

2021



ANNUAL REPORT

The Social Impact Center

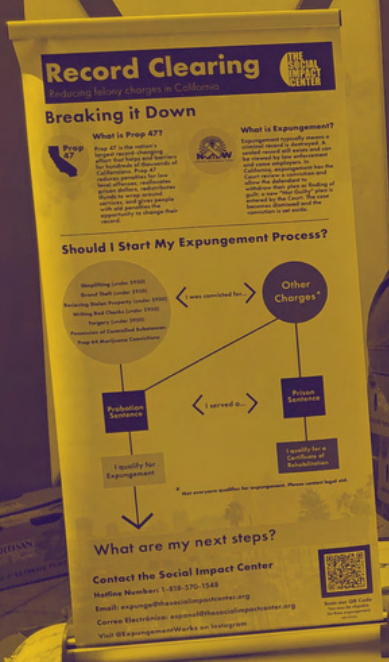
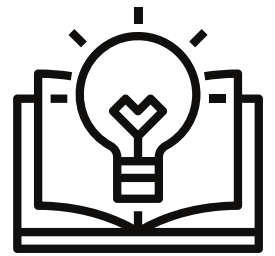




Table of Contents

Quarter 1 Growing a More Just World.....	3
Quarter 1 Developing Programs.....	4
Quarter 2 SFV Pride 2021.....	5
Quarter 3 Intern Highlights.....	6
Quarter 3 & 4 NEW WOAA.....	7
Quarter 4 USC PEP Collaboration.....	8
Abilities Expo.....	9
Organizational Statistics.....	10
Profits & Loss.....	11
Social Media Presence.....	12
Media Coverage.....	13
Conclusion.....	14



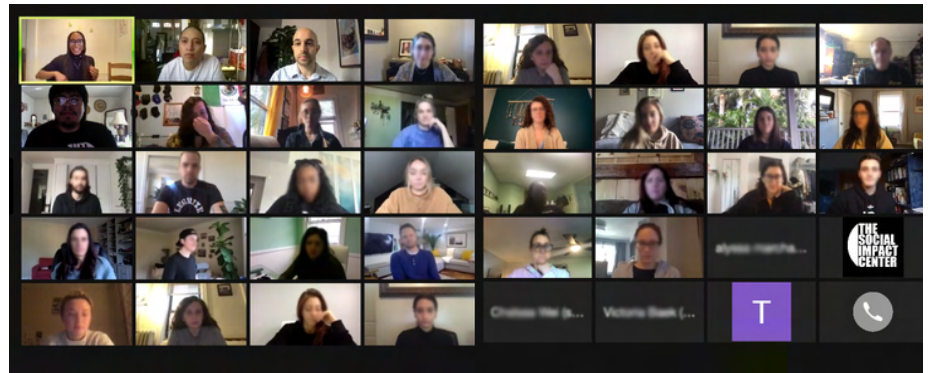


Quarter 1

Growing a More Just World



In 2021, we are starting a new program that brings together the young leaders that are already active in our community. Our Mentors, *Dez Davis and Robert Chalala*, mentored 4 prospective leaders. The Social Impact Center's in-depth workshop, **Changing the Narrative**, offered cannabis companies a core competency on how to be more ethically present throughout their operations.



Earth Day Summit

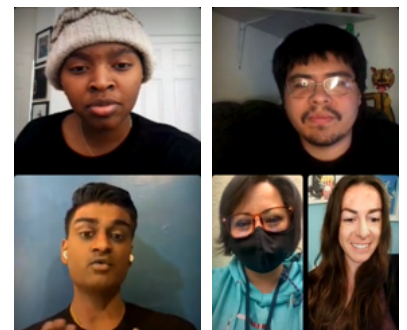


Facilitated by our former intern, Nia Smith, our Intention for **Sustaining Our Communities Summit** was to educate followers about how they can live more sustainably and how they can prime their communities with the resources to fight climate change. We hosted virtual education days, shared the basic sustainability practices, and identified volunteers for future actions and work surrounding environmentalism.

106 Viewers engaged during 3 day Summit

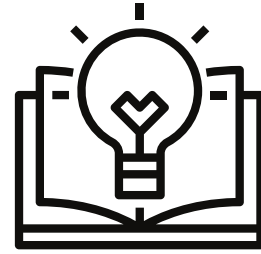
Core Programming

- Day 1 Cannabis Education Day
- Day 2 Community Member Shoutout
- Day 3 Earth Day Panel



Quarter 1

Developing Programs



Collective Remake Co-Op



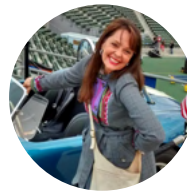
During March through April, we gathered 8 partners to engage in a 5 week educational program to learn about cooperative business models for our Mindology Fitness Cohort.

2021 Results

We Developed:

- **Mental Wellness Tools**
- **Online Programming**
- **Skill Building**
- **Coalition Building**
- **Cooperative Business Models**

GOGI x PowerUp! Mindology



GOGI
Getting Out by Going In



In 2021, we are launched a new program with our partners *Getting Out by Going In* and *Mindology Fitness* with *Coach Taylor* and *Coach Troy* and *certified trainer Ragé*. These organizations offered two certifications for facilitators under a pilot program being developed by SIC Leaders. Together we focused on PowerUp Mindology Certification and hosting workshops to be aired inside the California Department of Corrections and Rehabilitation.

Young Leaders Program

Honest Diversity & Inclusion: The path to liberation

Presented by Social Impact Center Youth Fellowship Leaders

Educating young leaders is key to prepare for the future. We selected Madison Hernadez and Daniel Rodriguez to prepare a presentation. Giving these young leaders the knowledge and skills to repair the harms will create a new sustainable future that benefits the local community as such.

Quarter 2

SFV Pride 2021

San Fernando Valley

PRIDE



San Fernando Valley Pride is organized by and for LGBTQIA+ people of color. Our grassroots Pride event offered live performances, art installations, poetry, interactive art marking, drag show performances, vogue balls, networking, vending opportunities, local food tastings, community building resources, and a *Radical Womxn* Healing tent that was desperately needed for our LGBTQIA+ community in the San Fernando Valley.

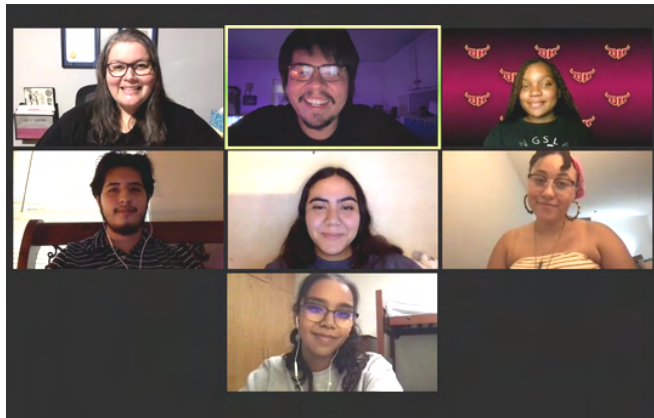
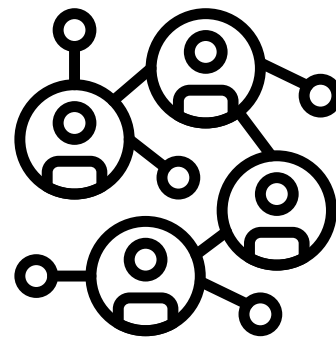
Attendees included community advocates, families, nonprofit leaders, thought leaders, students, performers, artists. We looked at this event through a distinctive social justice lens by also honoring Juneteenth with a classic cook out.



2021 Impact

- **5 Sponsors**
- **\$15, 000 Raised**
- **18 Local Vendors**
- **10 Community Resources**
- **33 Volunteers**

Quarter 3 Intern Highlights



"My proudest accomplishment during this internship is to be able to see the impact that this type of work has on my community."

- Terrie Kennon, Cal State Dominguez Hills

We offered four paid internships for BIPOC, Queer, Youth 15-25 in Los Angeles and across the country. Our internship is 25-30 hours of work a month. The internship entailed a behind the scenes look into community organizing and leadership training.

Within 10 Weeks, our interns developed skills in:

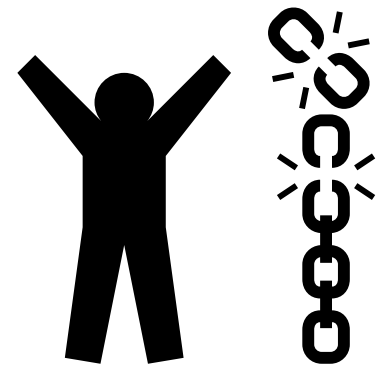
- **Research Development**
- **Community Outreach**
- **Technology**
- **Canvassing**
- **Event Planning**
- **Networking**
- **Storytelling**
- **Outreach Strategizing**
- **Teambuilding**
- **Time Management**

2021 Results

- **13 Applicants**
- **1 Lead Intern Coordinator**
- **Expungement Research**
- **Legal Service Research**
- **Story of Self Development**
- **In Person tabling Experience**



Quarter 3 & 4 National Expungement Week



2021 Impact

For a second year in a row, we excelled as the leaders for California NEW WOAA. With support from The Social Impact Center, LA County District Attorney George Gascón has identified 60,000 cannabis convictions that will be dismissed. This historic moment is a pivotal point in California and allows people a new lease on life to thrive.

- **4 hubs throughout LA and the Valley**
- **7 Days of Action**
- **58,000 folks additional folks identified**
- **\$336,400,000 in public benefit**
- **40+ local & global media outlets shared**
- **2 Digital Educational Presentations**



Quarter 4

USC PEP

Collaboration



"The conversations among community organizers, CSUN and USC students, formerly incarcerated folks guests for services, and their fam was generous, warm and full of ideas and possibility. It's in moments like Saturday where we are creating the abolitionist, care centered world so many of us envision, and I'm grateful for all those who shared their time and energy to make it happen."

- Robert Chalala, USC PEP Clinic Volunteer

2021 Impact

- **24 Signed up for our services**
- **9 People Received Live Scans**
- **12 Volunteers**
- **\$5,800 in Public Benefit per Person**

November 20th, We had our first collaboration with USC Prison Education Project by offering free live scans November 20th! The second part of this collaboration happens December 18th.

Yearly Highlights

Abilities Expo Quarter 1-3



At Abilities Expo, we lead the focus on cannabis education, patient centered panel discussions, and product reviews. During quarter 2-3, we created *Cannabis for Wellbeing, an educational workshop about cannabinoid medicine*. MsKindness Ramirez of Club Kindness facilitated this workshop in to Phoenix, Arizona and Jade Sancho-Dauser of Rooted Community in the New York Metro Area.

2021 Impact

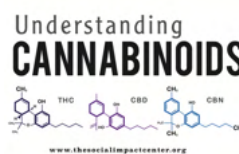
- **434 People Engaged during Virtual Abilities Expo**
- **2 Traveling Exhibitions in Arizona and New York**

" Mainstream cannabis education can be rather exclusionary for people with disabilities and I was glad to see so many in attendance eager to receive the education. The attendees really seemed to enjoy the "Cannabis for Wellness" presentation and had a variety of follow up questions. It was wonderful to help them empower themselves with the knowledge of plant medicine."

- Jade Sancho-Dauser, Co-Founder of Rooted Community



18 people tuned in to this live recording.

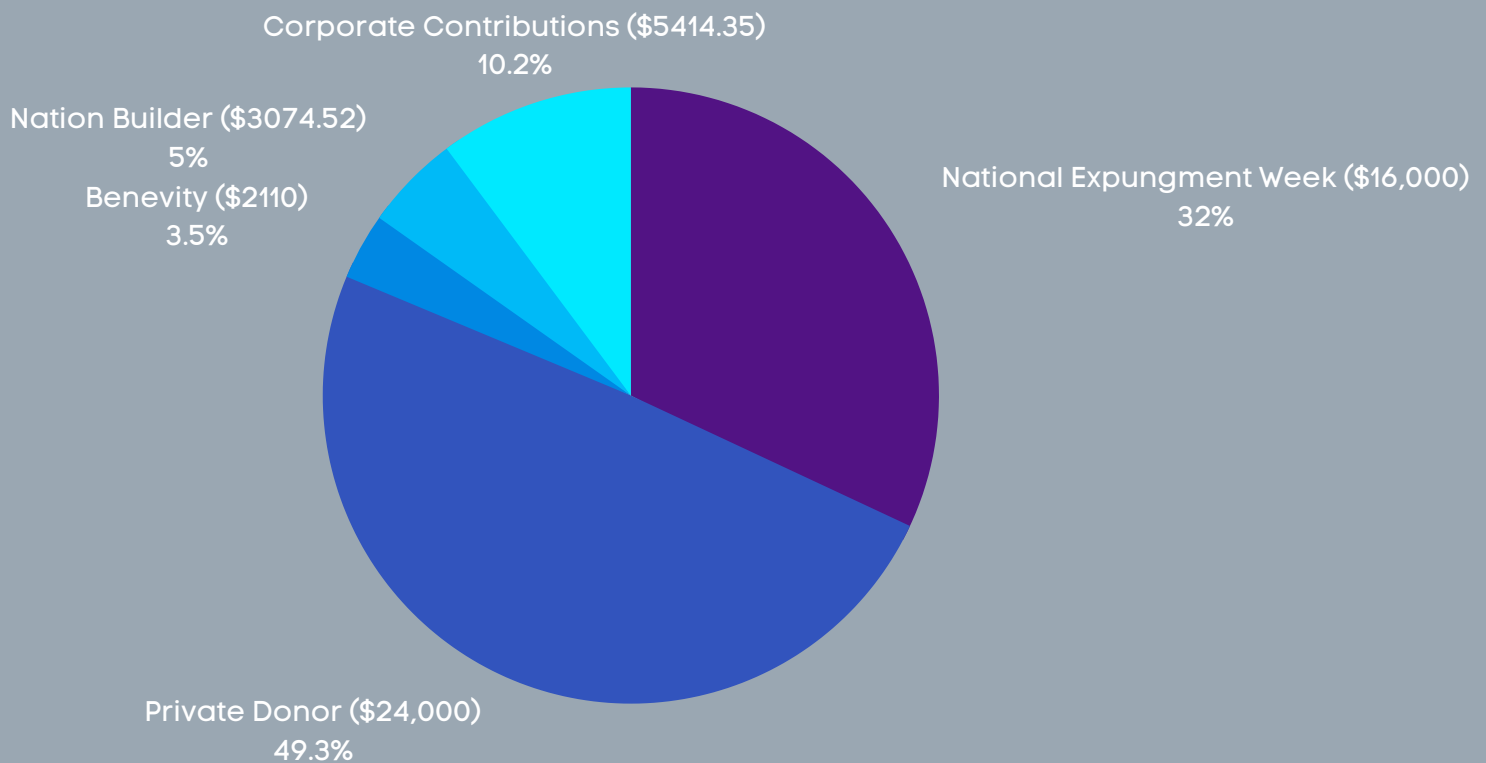


During quarter 1, we created a patient centered program that reviewed products of our champion-level sponsors, KushQueens. Carly Goebel, founder of CannaCRPS, shared her honest review of KQ's medicinal cannabis products and shared her story living with complex regional pain syndrome.

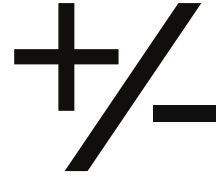
Organization Statistics



Total Assets Raised in 2021 \$50,598.87



Profits and Loss



	Jan - Oct 21
Ordinary Income/Expense	
Income	
Direct Public Support	
Corporate Contributions	5,414.35
Individ, Business Contributions	42,094.14
Total Direct Public Support	47,508.49
Indirect Public Support	
NationBuilder Contributions	3,461.12
Total Indirect Public Support	3,461.12
Total Income	50,969.61
Gross Profit	50,969.61
Expense	
Advertising & Marketing	134.12
Auto	612.04
Business Expenses	
Business Registration Fees	125.00
Expo Fee	2,600.00
Total Business Expenses	2,725.00
Computer Expense	818.57
Contract Services	
Accounting Fees	2,542.50
Outside Contract Services	2,586.39
Total Contract Services	5,128.89
Donations	450.00
Dues & Subscriptions	666.45
Education	671.00
Expo Expenses	2,240.66
Facilities and Equipment	
Rent, Parking, Utilities	195.62
Total Facilities and Equipment	195.62
Giveaways	903.90
Guest Speakers	6,850.00
Meals	1,713.57
Merchant Fees	531.00
Office Supplies	526.97
Operations	
Postage, Mailing Service	1,170.80
Printing and Copying	772.52
Supplies	723.83
Telephone, Telecommunications	1,559.93
Total Operations	4,227.08
Other Types of Expenses	
Insurance - Liability, D and O	793.00
Total Other Types of Expenses	793.00
Payroll Tax Expenses	2,632.53
Professional Fees	2,500.00
Salaries & Wages	23,604.50
Stipends	16,635.50
Travel and Meetings	
Conference, Convention, Meeting	700.00
Total Travel and Meetings	700.00
Website Design	5,000.00
Total Expense	80,260.40
Net Ordinary Income	-29,290.79
Net Income	-29,290.79

Social Media Presence



2,086 Follow Us



1,856 Interactions



59 Followers



NationBuilder

1,629 Engaged with us

Online Programming Attendance for:

Queer
Check-In

Ask an Expert

on
our
block

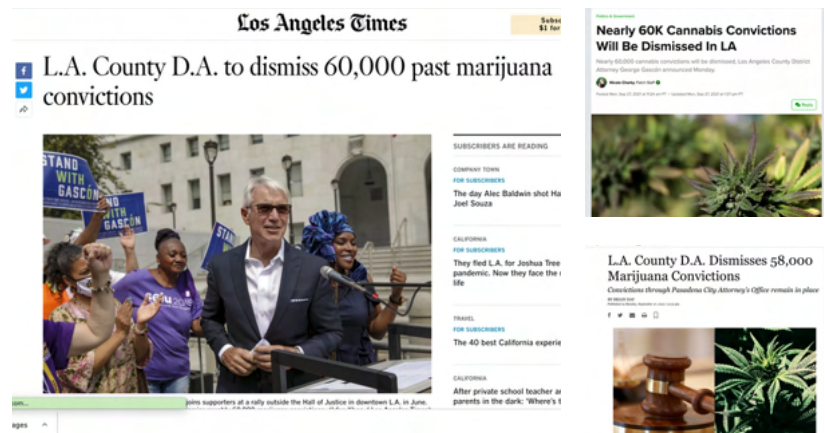
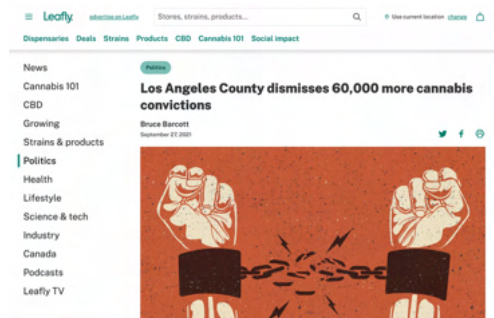
in 2021, over **732** folks joined us in our online programming and at virtual abilities expo collectively

Media Coverage

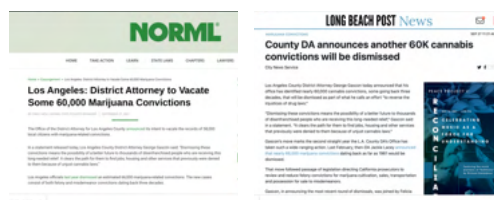


"The barriers that are created when a person cannot get a job, when a person cannot find housing, when a person cannot get the necessary resources that they need because of the barriers that are created by archaic laws that target poor people from our community,"

- Ingrid Archie, CEO of MID and SIC Partner, at Press Conference at DA's Office



This historic press conference was written and talked about in over 40+ local and global news outlets.



Media List: Associated Press • Los Angeles Times • Los Angeles Sentinel • NBC News • Forbes • KTLA 5 News • CBS News • Audacity • LA Weekly • ABC Eyewitness News • 93.1 Jack FM • Black Cannabis Magazine • USA Today • Leafly • NORML • SFV Sun • Spectrum News 1 • Long Beach Post • Patch • Pasadena Now • High Times • Santa Monica Daily Press • Pasadena Star News

Thank you



"I have made it my life mission to help and support people who have been impacted by the War on Drugs. Giving people with cannabis convictions a new lease on life by expunging the records is something I have worked on for years and I am grateful that we can now make it happen."

A handwritten signature in black ink, which appears to read "Felicia Carbajal".

Felicia Carbajal, Executive Director



For more information, Please contact:
support@thesocialimpactcenter.org