



2022 IMPACT SNAPSHOT

{ 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

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



3,752

stakeholders educated on employee ownership transitions

STEP 2 **EXPLORATION**

Considering how employee ownership could meet your business goals



199

businesses advised on becoming employee-owned

STEP 3 **FEASIBILITY**

Determining if employee ownership is feasible for your business



43

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

STEP 4 **TRANSITION**

Designing the new employee-owned entity and closing the sale



1,270

workers at these businesses

STEP 5 **THRIVE**

Helping the business and its employee-owners flourish



Promotoras Activas' worker-owners lift up their community

The worker-owners at Promotoras Activas San Francisco Cooperative perform vital outreach to San Francisco's Spanish-speaking community. They bring opportunities for affordable housing, health care, employment, scholarships and more to people who need them most.

Project Equity worked with Mission Economic Development Agency to establish Promotoras Activas with a cooperative structure that distributes profits equitably among all worker-owners. This has enabled many of their worker-owners—all immigrants and mostly women—to earn a regular paycheck for the first time since coming to the U.S., and to do it by helping their community.

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"I want to be an inspiration for other Promotoras—to either create more opportunities for them through our coop, or to inspire them to create their own coop so they can continue contributing to their community. They deserve that."

Mercedes Garcia, employee-owner at Promotoras Activas

PROJECT EQUITY **EXPANSION**

**We also
expanded
our reach,
government
partnerships
and media
footprint**



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



Partnered with **9**
local governments



Achieved **17 million**
media impressions

A more resilient future. Together.

We're so grateful to those who supported our work in 2022. In 2023 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.

"We could not be where we are and in the position that we are in right now without Project Equity. Running a coop is a huge responsibility. But if you have Project Equity's support, then you will probably be a successful business."

Mercedes Garcia, employee-owner at Promotoras Activas



For more information,
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