

# IMPACT REPORT

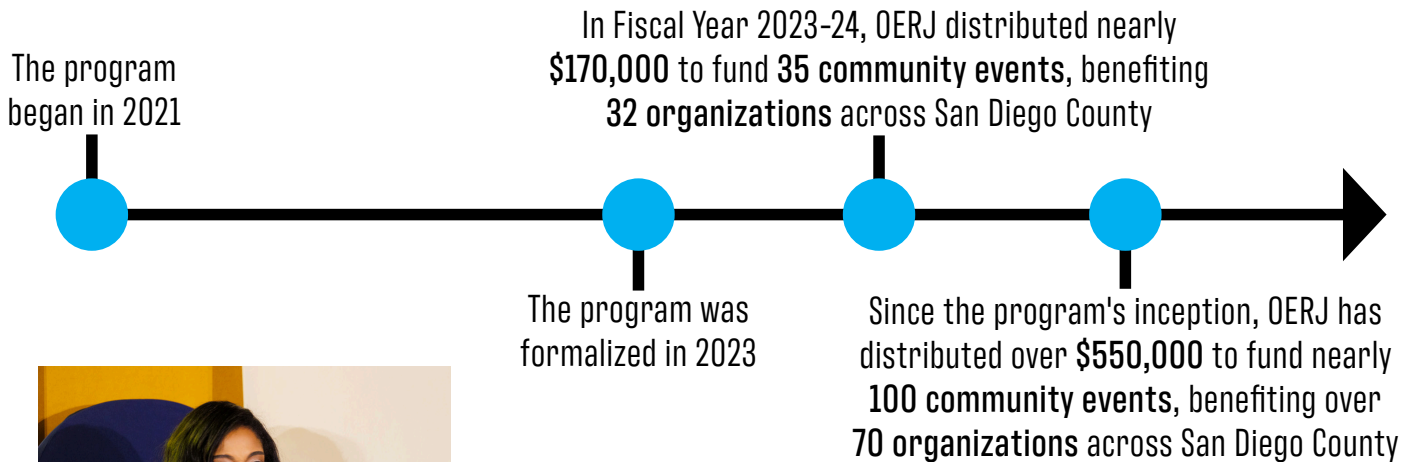
# COMMUNITY SPONSORSHIPS

*AMPLIFYING COMMUNITY VOICES • EMPOWERING COMMUNITY MOVEMENTS*

FISCAL YEAR 2023-2024

## The Community Event Sponsorship Program is:

- An initiative from the County of San Diego Office of Equity and Racial Justice (OERJ)
- The first formalized, equity-focused sponsorship program at the County of San Diego
- An investment in the San Diego community and a celebration of the region's rich tapestry of cultures



**Left:** OERJ sponsored the Stella Foundation's Women's Venture Summit, **connecting and supporting women in business.**

**Right:** OERJ sponsored Black Tech Link's Community Health & STEM Fest, **promoting access to STEM education, health, and wellness.**

"The County of San Diego Office of Equity and Racial Justice sponsorship helped jumpstart our annual Inclusive Champions Awards to recognize individuals fostering inclusivity for marginalized entrepreneurs to access resources. It also allowed us to bring different service providers together to further collaborate on access to funding and resources, increasing opportunities for San Diego small businesses to thrive."

—Julius Alejandro, Executive Director of Village Up San Diego



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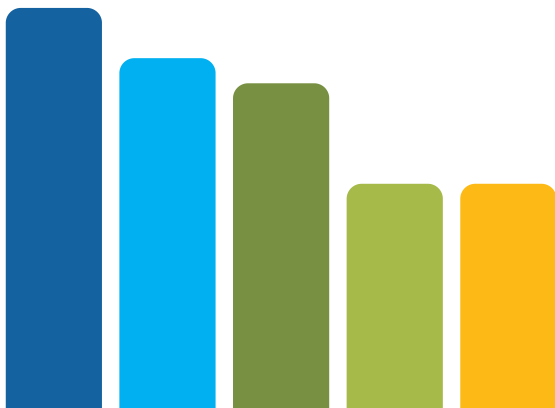
# 2.5X

## Community Sponsorship Applications

The number of community sponsorship applications submitted **increased by 2.5 times** in Fiscal Year 2023-24, compared to the start of the program, indicating the need for equity-focused community investment.

## Top 5 Focus Areas

Out of 17 total focus areas, the top 5 focus areas of sponsored events were **Education & Advocacy, Youth Development, Business & Career Development, Equity & Inclusivity, and Health & Wellbeing.**



Education & Advocacy (16) Youth Development (14)  
Business & Career Development (13) Equity & Inclusivity (9)  
Health & Wellbeing (9)

## Organizational Leadership Diversity

91% of funding dollars supported **Black, Indigenous, and People of Color (BIPOC)**-led organizations. 63% of funding dollars supported **woman-led** organizations.



**Left:** Demographics by Race/Ethnicity.  
**Right:** Demographics by Gender.

"The House of Panama would like to express our gratitude to the County of San Diego Office of Equity and Racial Justice for your generosity, support, and kindness. Your sponsorship has made a profound difference in helping us share our Panamanian culture, and promote diversity to Balboa Park visitors." —Yolanda Burgess, Community Lead of House of Panama

