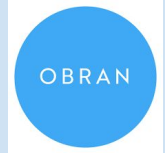
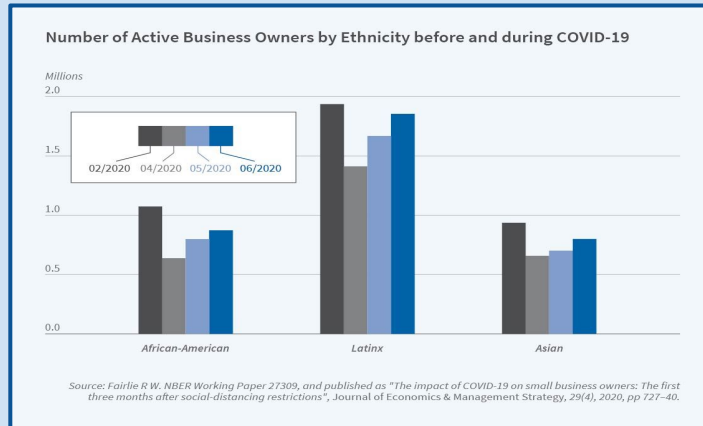


Business Resiliency Through Employee Ownership

Kaiser Permanente's Impact Spending team is responsible for utilizing economic resources and assets to help improve the socio-economic and environmental social determinants of the communities that they serve. They ensure that their spending decisions are environmentally sound, economically viable, and socially equitable.

This includes working with their diverse supplier companies, to which some were severely impacted by the COVID-19 factors, such as Courier Corporation of Hawaii (CCH). Statistics have shown that minority small businesses faced significant hardships and closures due to the pandemic.

41% of Black-owned businesses have been shuttered by COVID-19, compared to just 17% of white-owned businesses (UC Santa Cruz & The National Bureau of Economic Research, 2020).



The Impact Spending team developed the Business Resiliency Through Employee Ownership initiative. By partnering with Project Equity and Obran, we were able to support CCH's employees to become owners of the company. Employee ownership for CCH not only prevents a small business from being sold or closed down, it also leads to:

- Continued support for local jobs
 - Local economy support
 - Increase in living wages
 - Retirement sharing
 - Job tenure
- Local and individual wealth building

In addition to the initiative, we created a communication strategy to share the story and efforts of the Impact Spending team, to which the Business Resiliency Through Employee Ownership project will be featured. The strategy will focus on Impact Spending's business model which layers the social and economic lenses into operations that can continue to support inclusive equitable community development.

