2021 IMPACT SNAPSHOT

Christian Garcia, baker and employee-owner of Proof Bakery

{ Project Equity }
Employee ownership transitions benefit workers, families and communities

**BENEFITS OF EMPLOYEE OWNERSHIP**

**EMPLOYEES**
Better pay & benefits  
Build assets & equity  
Have a voice in key decisions  
Grow leadership skills

**COMMUNITIES**
Retain good businesses & jobs  
Greater civic engagement  
More resilient local economy

**BUSINESSES**
Higher productivity & growth  
Lower employee turnover  
Improved lifespan  
Owner receives market value

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PATHWAY TO EMPLOYEE OWNERSHIP
Project Equity continues to educate hundreds of stakeholders and directly support more businesses and workers each year.

STEP 1
EDUCATION
Learning about the benefits of employee ownership

STEP 2
EXPLORATION
Considering how employee ownership could meet your business goals

STEP 3
FEASIBILITY
Determining if employee ownership is feasible for your business

STEP 4
TRANSITION
Designing the new employee-owned entity and closing the sale

STEP 5
THRIVE
Helping the business and its employee-owners flourish

3,083 stakeholders educated on employee ownership transitions

187 businesses advised on becoming employee-owned

40 businesses provided with hands-on transition and employee ownership technical assistance

1017 workers at these businesses

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Na Young Ma opened Proof Bakery in 2010 in the Atwater Village neighborhood of Los Angeles. The bakery quickly became a popular destination across the city and has been recognized by the James Beard Foundation, New York Times, Food and Wine, The Counter, and the LA Times.

From day one, Na Young’s goal has been to create an inclusive and sustainable workplace for all of the bakery employees. Project Equity helped Proof Bakery transition to employee ownership in 2021. It was important to Na Young to provide a workplace where employee-owners have a say in what they make and participate in its financial success.

"For the last 10 years, both collaboration and cooperation have been a driving force behind daily operations at Proof. Transitioning to a model where the labor force owns the business only furthers these values by creating shared responsibility and equity."

Na Young Ma, founder and selling owner at Proof Bakery
We also expanded our reach, government partnerships and media footprint.

Advised business owners in 36 states on becoming employee-owned.

Partnered with 11 local governments.

Achieved 7 million media impressions.

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We’re so grateful to those who supported our work in 2021. In 2022, Project Equity is laser focused on expanding the benefits of employee ownership to more low-wage workers, families of color and communities nationwide.

There has never been a better time to support employee ownership and Project Equity.

"Proof has taught me to move through the food world with intentionality and accountability, not just in the kitchen but in the areas of service and our local community. I look forward to the new employee ownership collaboration that will elevate our voices, both individually and collectively."

Jen Salgado, an employee-owner at Proof Bakery

For more information, please contact

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