



Impact Report 2021



*Empowering a City to experiment
and amplify private investment*

Our Values

EQUITY

We believe that equity is innovation. We work to level the playing field by investing in and supporting innovation in the most vulnerable communities of Oakland

INNOVATION

We believe that innovation comes from the inherent talent and people who are from and live in the communities of Oakland. We must be brave enough to be the first to try and support bold ideas that address systemic inequities in Oakland and seek to lift up solutions that have proven results.

INTEGRITY

We hold ourselves accountable to our community, our partners, and our mission. We earn trust by doing what we say we're going to do, by measuring what we do, and by openly sharing our successes and challenges.

PROXIMITY

In order to invest and innovate with integrity we must be proximate to the people, neighborhoods, traditions, and challenges faced in the communities of Oakland. Proximity ensures dignity is the foundation of how we support and provide service to the communities of Oakland.

RESILIENCY

Using potential as our springboard, we remain hopeful and nimble through challenges, and continue to build off the steadfastness of our community and partners. We recognize 'no' is one step closer to 'yes.' We must stay agile to adapt to the needs of Oaklanders.

STRONG PARTNERSHIPS

We believe that building strong partnerships with city, philanthropic, and community leaders is critical to having impact at scale. We seek to collaborate with partners that value Oakland as a pioneering city for innovation and are committed to having equitable impact at scale.

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Letter from the CEO



Juma Crawford,
Chief Executive Officer

“How can innovation materially impact people’s lives in our most vulnerable communities?
...the answer begins and ends with people.”

Impact.

It is the ultimate measure of integrity in the field of social innovation.

At the Oakland Fund for Public Innovation we are focused on answering two questions: How do we measure, prove, and tell the story of the fund’s impact here in Oakland? And most important, How can innovation materially impact people’s lives in our most vulnerable communities? At the fund we believe the answer to both of these questions begins and ends with people. People who help us build effective public private partnerships. We deeply understand that equitable impact at scale cannot happen without local government, community leaders, and private donors who are willing to take bold risks and test new ideas. In our 2021 Impact Report the Oakland Fund for Public Innovation is extremely proud to highlight the partnerships and people in Oakland who are proving that innovation is not only about trying new solutions to old and entrenched challenges; but also centering equity to ensure that many of our most marginalized communities gain access to the resources and support needed to level the playing field in housing, jobs, and building healthy and safe communities. I hope that our 2021 impact report gives a glimpse of some of the positive work happening in Oakland and drives us to be more ambitious and to strive for greater impact in 2022.

Thank you to our Board of Advisors, the Mayor’s Office, City of Oakland and to all of our amazing donors and community partners, we know that you will continue to push and support the fund as we strive for greater impact in 2022.

A handwritten signature in black ink, appearing to read 'Juma Crawford', written over a light blue background.

Juma Crawford,
Chief Executive Officer,
The Oakland Fund for Public Innovation

Why we invest in the highest need zip codes

Life Expectancy

in Deep East Oakland

avg. **74** years

vs avg. 86yrs Oakland Hills

Quality of Life

Average life expectancy in Deep East Oakland is 74 years old, compared to 86 years old in the Oakland Hills.

Average life expectancy in Bay area is 81.

Household Income

in Deep East Oakland

Fifty-Six percent earn

\$50K or less

vs 32% >\$200K Oakland Hills

Income in the last 12 months

56% of households have incomes of less than \$50,000, the highest percentage of all Oakland zip codes. At the same time, this is the zip code with the highest percentage of households with children. 32% of households make more than \$200K/Year in zip code 94705

Housing Burden

in Deep East Oakland

80% of POC

pay 50% of income to stay housed

Home Ownership

In Deep East Oakland, 70% are renters, 30% own their homes. Compared to 57% own their homes, and 43% rent in Oakland Hills (94705)

Unemployment Rate

in Deep East Oakland

8% of all residents

vs 4% Oakland Hills residents

Unemployment

8% across all races in Deep East Oakland, 4% overall in Oakland Hills

Our Approach

OFPI works at the intersection of government, community and philanthropy to innovate, pilot and scale innovation:

- As an independent nonprofit funded by private sources, we have the agility and speed to quickly pilot new solutions
- We pilot creative ideas and identify new strategies without risking taxpayer funds
- We partner with local government while simultaneously working directly with the community leaders closest to the problem



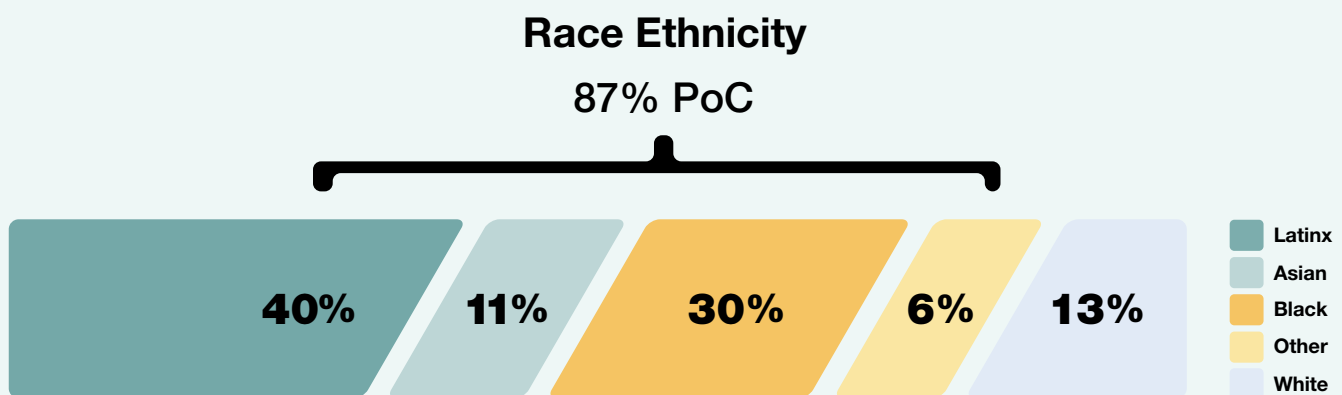
Goals & Focus Areas

OFPI's top goal is to convert 70% of innovative ideas from pilot to permanence or policy in order to have meaningful impact in our most vulnerable communities here in Oakland.

Our Primary Focus Areas:

Housing ■ Creating Healthy and Safe Neighborhoods ■ Job Creation

OFPI supported four key zip codes in 2021.
In these zip codes, 87% of residents are People of Color.
Citywide, 72% of Oaklanders are People of Color.





Public-Private Partnerships

We raised \$4M this year!

Oakland Shallow Subsidy Pilot

SHALLOW SUBSIDIES HOUSING PILOT PROJECT

Partners: Bay Area Community Services (BACS), Mayors Office,
UCSF Benioff Homelessness and Housing Initiative

In July 2021, the new shallow subsidy pilot was launched and provides **200 households** a portion of their monthly rent for 18 months to stop their displacement from Oakland and prevent them from experiencing homelessness.

The innovative “shallow subsidy” program focuses on families who live in Oakland’s most vulnerable communities and are at the highest risk for being displaced or becoming homeless. A report published earlier this year by Alameda County’s EveryOne Home, “Centering Racial Equity in Homeless System Design”, identified shallow subsidies as a critical unmet need in the community.

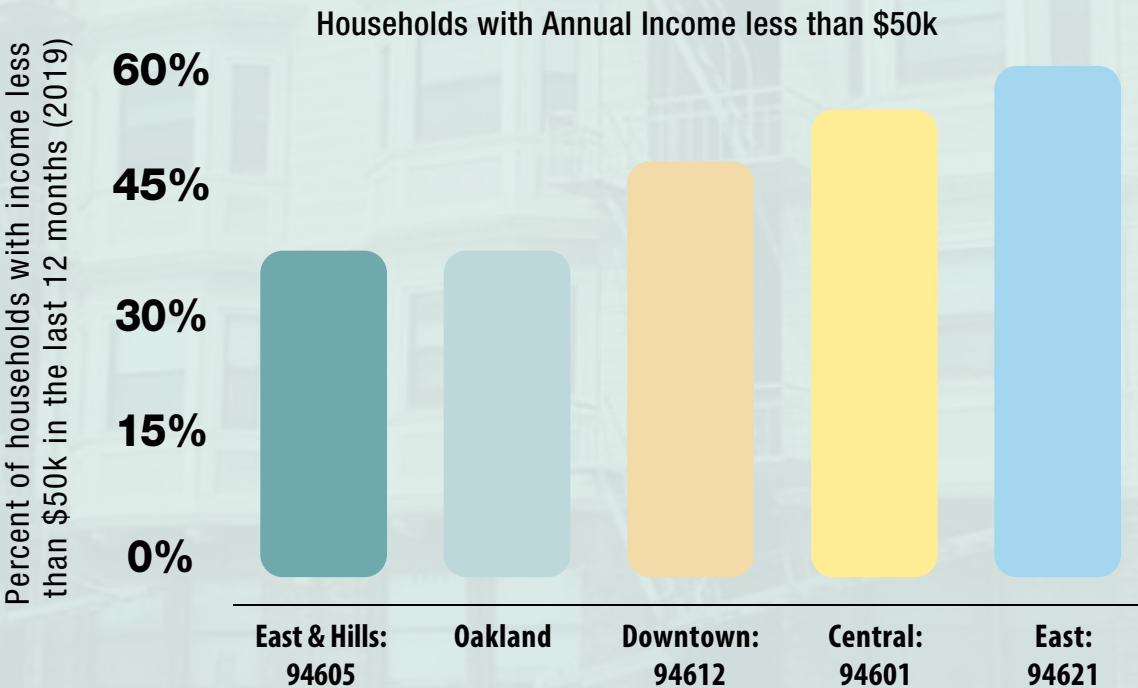
“...by proving real impact, this cost-effective pilot becomes a sustainable policy solution to curbing homelessness for some of our most vulnerable residents and families here in Oakland.”

Oakland Shallow Subsidy Pilot

“A shallow subsidy is not only something that is missing from our current response to homelessness, but it’s one of the interventions that is most likely to close the racial disparity. I’m grateful our community partners have come together to address the housing crisis and provide support to our most vulnerable families.”

~ Oakland Mayor, Libby Schaaf

In one of the most expensive regions in the country, the majority of households in some zip codes make less than \$50,000 per year.



Source: Analysis of US Census Bureau American Community Survey 5-year estimates (2015-2019)

Cultural-Strategist-in-Government Program

Partner: City of Oakland, Department of Cultural Affairs

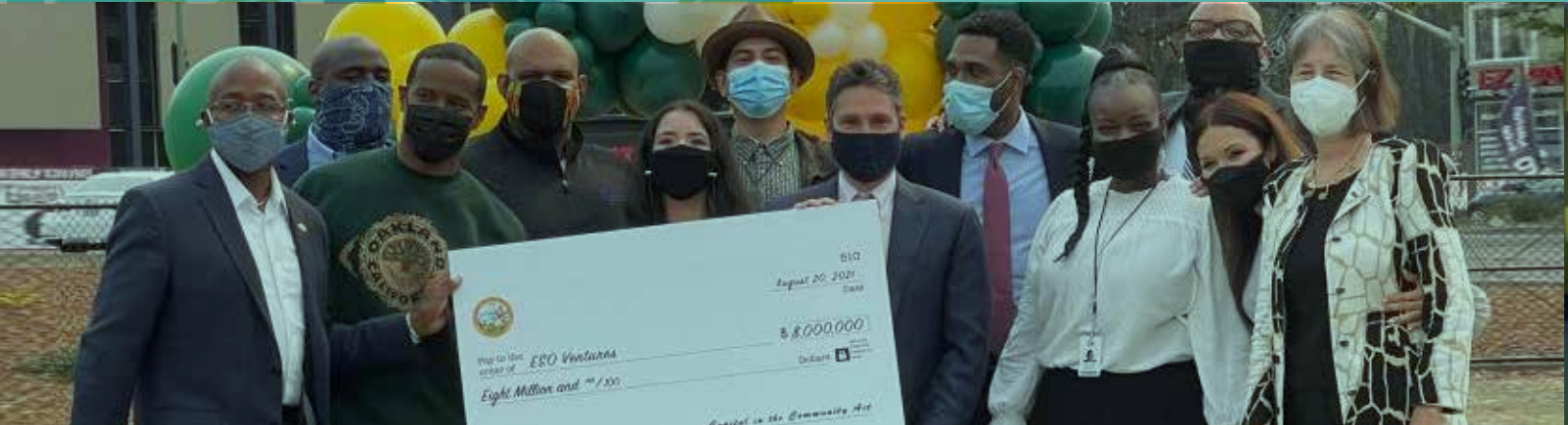
Continuing to advance its Cultural Development Plan “Belonging in Oakland,” the Cultural Affairs Division of the City of Oakland forged a partnership with The Oakland Fund for Public Innovation to secure a multi-year grant to promote equity, belonging, and well-being for all communities of Oakland. The Cultural Strategist-in-Government Program will place **12 Oakland-based artists** and cultural workers as practitioners in City departments to infuse City problem-solving with new perspectives and creative thinking from communities historically under-represented in the City’s policy-making staff. Two of the 12 cultural strategists will be engaged for up to two years, while the other 10 will be embedded for up to one year. Nine different City entities are calling to have Cultural Strategists-in-Government (CSIGs) placed with them to address projects outlined in individualized case statements. They are:



- African American Museum & Library at Oakland, Oakland Public Library Citywide Communications
- Office of the City Administrator
- Community Homeless Services, Human Services Department
- Cultural Affairs Division-Public Art Program, Economic & Workforce Development Department
- Environmental Services Division, Oakland Public Works Department Office of the Mayor
- Planning Bureau, Planning & Building Department
- Department of Transportation
- Department of Violence Prevention

Cultural strategists are meant to play roles different from typical artists-in-residence. There is no expectation that CSIGs will create an artistic product nor are they necessarily artists at all. CSIGs can be artists, but they could also be people who consider themselves cultural workers, creative entrepreneurs, traditional culture bearers, community historians, or others who are knowledgeable of culturally-specific practices, history, or heritage relevant to communities in Oakland.

Eastside Oakland Ventures (ESO Ventures)



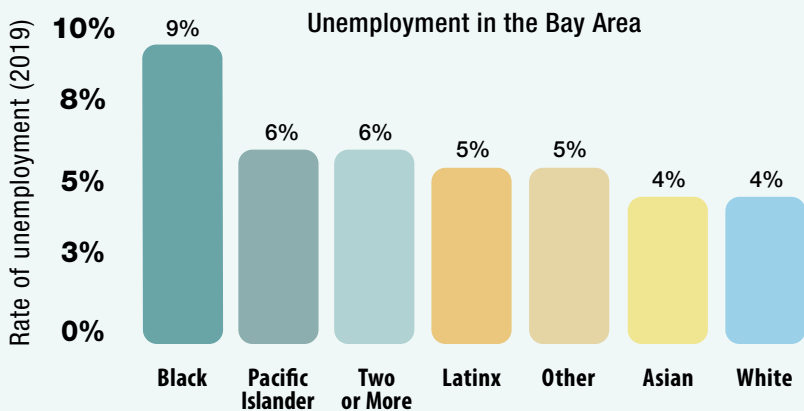
Partner: ESO Ventures

OFPI provided ESO Ventures seed funding in March 2021. Currently ESO has received \$8M from the state of CA in partnership with City of Oakland Councilmember Loren Taylor’s office and will lead the launch of the Capital in Community Initiative with an \$8M dollar investment from the state to grow **250 Black and Brown owned businesses** that will lead to over **1,100 jobs in East Oakland**.

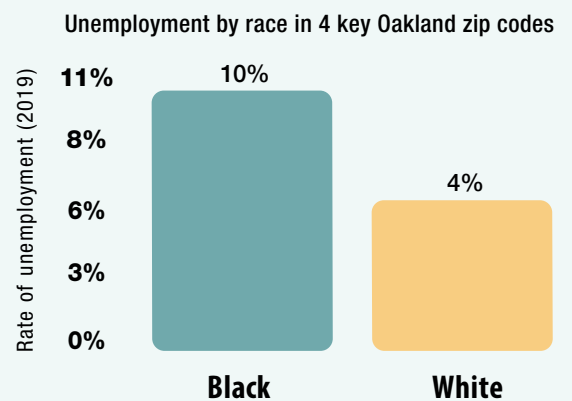


This public-private partnership will incubate businesses at scale and have a deep impact on the ecosystem of Oakland. Currently less than 2% of venture capital is invested in Black, Latino and women entrepreneurs and the average Black owned business in Oakland is valued at \$66,431 compared to White owned businesses at \$378,606. This initiative aims to address the racial wealth gap and make the dream of entrepreneurship more accessible and real for more Californians.

Across the Bay Area, unemployment rates for Black workers are over twice that of white workers.



In OFPI’s target zip codes, the disparity is even greater.



Source: Analysis of US Census Bureau American Community Survey 5-year estimates (2015-2019)

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Summer Youth Employment Program (SYEP)



Partner: Economic & Workforce Development Department, City of Oakland

The Oakland Fund for Public Innovation (OFPI) collaborates with the City of Oakland to provide youth within the community many opportunities to earn money, gain meaningful work experience, and improve their job readiness skills through the Oakland Workforce Development Board (OWDB) Summer Youth Employment Program. **The children's ages range from 16-21.** The goal of this program is to increase the number of Oakland youth employed in the summer and engage stakeholders in an integrative and efficient process. These goals are incentivized for the youth by offering subsidized and employer paid opportunities.



The OWDB prioritizes services for youth who are Black, Latinx, Native American or Pacific Islander. The program also provides these opportunities to youth who are not connected to the traditional school system as well as youth who are not working. Many of the participants reside in East Oakland, Fruitvale and West Oakland and have little to no previous work experience. Youth complete about **20 hours of job-readiness training** and **100 hours of paid work** experience in order to meet the objectives of the program.

- **Placed 303 disconnected youth into employment**



Community Partners

COVID-19 Relief Fund 2021



The Oakland Fund for Public Innovation's COVID-19 Relief Fund raised money to address the negative economic and social impacts of the pandemic. To date, this Fund has been used to address issues of food insecurity, homelessness, community health education, and economic insecurity for **over 25,000 Oakland residents and families**. The support from our community partners has been critical in addressing the inequities that have been heightened by the pandemic.

The fund, which has **raised more than \$5.7 million**, has supported some of our highest need residents, families, and low-income small businesses of Oakland.

The Black Cultural Zone

UMOJA Skating Rink

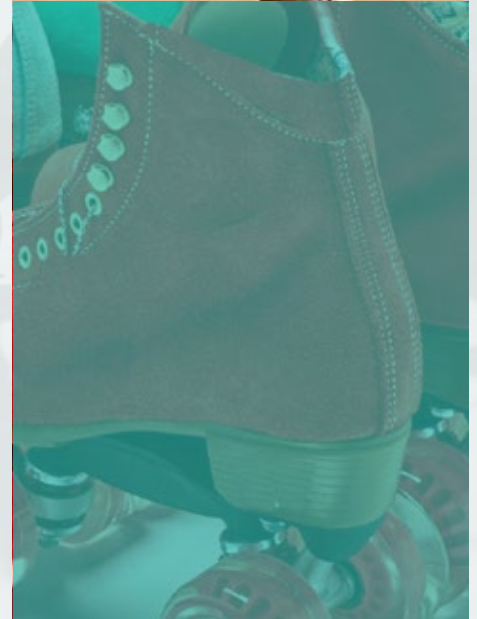
East Oakland has experienced and improved quality of life through the establishment of the UMOJA skating rink with the Oakland Fund for Public Innovation as a founding partner. The rink is a place where one can expect to always see families, young people and skate enthusiasts come together to exercise, laugh, and relax. **The UMOJA skating rink has provided an opportunity to engage in social interaction and community involvement that was nonexistent during the pandemic and scanty throughout the history of Oakland.**

*“this space has been much needed,
we appreciate you bringing back skate
culture to Oakland”.*

Overall the UMOJA rink has brought much joy to East Oakland. Seeing families, young people and skate enthusiasts come together to exercise, laugh and gather, has provided what so many have been lacking, not only during the pandemic, but historically, in our community.

The Mission

The Black Cultural Zone, conceived in 2014, **addresses the disparate impact that decades of disinvestment in East Oakland** and more recent displacement of **Black People and Black Businesses** from their legacy communities here in Oakland by centering **Black Arts and Culture** within a **community development framework**. The East Oakland Black Cultural Zone Collaborative (the “Collaborative”) was formed by the **Eastside Arts Alliance** and several non-profit organizations located in East Oakland to develop the **East Oakland Black Cultural Zone**. The Collaborative designated the East Oakland Black Cultural Zone as the **50 square blocks from High Street to the San Leandro Border** and focused on implementing arts and cultural strategies and engaging artists and community members in art activism.



Community Kitchens

Community Kitchens' restaurant partners prepare meals in collaboration with **over 10 community-based organizations** that distribute and serve our meals to their clients. Our meals go out daily to nourish the bodies and spirits of those forced to live on our streets. Meals also get distributed to anyone who struggles to feed themselves. These meals are used as a bridge for our community-based organizations to connect their clients with other public benefits programs and services.

Since March 2020, Community Kitchens has provided over **100,000 meals to the homeless** and distributed **over \$1 million worth in revenue** to support **over 50 local restaurants**. These funds have helped these businesses keep their doors open as well as retain their staff.



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The East Oakland Collective

The East Oakland SuSu Lending Circle Program connects East Oakland residents of color, particularly Black low and middle income individuals who fall between 30-80% of the area medium income (AMI) to collectively pool monetary resources through the creation of lending circles combined with financial literacy, to advance personal and collective economics. This funding opportunity has helped grow the capacity of The East Oakland Collective (EOC) to serve and impact the communities of East Oakland. The EOC reaches members of every economic group in an effort to bridge gaps and unite the community.



Participants increased their household savings an average of \$940 per household.

EOC is happy to report the East Oakland SuSu Lending Circle Program had a successful year. We met our program goals and outputs as demonstrated by:

- **36 BIPOC residents** of Oakland enrolled in the program that used a medium of a digital lending platform to provide access to 0% interest savings loans.
- Launched a scholarship pilot and enrolling **10 BIPOC low-income young adults** in the program.
- Participants increased their household savings which collectively resulted in a **cumulative savings total of \$33,850**. There was an **average of \$940 in savings per household**.
- Participants **increased their credit scores**.
- **Hosted 7 workshops** on understanding credit, solidarity economy, road to financial freedom, insurance, first time homeownership and more

Ella Baker Center for Human Rights

The Inside/Outside Fellowship is an exciting new program for EBC, formalizing the long history of inside-outside organizing that is the heart of our efforts for **policy reform**. It has also played a key role in our **COVID-19 response**. Our Fellows have led important initiatives and led **powerful partnerships across prison walls** to **protect the rights of the incarcerated people** who were trapped with the virus inside San Quentin prison.

OFPI's **investment** in the Inside/Outside Fellowship has been an **invaluable source of support** as we **pilot** the program. Now, having implemented the first cycle, and gained **important learnings** in the process, we look towards **expanding** the Fellowship in 2022.



“When it comes to pushing this movement forward, theory is not enough. Lived experience is not enough. To truly move this movement forward, it requires a blending of the two, and that is only possible by listening to and empowering the directly impacted.”

~ Thanh Tran, Inside Fellow

Homies Empowerment

The Oakland Fund for Public Innovation supported various programming of Homies' Empowerment including:

The FREEdom Store:

Food and essential items pantry, **supporting 2,000 individuals per week** with high quality produce, prepared meals, staple pantry items, diapers and toiletries.

Love Packages:

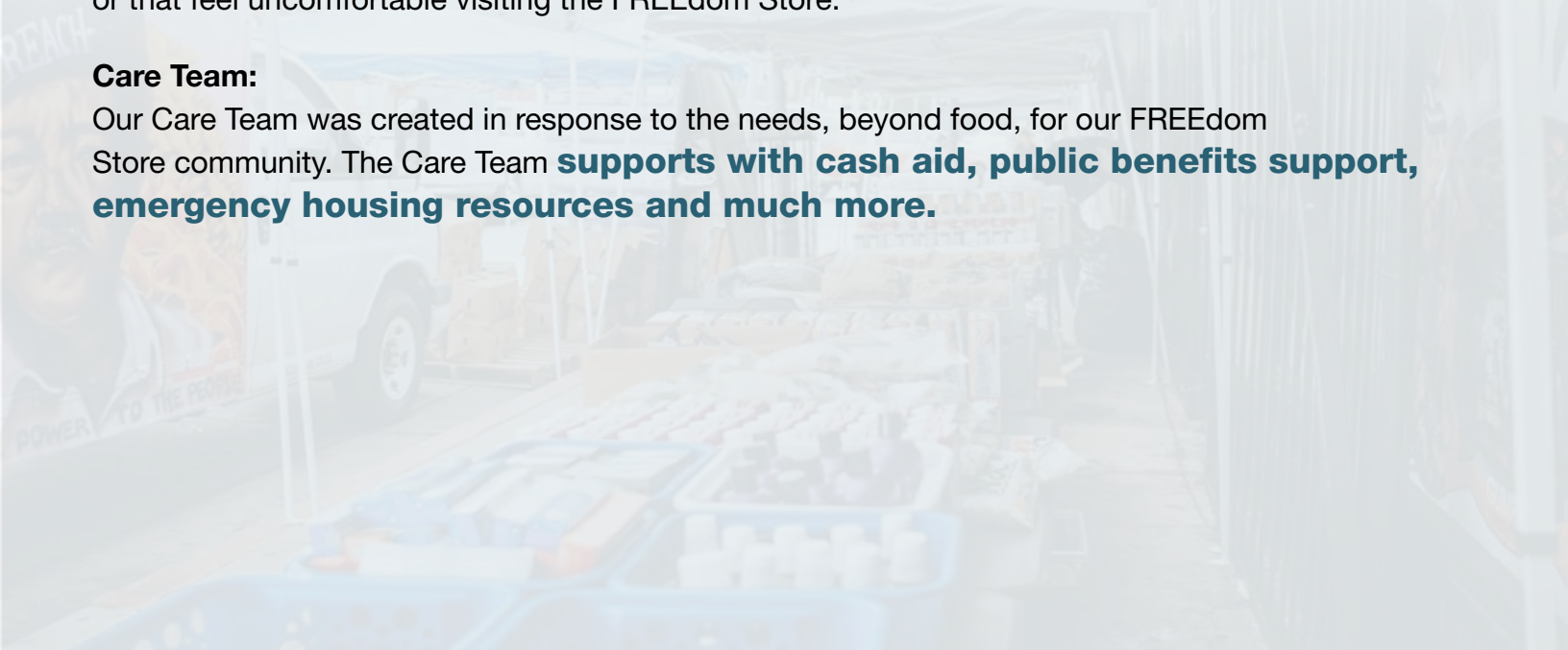
Individually created and home delivered packages for community members that cannot come to the FREEdom Store, because of COVID or other illnesses, elderly and other homebound individuals, parents and caretakers.

Fishes and Loaves:

Prepared meals, toiletries, water and pet **food delivery for 100 unhoused community members in East Oakland encampments** that do not have access to transportation or that feel uncomfortable visiting the FREEdom Store.

Care Team:

Our Care Team was created in response to the needs, beyond food, for our FREEdom Store community. The Care Team **supports with cash aid, public benefits support, emergency housing resources and much more.**



Raheem, Inc

Raheem is building an alternative dispatching system to 911.

Raheem's mission is to create the **infrastructure for a world without police**. Raheem began developing the PATCH software system as the backbone of an alternative dispatching system. At Raheem, we believe wholeheartedly that we keep ourselves safe, and that care without cops starts with **connecting communities** and the support from the Oakland Fund for Public Innovation allows us to do that. **The Alternative Crisis & Outreach Response Network (ACORN)** is

Raheem's way of laying the groundwork for an **ecosystem of care**. ACORN is a membership entity of Raheem that includes **crisis response organizations, public health agencies, mobile crisis teams, mutual aid resources, and abolitionist organizations and individuals that work together to create safety outside of the system of policing.**



COVID-19 has increased our sense of urgency around building and funding PATCH and ACORN. Black, Brown, and poor people are disproportionately impacted by this public health and safety emergency.

COVID-19 has increased our sense of urgency around building and funding PATCH and ACORN. **Black, Brown, and poor people are disproportionately impacted by this public health and safety emergency.** As a result, they are steadily encountering police, and subsequently, the possibility of death at the hands of the police. **Due to the impact of COVID-19 on mental health, people living unhoused, and the enforcement of health and safety measures, these statistics continue to rise and place these individuals in jeopardy.** PATCH and ACORN's goal is to prevent such encounters and experiences. The needs of Black, Brown, and poor communities that surfaced during the pandemic era inform our work and guide us to potential crisis responses. These strategies are newly created in response to this temporal moment. **Armed with knowledge and united with like-minded partners, we are providing a safe and more effective alternative to systems that dispatch the police in the age of COVID-19 and into the future.**

Youth Employment Partnership (YEP)

Opening in January 2022, YEP's **12-bed emergency housing** tiny home community is a **cost-effective step** towards **addressing the housing shortfall** for **homeless young adults in Oakland**. In addition to providing safe and secure housing, the project also doubled as a living classroom (outdoors and socially distanced) for **over 40 youth and young adults** who **constructed the community** from the ground up, building a repository of carpentry skills **while simultaneously earning high school diplomas** and **industry-recognized credentials**.



More data from YEP:

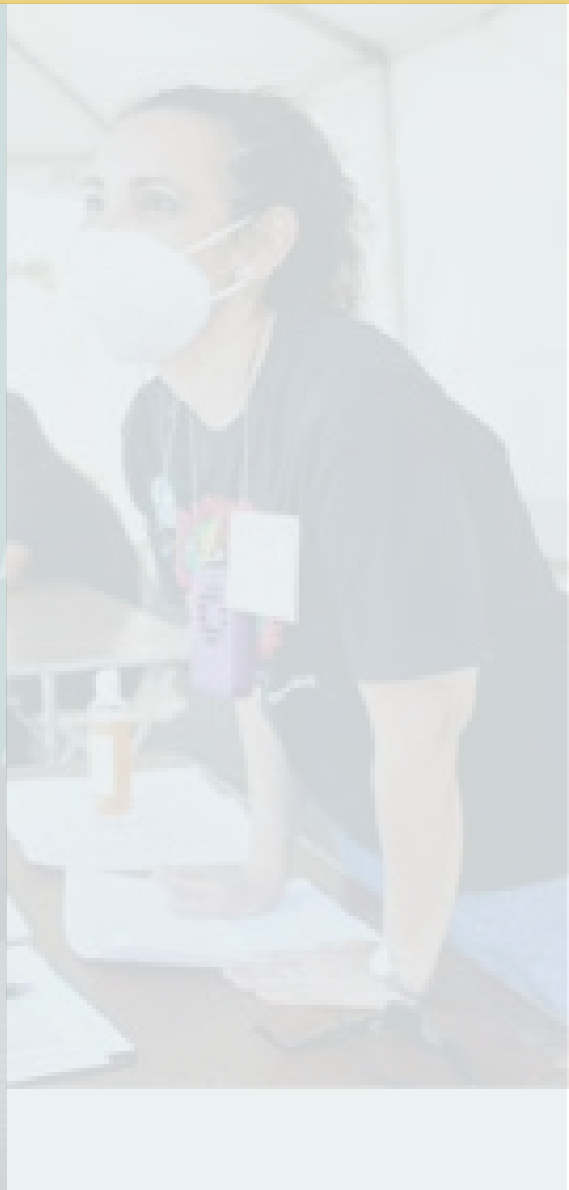
Before the COVID-induced crisis in housing and job loss, the rise in homelessness in Oakland was unprecedented. From 2017–2019, the last official statistics available show that **Oakland experienced a 47% increase in its homeless population with unaccompanied youth and young adults**.

...the tiny house community is a cost-effective step towards addressing the housing shortfall in Oakland...



Acknowledgements

Thank you to our Board of Advisors, the Mayor's Office, City of Oakland and to all of our amazing donors and community partners for your generosity and support!





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Oakland Fund for Public Innovation

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