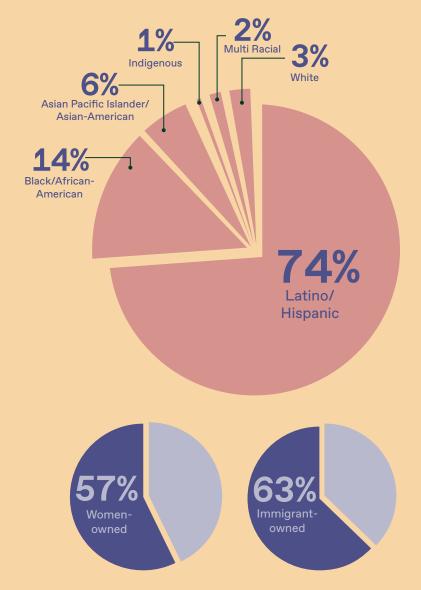
\$397,344

Grants distributed

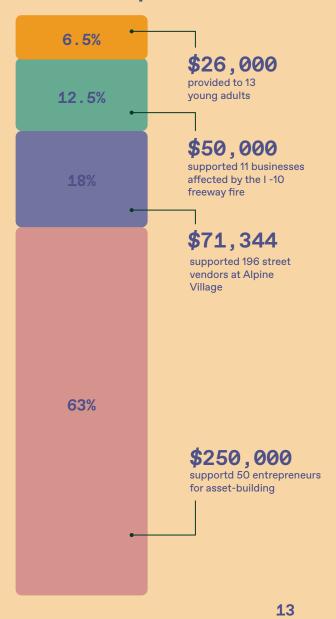
270

entrepreneurs recieved grants

Portfolio Demographics



Grant Composition



Client Story: Angelito Lapid

"I DON'T WANT TO WORK FOR SOMEONE FOREVER. I WANT TO HAVE MY OWN COMPANY."

Inclusive Action helped Angelito Lapid realize his dream

In 2020, he received a Tierra loan for asset-building from Inclusion Action, in collaboration with LISC LA and Wells Fargo.

He created <u>Lapids Korner Inc.</u>, which specializes in manufacturing chicharrones (pork rinds) and selling them wholesale to Asian grocery stores.

Before starting his business, Angelito worked in finance until 2020, when he was laid off. This prompted him to take the leap of faith and start his own business.

He started renting a commercial kitchen space on Avenue 25 at the beginning of May 2021, which allowed him to scale up his production and begin serving grocery stores beyond smaller mom-and-pop convenience stores. His family in the Philippines also specializes in manufacturing chicharrones.

He subsequently refinanced and was approved for a bigger loan, that was paired with a Tierra Grant.

What would Angelito say to someone who dreams of having their own business? "IAC is more helpful than a bank," he said.

We reached more people through business coaching this year by diversifying our coaching techniques and formats

We conducted 24 workshops on topics such as digital payments, budgeting, pricing, catering, and marketing, and spent more than 700 hours on delivering customized, one-on-one business coaching.

Many small business owners, street vendors, and entrepreneurs we serve lack support and resources for their business planning and management. In 2023, we created a comprehensive **Business Coaching Curriculum** to support small businesses, including writing a business plan, creating and understanding budgets, and learning how to set prices, among other business-related topics.

This free resource is designed to take entrepreneurs on a 'learning-by-doing' journey. It contains a workbook with interactive activities that entrepreneurs and organizations supporting small businesses can use to strategize, plan, and operationalize.

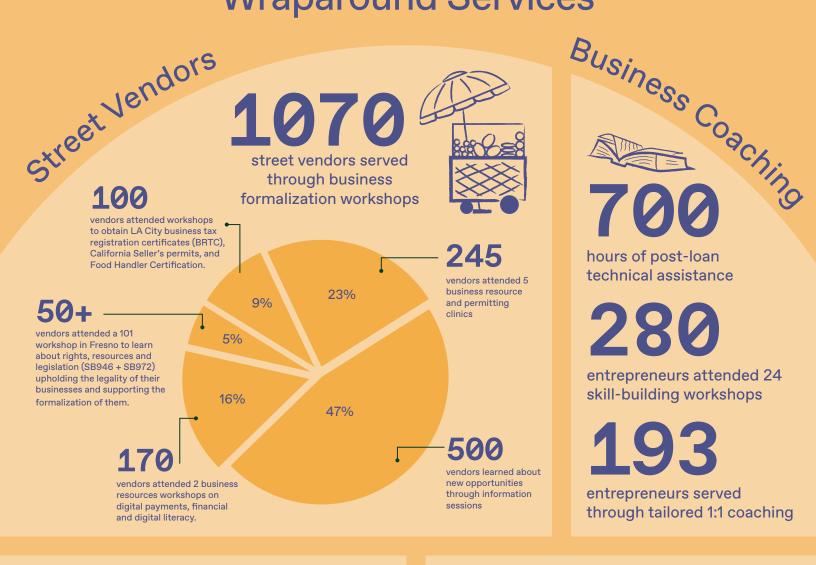




We continued to build trust with existing and new clients by referring them to critical wraparound services

We kept people from being evicted and falling further into poverty by issuing nearly \$200,000 in rent relief and recovery funds. It was our second year hosting an IRS volunteer income tax income assistance (VITA) site, which supported our communities in claiming public benefits they were entitled to. Since financial well-being is a social determinant of health, we also helped our clients become community health ambassadors through our partnership with Altamed.

Summary of Business Coaching & Wraparound Services



Free Tax Preparation

332 \$191,101

Returns Filed Total refund to filers



Rent Relief
\$196,707
Distributed in rent relief



109

vendors supported to apply for the LA County Economic Opportunity Grant Application Support to the LA County Economic Opportunity Grant

Client Story: Taraneh Lipscomb

"INCLUSIVE ACTION WAS A SAVIOR."

Taraneh Lipscomb and her husband, Obi, opened <u>De Winston</u>
<u>Enterprise</u>, an executive and luxury transportation car service, in June of 2022, operating under a third-party carrier. Thanks to a \$25,000 asset-building loan from Inclusive Action, in collaboration with LISC LA and Wells Fargo, , they could obtain their own license and operate independently, allowing their revenue to grow.



"Inclusive Action was the best option. No one wanted to put their trust in us and give us an opportunity to start a new business. It feels right. Now I have freedom and decide where I'm going today."

We supported 13 young creative entrepreneurs through Cultivate, a small business mentoring program

This first-of-its-kind initiative provides access to capital through grants and low-interest (1%) loans. To date, we've lent \$49,500 and awarded \$26,000 in grants to young adult entrepreneurs through Cultivate.

The cohort concluded in March with a celebratory pitch event. Thirteen entrepreneurs delivered impressive presentations, outlining their vision for the future and their commitment to achieving their goals. We are so

proud of and inspired by their creativity, drive, and dedication to positively impacting their communities! <u>Discover more about their businesses and find ways to support them.</u>

In 2023, Cultivate entrepreneurs released streetwear lines, created music and art, participated in major production events, joined other cohort programs, pursued new career opportunities, started college, and more. As entrepreneurship continues to

rise amongst young adults, we remain committed to cultivating this movement, and we envision expanding the cohort program to incubate early-stage businesses and accelerate those already on the path to growth.

If you share our passion for investing in the success of young entrepreneurs, reach out to Sharon at sharon@sharon@sharon@sharon.







We created strategic partnerships to develop paid catering and vending opportunities for our clients

Once an entrepreneur becomes an Inclusive Action client, they gain access to a comprehensive suite of resources including additional opportunities for income through markets and events. In 2023, we facilitated over 70 paid catering opportunities, amounting to approximately \$80,000 in additional income for food businesses! Business owners not only seize the immediate benefits of these opportunities but also leverage them to learn and expand their businesses, paving the way for future catering services.

We facilitated the Open Air Community Advisory Board, fortifying solidarity between Black and Latina women street vendors

In 2023, through the Open Air Economy Collaborative, we lent \$158,500 to Black and Latina women street vendors, and provided 822 entrepreneurs with business coaching with our partners - Public Counsel, East Los Angeles Community Corporation, and Rise Economy - we facilitated meetings for the community advisory board that guides this initiative.

The board brought Black and Latina entrepreneurs together to learn from each other, and discuss their challenges. Black vendors shared that markets that they vend at kept disappearing, and local businesses that they collaborated with in historically designated areas like Leimert Park were being displaced. Latina vendors shared that they encountered harassment by police officers regarding their legal status. The board learned from one another throughout the year and forged deep relationships. We are celebrating the understanding and solidarity that grew in 2023 between Black and Latina vendors.





We continue to be a strong partner and CDFI ecosystem builder

The Entrepreneurs of Color Fund (EOCF), ABC Fund, Community Navigator program, and the Supervisorial District 2 + IAC Beyond Tenant Improvement Fund are just a few programs that we are proudly a partner in. In 2023, we worked closely with LISC LA and Wells Fargo to provide much-needed microloans and post-loan business coaching to entrepreneurs who come to us as a "last resort." We've also spent time as thought leaders sharing and learning with fellow members of the California Coalition for Community

Investment (CCCI), a statewide coalition of CDFIs advocating for changes in financial systems to increase the impact of CDFIs. We served on the US Treasury committee for racial equity (TACRE), and developed recommendations for financial inclusion. This included advocating for racially inclusive criteria for CDFI recertification, and changes to IRS processes to integrate immigrants seeking or holding Individual Taxpayer Identification Numbers (ITINs).

O4 COMMUNITY INNOVATION



Innovation is critical to Inclusive Action's work and requires a dedicated team to explore new ideas and strategies. In 2023, we created the Community Innovation team to focus on incubating novel projects, create deeper ties with community members, and foster pathways for community voices to inform and guide our programs and advocacy.

We launched <u>The People's Lab</u>, our research facility that ensures community voices are central to policymaking and public program design and implementation



Through the lab, we conduct research with and for communities impacted by government policies and engage government decision-makers throughout the research process. We employ participatory action research (PAR) with coalition, government, philanthropy, and private partners to strategically advance economic justice in Los Angeles and beyond.

To kick off the lab, we launched a workforce justice series that started with research on the lived experiences of landscape workers in the informal and formal economy. The report offers key insights that we will share through a series of community dialogues to identify possible policy interventions that support workers. Next year, we are talking to workers in the recycling and canning industry.

We're fostering a national community of practice for organizations working on community ownership and stewardship

In collaboration with other organizations in the National Equitable Recovery Alliance (NERA), we've created **Community Field Notes**, which contains a Resource Hub that houses reports on community ownership models, challenges and emerging practices shared by practitioners. We foster peer learning and exchange, community organizing, coalition building, and advocacy to strengthen policies and investment in community ownership.



We re-launched our microequity program, **Restore**, a community impact fund for entrepreneurs at the margins through micro-equity investments up to \$100,000

This program is for businesses in the growth stage and seek a debt-to-equity convertible note that helps them grow their business. In addition to financial capital, Restore offers one-on-one business coaching, a network of businesses and expert advisors, and community R&D space in our office to innovate, collaborate and connect.



In 2023, we successfully made a new Restore investment of \$80,000 in Monforte Studio, a queer, women of color (QWOC) owned mission driven design studio disrupting the creative space by creating radically authentic designs for small businesses, organizations, and more. 100% of Monforte Studio's employees are people of color, 75% identify as women, and 100% earn above the living wage.

Since receiving their first-ever equity investment, Monforte Studio has been able to strategize, scale, and streamline. Monforte Studio used the investment capital to: scale the business's most popular and profitable service - one-day website development; make 4 strategic hires; increase employee salaries; invest in professional development and wellness such as visiting Squarespace's headquarters in New York; invest in targeted ads for the first time; and move into their very own office!

In addition to the tangible financial impact a Restore investment had on Monforte Studio there was also a meaningful impact on self & connectedness. We often hear from founders how lonely the journey of entrepreneurship can feel and the weight they feel of making big business decisions on their own.

Monforte Studio founder, Chynna Monforte reflected on how a Restore investment gave her a financial cushion for the first time and allowed her to pause and take time to strategize and think deeply about the business's equitable and sustainable growth plan that continued to make Monforte Studio a great place to work. Chynna also reflected on how the Restore fund opened up a new partnership with IAC and facilitated connecting her to new community members.

As we close 2023 with this exciting investment, we're eager to expand our reach and invest in more community-rooted small businesses owned by people of color. In 2024, we're focusing on building a cohort model and creating an ecosystem of mission-aligned community-rooted founders and businesses.

If you're interested in partnering with us, please reach out to karina@inclusiveaction.org.

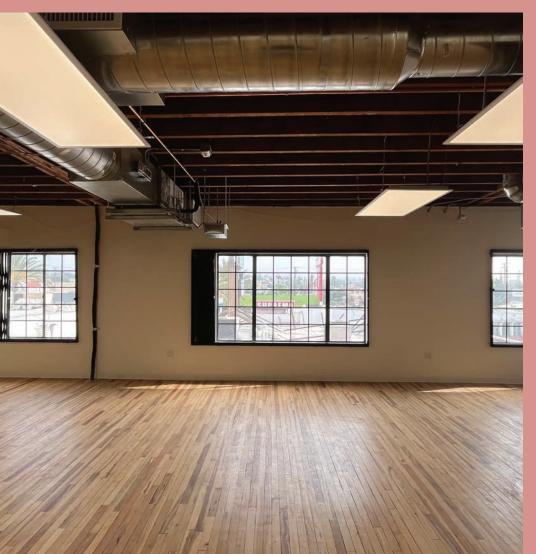
We're collaborating with Altamed to build health infrastructure in underserved communities



In 2023, we completed the second year of our partnership with Altamed, a community health network. We expanded the program and reached more street vendors interested in becoming community health messengers by launching a second cohort. Together, we organized, trained, and mobilized 33 street vendors to become community health messengers, who went on to inform their neighbors and peers about health and well-being. It's invigorating to see community members organize and create plans to reach people

in their communities who are often misinformed or uninformed.

Our partnership with Altamed is growing, and in 2024, we are joining forces to form a community public health team serving Southeast LA. It is reimagining public health infrastructure by building a public health system that is community-informed and community-centered. It aims to better address both health and its social determinants including poverty.







We're cued up to incubate big initiatives in land and real estate

In 2023, we laid the groundwork for the growth of our community ownership real work. For us, real estate is an asset that can critically fuel wealth-building that our communities must have access to. For small businesses facing displacement, ownership or a long-term lease can keep them in place and preserve community culture. For residential tenants, clear protections and a pathway to ownership is equally important. In 2024, we will maintain and grow our commercial real estate project, CORE, and work with strategic partners to launch new efforts that afford community control of land and real estate assets.

05

THOUGHT LEADERSHIP



As part of our commitment to changing systems, we seek to contribute to and shape the discourse around economic justice, financial inclusion, the informal economy, non-profit sustainability and much more.

THOUGHT LEADERSHIP INCLUSIVE ACTION

In 2023, we convened partners and shared our ideas and work through articles, workshops, and conferences

Our team has big ideas and big goals, and we work across the spectrum, from facilitating a multistakeholder **forum on anti-displacement** in Los Angeles, to hosting a gathering at the Opportunity Finance Network (OFN) conference with CDFI partners, to service on the Unidos US board of directors and the US Treasury committee on Racial Equity.

In 2023, we were interviewed for or published 12 articles, we posted 7 blogs, we shared 12 newsletters, and we hosted events that brought together nearly 500 leaders from community-based organizations, CDFIs, banks, philanthropy, and government.

Here are some highlights:



Experiments in Community Ownership:
Taking Charge of Real Estate

NON-PROFIT QUARTERLY



It's Time To Replace
'No Vending Zone'
Signs with Ones That
Read 'Small Business
Corridors'

LA TACO



Data, Risk Management,
Decisions: Three
Lessons on Racial
Equity for Financial
Inclusion



How can funders
rethink their approach
to charitable giving?

FOUNDATION SOURCE



Can Los Angeles Support
an Open Air Economy? The
opportunity of Al Fresco.
Street Vending, and an
equitable economy

IAC



A Closer Look at Mayor Bass' Proposed 2023-24 City of LA Budget

AC

06

OPERATIONS



We are dedicated to creating and maintaining a people-centered organization. We do this through human resource policies that provide benefits to team members, by investing in individual career growth pathways, and by growing the capacity of the entire team.

OPERATIONS INCLUSIVE ACTION

This year, we furthered our investment in our team. We want staff to feel activated and see no limits to their growth at Inclusive Action while caring for their families and personal lives.

Some of our work this year included:

- We welcomed ten full-time and three part-time staff members, each contributing their unique skills and perspectives to our organization.
- We've implemented a four-month paid parental leave policy to support our team in balancing personal and professional responsibilities.
- We've initiated our first-ever learning program
 to foster a culture of continuous growth and
 development. Through workshops, staff gained
 exposure to new mindsets, built skills, and
 practiced habits to become adaptive program
 managers who can navigate change and
 complexity.
- We've created clear steps for career paths, including promotions, lateral transfers and raises.
- We've ensured that each team member has the opportunity to travel to a conference or workshop, enriching their professional knowledge and expanding our collective expertise.



OPERATIONS INCLUSIVE ACTION

Our Team

We are a team of 27 staff and 10 board members. In 2023, we expanded our capacity in communications, policy, access to capital, and community innovation. Increasing our staff means we can deepen our impact, reaching more clients and changing the systems that lock them out. Together, we are eager to take Inclusive Action to the next level.

The Board



Roger Perez Board Member



Grace Kim **Board Member**



Maria G. Cabildo **Board Co-Chair**



David Hsu Board Co-Chair



Board Treasurer



KeAndra Cylear Dodds Board Secretary



Bill Roschen **Board Member**



Rémy De La Peza **Board Member**



Veronica Saldaña **Board Member**



Angie Jean-Marie Board Member

Team Members



Rudy Espinoza,



Nicole Anand, **Deputy Director**



Alesan Rose Aboafahe, Communications & **Development Coordinator**



Jenil Ahir, Underwriting Coordinator



Osman Ahmed, Community Innovation Advisor



Acting Lending Director Community Engagement



Michelle Bertinelli, Senior Associate



Selena Casas, Operations



Luz Castro, Policy Associate Director



Marco Covarrubia, Development and



Vanessa Diaz, Compliance Manager



Maribel Garcia, Lending Director



Josephine Gardner, Technical Assistance



Technical Assistance Associate



Jesus Gonzalez Saucedo, Associate



Chih-Wei Hsu. Research Associate



Julie Jung, Operations & Finance Director



Alvssa Lopez Senior Underwriting **Associate**



Technical Assistance Coordinator



Estefanía B. López Pérez, Senior Policy Associate



Jacqueline Ramales, Technical Assistance Coordinator



Prince Osemwengie, Senior Policy Associate



Monserrat Ramirez-Mendoza, Executive Assistant



Diana Rubio, Strategic Communications Technical Assistance Director



Associate



Underwriting & Technical Assistance



Doug Smith, Senior Director, Policy & Legal Strategy

THANK YOU TO OUR SUPPORTERS



Inclusive Action's work is made possible with the help of a vast community of Board Members, supporters, individual and institutional donors, and partner organizations. Your unwavering support improves our efforts to achieve economic justice in Los Angeles and beyond.

Thank you to our supporters who have stood with us despite the pandemic recovery, recession and political climate. It takes every single person to keep Inclusive Action serving our clients. And we could not do it without you. Thank you for your generosity and standing with us.



Ahmanson Foundation
Ally Bank
AltaMed
Amazon
California Community Foundation
California Reinvestment Coalition
Capital One Bank



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Robert Wood Johnson Foundation
SAM Initiative
Small Business Anti-Displacement
Network (SBAN)



Cedars-Sinai Medical Center
Change Reaction
City National Bank
Comerica Bank
Conrad N. Hilton Foundation
Crankstart
Credit Builders Alliance
Equitable Food Oriented
Development (EFOD) Collaborative



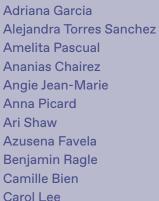
JPMorgan Chase Bank
Kaiser Permanente
Kresge Foundation
Knight Foundation
LA CARE
LA2050
Latino Community Foundation
Liberty Hill Foundation
LISC



Self-Help Federal Credit Union
Sherwood Family Foundation
Tarsadia Foundation
The CDFI Fund
United Way of Greater LA
Weingart Foundation
Wells Fargo Bank
WES Mariam Assefa Fund
Wurwand Foundation

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