

# DREAM KEEPER

Government Audit & Oversight Committee

Presenter:

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San Francisco Office of Economic and Workforce Development (OEWD)

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SAN FRANCISCO  
OFFICE OF ECONOMIC &  
WORKFORCE DEVELOPMENT



# OUR WHY

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“The Dream Keeper initiative strives to foster hope and create an environment where generations of Black people feel free to dream boldly.”



- **Disparities in business ownership and employment** contribute to the racial wealth gap
- **African American unemployment in San Francisco** (9.7%) remains nearly twice that of the Citywide average (4.7%)
- **Less than 1% of employer businesses are Black-owned**



# COMMUNITY

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## PEOPLE

Business Owners

Entrepreneurs

Job Seekers

Students

## PATHWAYS

Entrepreneurship

Job Training

Mentoring

Skill Development

## IMPACT

Job Placements

Businesses Launched

Money Earned

Education Attained

# COMPREHENSIVE SUPPORT

Dream Keeper investments are core to OEWD's mission, and part of a larger investment in San Francisco's Black community.

In addition to Dream Keeper investments, last year OEWD awarded \$5.38 million in resident workforce services, \$1 million in capital for nonprofits, and \$2.9 million in COVID Relief Grants and Loans for Black business owners.



## **JOB CENTERS**

Helping residents identify and apply for good jobs



## **CAREER PATHWAYS**

Skill development and training



## **SMALL BUSINESS FINANCING**

Grants and loans



## **FOCUSED ASSISTANCE**

Navigation support and capacity building

## **ACCESS TO ECONOMIC OPPORTUNITY**

Workers and business owners have shared and equitable prosperity

# ECONOMIC & WORKFORCE DEVELOPMENT PARTNERS

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African American Art & Culture  
Complex



# ECONOMIC & WORKFORCE DEVELOPMENT PARTNERS



National Coalition of 100 Black Women



# NEW COMMUNITY LEADERSHIP FOUNDATION

New Community Leadership Foundation is a nonprofit organization that works to transform and empower Black and other disenfranchised communities in San Francisco.

## Causes

- Historic Preservation
- Economic Development
- Civic engagement
- Cultural upliftment
- Artistic Empowerment
- Equity Advancement



- **Fiscal sponsorship support**
- **Skilled volunteer access**

## **Black-led and Black-centered narrative shift**

- Community Research Institute

**\$2,000,000**

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## **Culturally affirming spaces that celebrate Black people**

- Direct grants to community members for cultural events
- Community arts & business practices to support artists

**\$3,082,000**

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## **Growing financial health and economic well-being**

### **DREAM KEEPER**

Anti-displacement services for small businesses

- Technical assistance
  - Direct payments
- Educational pathways
  - Worker training

**\$30,918,000**

### **FUNDING AREAS**



As of **January, 2022**

**Entrepreneurs  
& Trainees Enrolled**

**502**

**Black-Owned Businesses  
Registered & Trainees Placed**

**92**

**Direct Payments  
Received by Residents**

**\$2M**

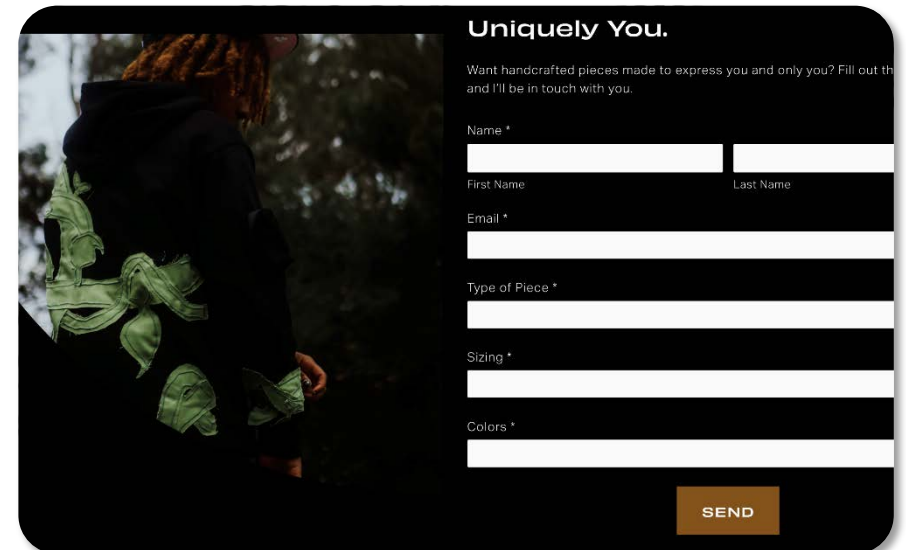
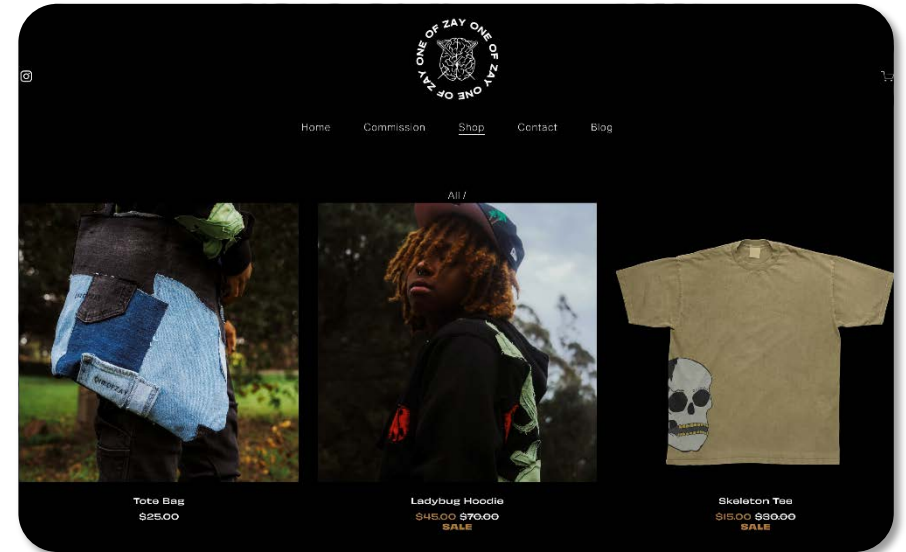
# PROGRAM HIGHLIGHTS

## En2Action Sell Black / One of Zay

Sell Black: Grow Your Online Presence is a 12-week digital marketing training program to support Black-owned businesses in operating competitively online.

### Business Highlights

- Promotional opportunities
- E-commerce website



# PROGRAM HIGHLIGHTS

## City EMT (Emergency Medical Technicians)

Earn-to-learn training program

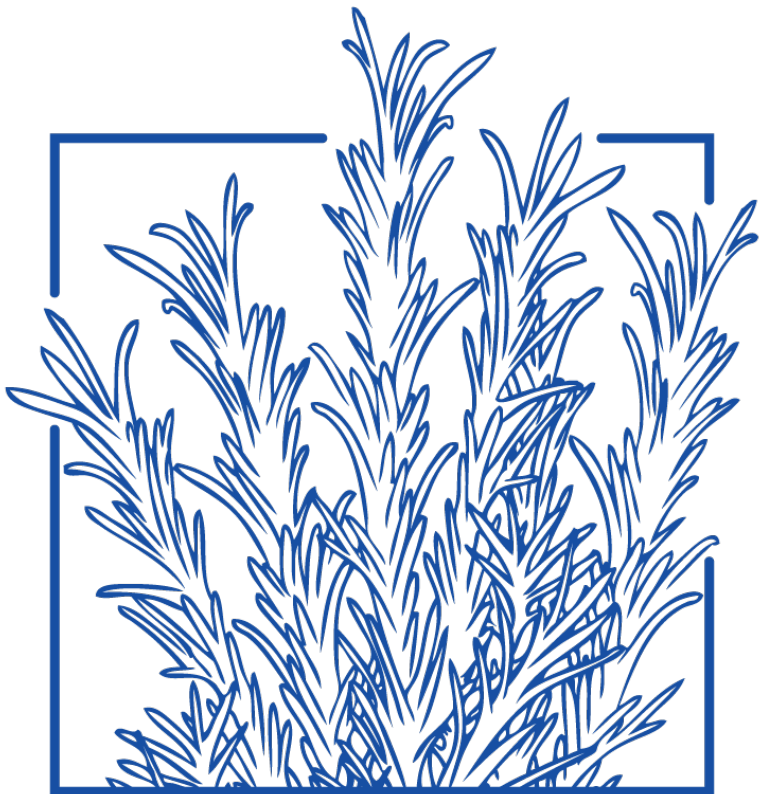
### Business Highlights

- 100% training completion rate
- Progress toward exam, paid internship & employment placements
- Access to multiple career pathways opportunities



BAY AREA

Inaugural City EMT class graduates, program



**DREAM  
KEEPER**

**INITIAL LEARNINGS**  
**ACCOUNTABILITY**  
**SYSTEMS CHANGE**

- Match training to where people are
- Community feedback is critical to fine-tune implementation
- Systems change requires new approaches to support our partners and internal processes