





Dream Keeper Initiative

San Francisco Human Rights Commission

Dream





Promises Made Promises Broken

Following what is often referred to as the George Floyd racial justice reckoning, Black businesses and endeavors saw an increase in commitments and in some cases actual funding opportunities.

2%

Black entrepreneurs typically receive less than 2% of venture capitalist funding each year

2022

After George Floyd's murder and the civil unrest that followed, Black businesses saw historic gain, only to see many of them lost by 2022.

45%

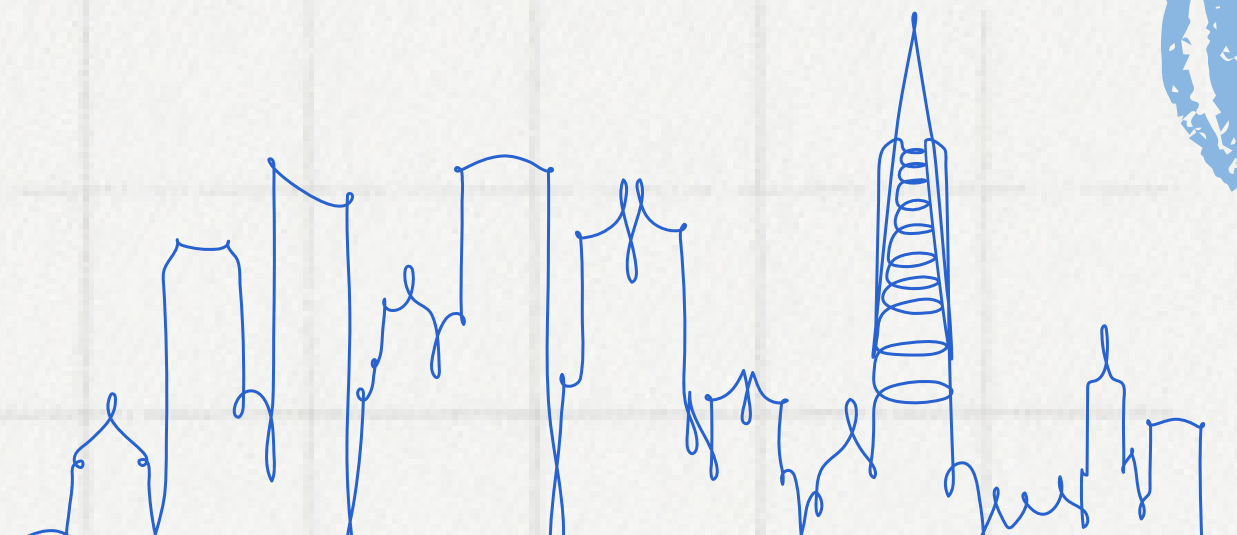
Financing for Black businesses fell by 45%



San Francisco

Honoring the Commitment

After a series of community meetings and commitments to invest in the Black community, the Dream Keeper Initiative was launched. More than 80 organizations received funding and the initiative has impacted thousands of diverse San Francisco residents and stakeholders.



DKI

Worth the Risk

Investing in people from diverse backgrounds, especially Black people, is often considered a risk.

...” economists are discovering that government spending on programs like healthcare and cash aid is more than just humane policy. It’s also an investment that pays future dividends, refuting old assumptions about the efficiency of welfare spending.”

Dreams

The investment in dreams can't always be measured - how do you measure hope and optimism? Funding for mini-grants provided an opportunity for community members to access funds and invest in their dreams and those of others.

Housing

over 40 people have purchased homes and hundreds have received support to stay housed. Similarly, nearly a hundred people have remained housed due to DKI funding.

Education

Nearly 200 college students provided educational support that includes funding for tuition, housing, food, school supplies and other resources.

Economic Justice

Support for new and existing businesses, as well as access to funding for basic needs has provided a safety net to hundreds of families and entrepreneurs.

Unrealistic and Unqual Expectations

In many areas if you perform, the investor continues to support the effort, but the data suggests Black entrepreneurs have to be exceptional and extraordinary to continue funding and/or gain additional capital.

Some argue DKI has experienced the same biased and unfair treatment, despite annual reports, regular town hall meetings, community office hours and additional requirements imposed on grantees.

◆
2021

First contracts are issued

◆
2022

Funding annualized; launch of the DK-DALP; launch of cross-stakeholder accountability tables.

◆
2023

External evaluation released; establishment of community office hours; DKI recognized as a national model; department-wide town hall

◆
2024

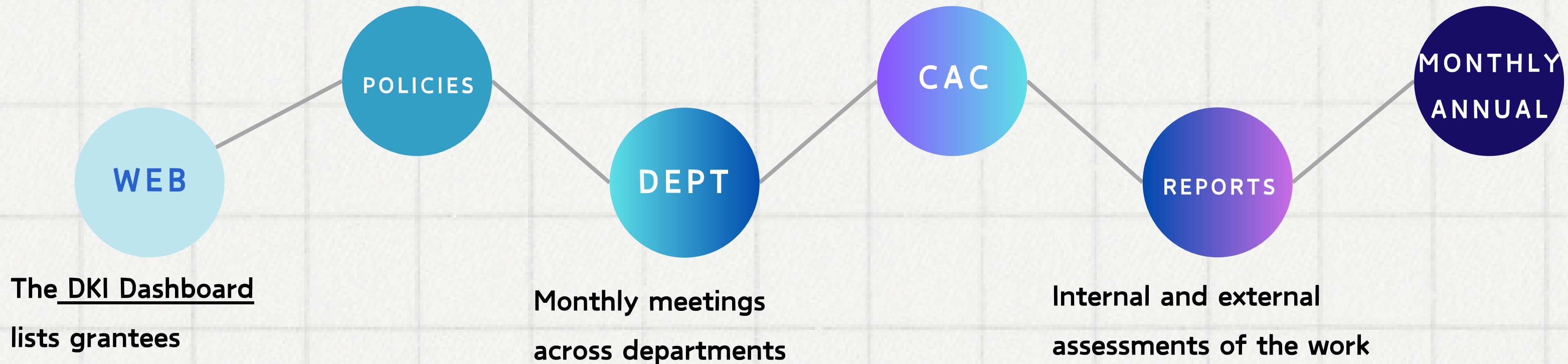
New data and processes advanced; 3rd Annual Dreaming Forward; Impact report released; legislation

Accountability

Implementing extra layers of review, like audits and exit interviews with grantees

Community Accountability Committee

Town Hall, community updates and community office hours



Benefits of Investing in Dreams and Unicorns

Yes there is a moral imperative to do the right thing, but there are also noted community, economic and social benefits for investing in dreams and unicorns.

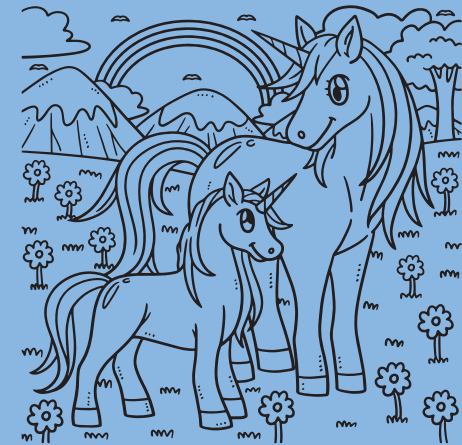
Everyone benefits when transformative change makers are provided the resources and the **time** needed to build out a big idea.

Government officials exercise power and privilege that impact decision-making, community narratives, social and economic justice, the opportunity to innovate and the future of the quality of life.





According to the Brookings Institution, Black Americans are the most optimistic and the greater community benefits from that optimism.



Investing in youth and providing support to families is recognized as one of the most transformative change strategies.



Homeownership continues to be a primary contributor to building wealth and contributes to narrowing the racial wealth gap.



**If you look
you will see
They do exist
There is success
Change is Real**



A commitment to art and culture is foundational for health and wellbeing - mental, physical and economic.



Investing in the health and wellbeing of those with the least amount of resources improves overall public health, providing space for people to exercise their power and dream.



Similar to unicorns, each solution is different - advancing economic justice, comes with some risks, but the social and economic gains outweigh the the failures and setbacks



Realizing Dreams

**“Don’ t show me frogs and snakes
And listen for my scream,
If I’ m afraid at all
It’ s only in my dreams.”**

Dr. Maya Angelou

Dream




INVESTMENT BY NEIGHBORHOOD

Since receiving [DKI funding], so many other doors and opportunities have become available... the funds allowed us to take part in conversations that we were never aware of previously because of the lack of funding and resources.



FUNDING BY NEIGHBORHOOD

\$0M  \$27.89M





ECONOMIC MOBILITY

ACTION: Grow financial health and economic well-being of Black people.
Black economic success benefits San Francisco entirely.

WORKFORCE DEVELOPMENT

PROGRAMMATIC INVESTMENT³

- 180 participants completed occupational skills training, with 115 employed
- \$24/hr average placement wage

INTERNAL INVESTMENT⁴

- 2 employees promoted to permanent civil service positions
- 4 employees promoted to a higher job classification
- 29 out of 31 City and County of San Francisco DKI employees retained

ENTREPRENEURSHIP BUSINESS

- **BUSINESSES LAUNCHED:** 99 entrepreneurs launched a business⁵
- **# OF STOREFRONTS:** 21 new leases established³
- **\$ IN CAPITAL:** \$2,330,250 funded to entrepreneurs⁶
- **POP-UPS ON THE PLAZA:** a series of quarterly events at the San Francisco Ferry Building, celebrating Bay Area Black entrepreneurs.
 - 4 Pop-Ups on the Plaza events:
 - Celebrating Black Women Makers
 - Juneteenth on the Waterfront
 - Fall Kickoff
 - Black Holiday Market
 - 45 Bay Area Black-owned food and craft businesses participated
 - 75,000 Bay area visitors

HOMEBUYERS BY RACE & ETHNICITY⁶

30 Black Homeowners 13 Non-Black* Homeowners



*1 Burmese, 1 Chinese, 3 Filipino, 1 Indigenous,
1 Japanese, 1 Latino, 5 White

Just to see my son become a homeowner in San Francisco — especially as a single Black man—I'm just over the moon. It's just a blessing. It wouldn't have happened anywhere else but through DKI Down.

of homebuyers: 43 homebuyers
Average purchase price: \$950,293
Average down payment: \$401,042

EDUCATION & ENRICHMENT

ACTION: All learners have access to culturally affirming curriculum and academic experiences with a focus on institution age learners (K-12, post-secondary, vocational). Research suggests that learners are more likely to excel in the classroom when they have a culturally congruent educator. Furthermore, learners are more culturally aware when taught about their cultural origins. We invest in spaces where learners are loved and supported throughout their academic journeys from zero to post-secondary.

662

Individuals enrolled in education programs*

\$1,114,785

Education grant funding*

196

Scholars received funds and enrolled in post-secondary education

For many decades Black children failed year after year and no one raised an eyebrow. For the first time in the history of San Francisco, we are providing an equitable framework to support our Black community and disrupt generations of disinvestments.





CULTURALLY AFFIRMING SPACES

ACTION: Build culturally affirming spaces that celebrate Black people. Build communal spaces for people to exchange traditions, visitors can experience the vibrancy of Black culture, and Black people feel a sense of belonging.

“

This one-of-a-kind cohort represents over one hundred years in aggregate of servicing the African American community of San Francisco through exciting artistic productions, community workshops, educational instruction, and socially conscious and irreplicable activities that support and vitalize the Black community.

25,500

Event Attendees***

HEALTH & WELLNESS

ACTION: Every person has access to culturally relevant social-, emotional-, and physical wellness options. When holistically well, people have space to dream, exercise their power, and realize their hopes and dreams.

FOOD JUSTICE

18,716 meals to children, youth and families*

MENTAL HEALTH

481 individuals enrolled in mental health services*

10 Culturally congruent Mental health practitioners hired*

HOUSING

98 individuals and families stably and permanently housed*

A Bubble STEAM project turned into a wellness project when one of our students watched a bubble go in the sky and not pop. She said " I am sending a kiss to my daddy" who had passed away year ago. Soon all of us were sending kisses and calling out names of love one who have passed away. It was beautiful.

“

Since I started with therapy I have been able to see some of my actions a little differently. It doesn't happen all the time but sometimes I just pause and think about what we talked about.



BRIGHTER FUTURES

ACTION: Black youth and families have equitable access to community groups, classes, and other supports. Family wellness is not limited to an individual. It is necessary we provide equitable access to community spaces, creative learning environments, and peace promotion efforts for the entire family.

“

They have made a positive impact on our lives and I would HIGHLY recommend them to any young lady who's looking build confidence, self love and financial independence. I can't thank you ladies enough we are forever thankful and grateful for you!!! You changed our lives!

**4,633
YOUTH
SERVED**

duplicated across
departments*

COMMUNITY INNOVATIONS

ACTION: Nontraditional and effective strategies implemented by Black-led and Black-serving organizations are seeded. Community innovations funds have supported creative pathways to food access, violence prevention and peace promotion, housing security, and culturally affirming spaces.

MINI-GRANT INVESTMENTS

\$3,145,865

Granted*

Housing **THERAPY**
Cultural Events **FOOD** Employment
Childcare Blankets
Clothing **EDUCATION**
Rental assistance Hygiene Kits
Transitional age youth

Our organization is deeply grateful for the funding provided by the Community Innovations Mini-Grant Program. With these funds, we've been able to support our communities and empower our youth, turning dreams into reality.

—”

CAPACITY BUILDING

GOAL: Ensure the Black-led and Black-serving organizations are financially solvent and can scale services. As a community-driven initiative, we rely on our community partners to meet San Franciscans where they are. Thus, it is essential we invest in the capacity building and technical assistance (CB/TA) of the organizations doing the day-to-day work so individuals and families receive what they need to thrive.

621 businesses/organizations participating in CB/TA services*

24 Organizations received city funding for the first time*

3 Became fiscally solvent and received direct city contracts*

9 obtained a city contract after receiving DKI CB/TA services*

Outcomes of Investment**

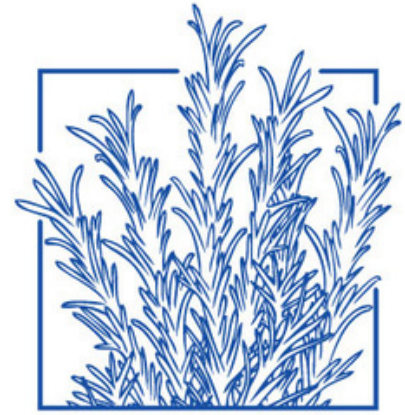
- Started a business
- Developed websites and logos
- Hosted events
- Implemented new technology to support outreach
- Provided student stipends
- Increased staffing
- Provided Professional development & mentorship for staff
- Enhanced operational efficiency
- Financial literacy and sustainability for artists
- Workforce opportunities

INCREASE IN FUNDING 34 out of 43 organizations reported an increase in funding ranging from \$5K to \$1.2M after participating in CB/TA services.**

These funds [have been] so helpful to keep the doors open to provide the services in my community that is so desperately needed.

”

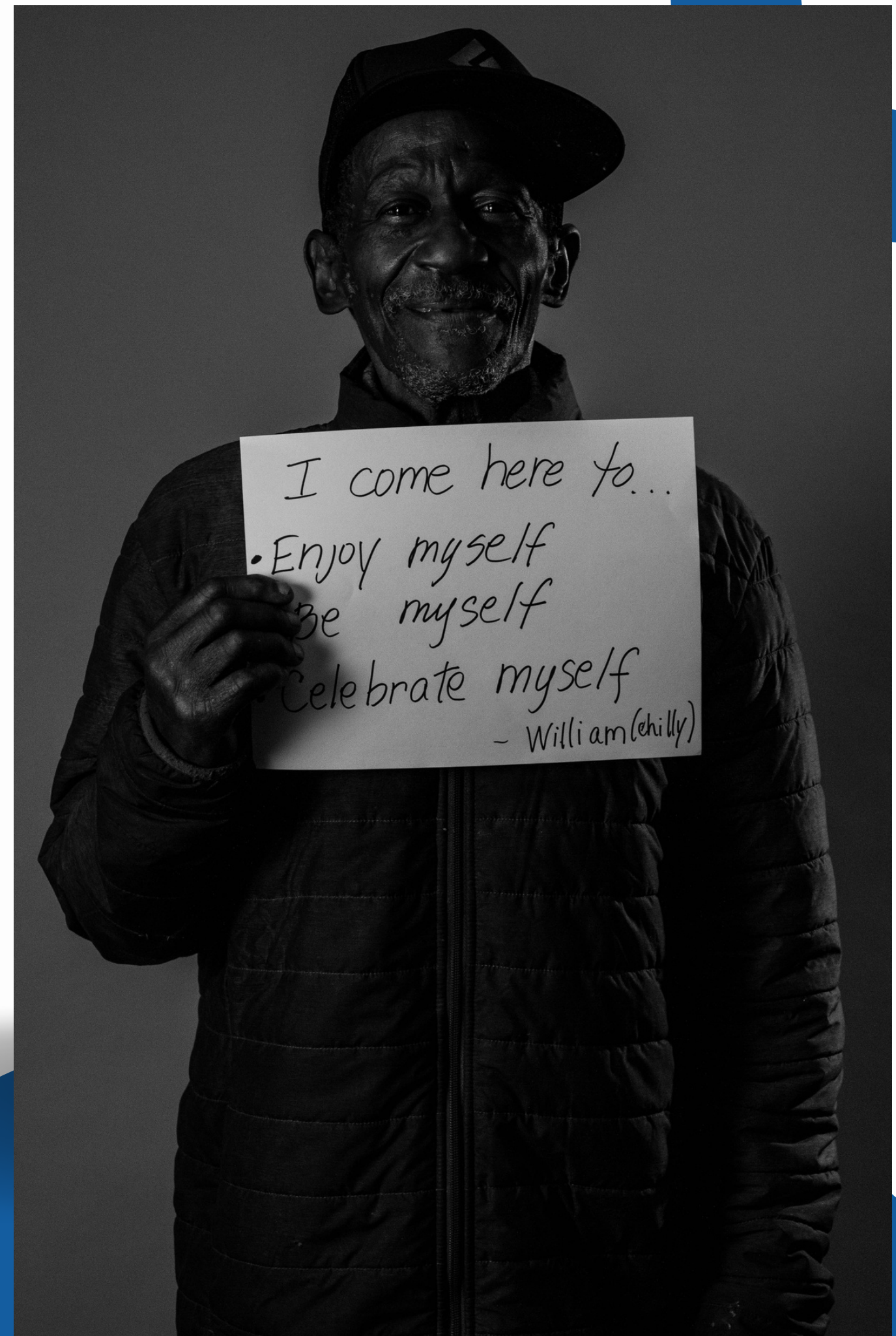




DREAM KEEPER

Empowering Voices, Preserving Legacies

By: Rashaad Bess

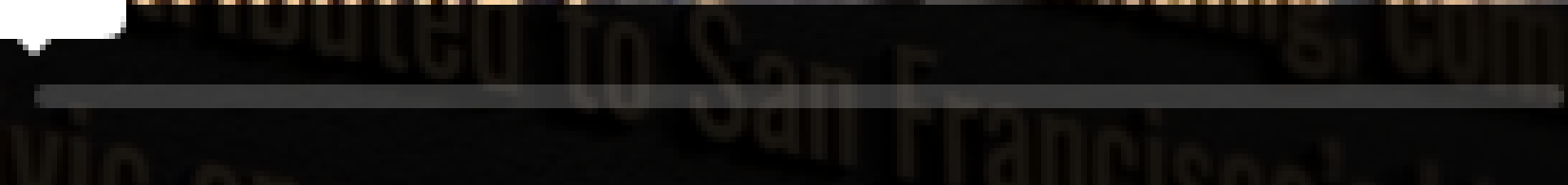


Curry Senior Center

SAN FRANCISCO

THIS BUSINESS IS RECOGNIZED AS A SAN FRANCISCO LEGACY BUSINESS
BY THE CITY AND COUNTY OF SAN FRANCISCO
Legacy Businesses are longstanding businesses that have contributed to San Francisco's history and economic development.

02:37



Speaker icon, CC icon, Comment icon, Settings icon, Full screen icon, Share icon, Vimeo logo



My Life, My Story

The Dream Keeper Initiative, My Life, My Story, is a powerful program that aims to amplify the voices and preserve the stories of marginalized communities, particularly the African American and LGBTQ+ communities. Through this initiative, individuals are given a platform to share their narratives, experiences, and perspectives, fostering a sense of connection and understanding within the community.

Inclusive Demographics

The Dream Keeper Initiative, My Life, My Story, embraces diversity, with 64% of participants being African American men, 32% African American women, and 4% trans African American individuals. This inclusive approach ensures that a wide range of voices and experiences are represented.

Expanding Outreach

Recognizing the challenges faced by many in the community, the initiative extends its reach to those without stable housing, with 60% of participants experiencing homelessness. By providing a platform for their stories, the program aims to raise awareness and promote understanding.



Participant Testimonials: Heartfelt and Inspiring

"A Feeling of Acceptance and Encouragement"

"Upon entering the building, I had a feeling of acceptance, encouragement, and understanding. There was a great sense of love I know today would be memories I would keep for a lifetime."

"An Interesting Reminder of Positivity"

"It was an interesting reminder that good things can happen."

"Revisiting Childhood Memories"

"I think looking back to early childhood was enjoyable for me because everything seemed new and fresh in God's plan that he prepared for us all."

"A Desire to Share Stories"

"I really want my story to be told."



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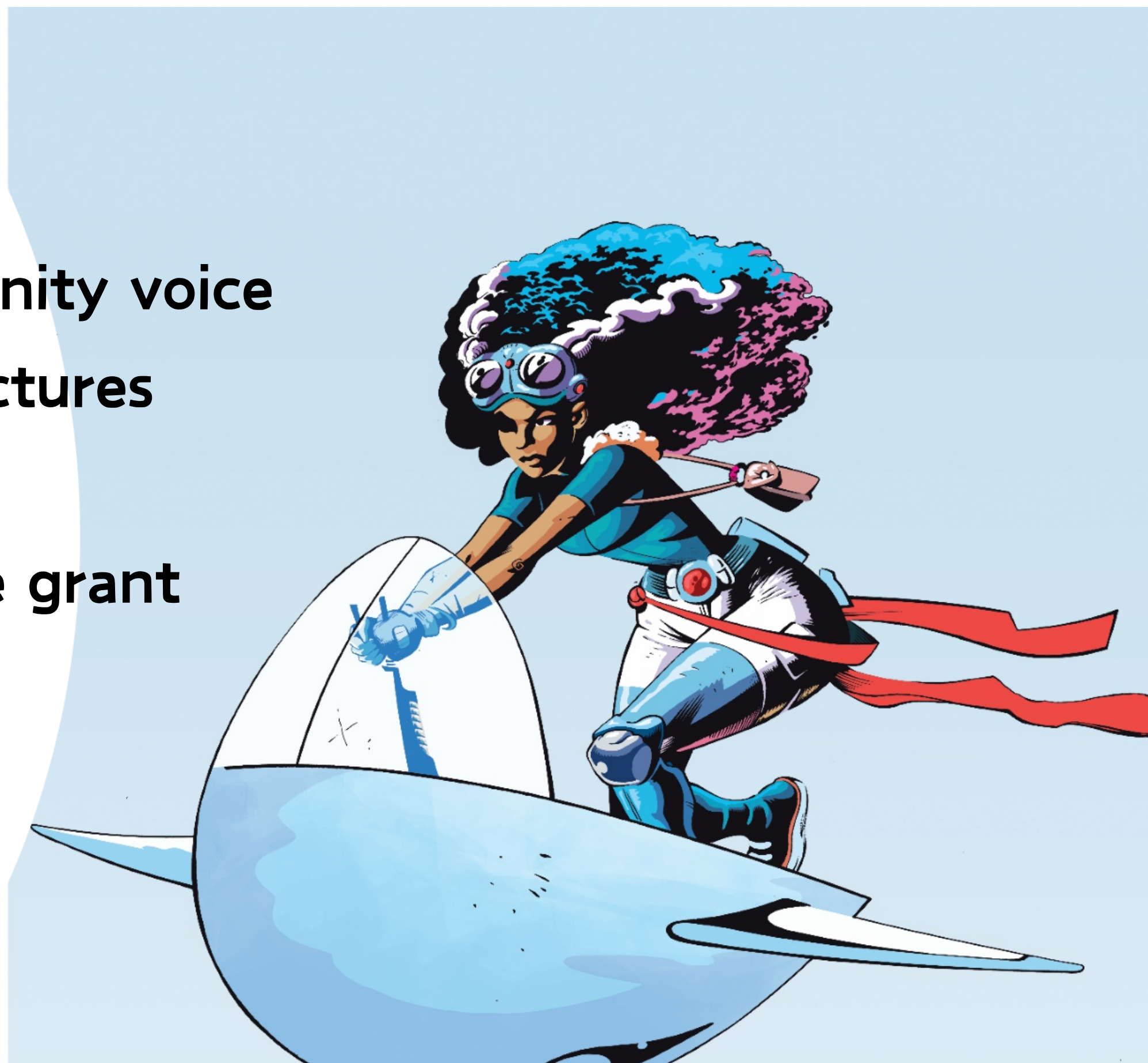
"A Desire to Share Stories"

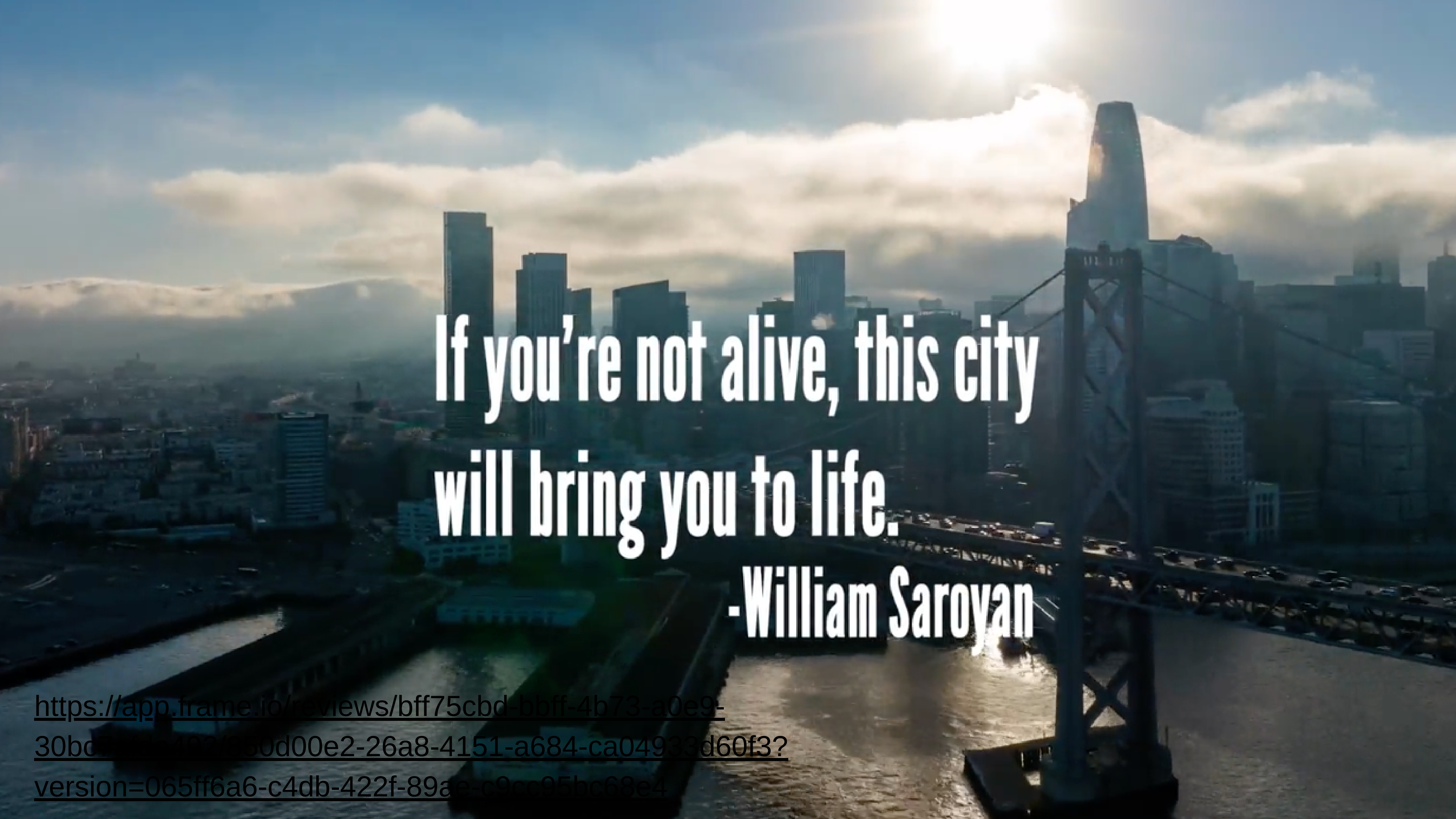
"I really want my story to be told."



Moving Ahead

- **Prioritize and center community voice**
- **Maintain accountability structures**
- **Data-informed investments**
- **Practices that will streamline grant administration**



An aerial view of San Francisco, California, featuring the Golden Gate Bridge and the city skyline. The sun is setting behind the clouds, casting a warm glow over the scene. The text is overlaid in white, bold, sans-serif font.

**If you're not alive, this city
will bring you to life.**

-William Saroyan

<https://app.frame.io/reviews/bff75cbd-bbff-4b73-a0e9-30bd00e2-26a8-4151-a684-ca04933d60f3?version=065ff6a6-c4db-422f-89ae-c9cc95bc68e4>