

INFORMATION PACKET

JOIN
Pledge LA



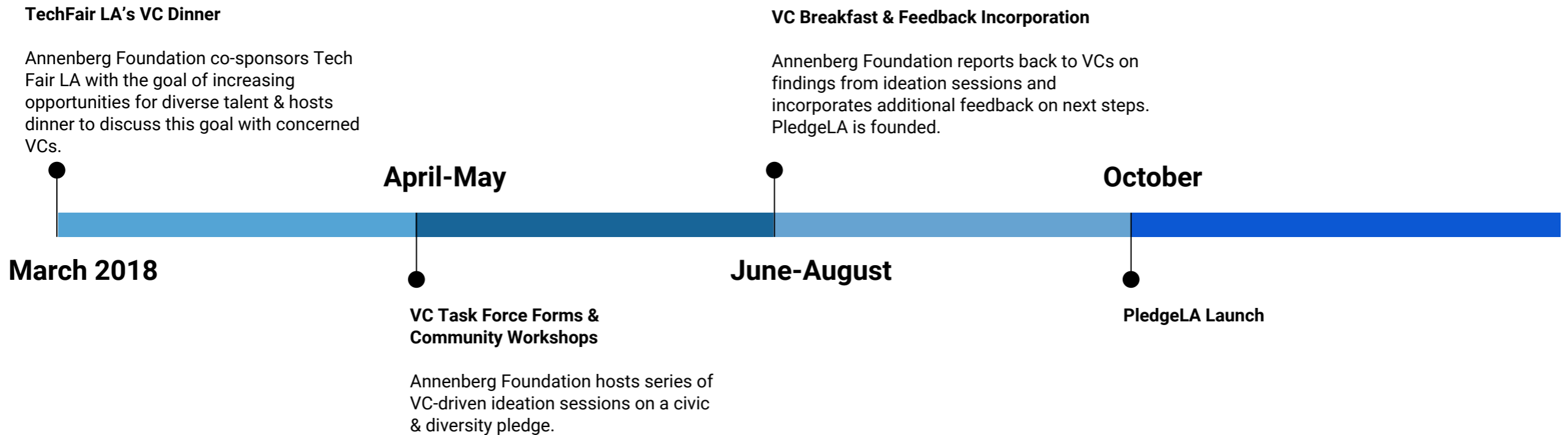
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Designed & Developed by LA VCs

We've built traction.

PledgeLA formed through a collaboration between LA's venture capital community, Annenberg Foundation, and the Office of Mayor Eric Garcetti.



Why Los Angeles?

**Diversity increases your bottom line.
73% of Angelenos identify as a person of color.
That's a huge untapped business opportunity.**

- ▶ Los Angeles has 8.8 million people in the workforce and over 100 institutions of higher education, creating unique access to top talent.
- ▶ Los Angeles is ranked third in the nation for start-up activity.
- ▶ Yet, racial and gender gaps still persist in the Los Angeles labor market.

What About Tech Companies?

LA is a Tech Leader.

LA Graduates More Engineers Than Any Other United States Metropolitan Area.

- ▶ Tech is one of four major industries in LA, with an \$81 billion economic impact on the city.
- ▶ LA tech sector currently employs over 500,000 Angelenos and counting.
- ▶ As business leaders, tech companies hold huge power in shaping the future of a city through their engagement with communities, hiring and inclusion practices.

What is PledgeLA?

A groundbreaking coalition of VCs, companies, and leaders in technology that commit to:

- ▶ Increasing community engagement by supporting the efforts of organizations making a difference in LA.
- ▶ Improving equity, diversity, and inclusion at all levels of their organization and investment decisions.
- ▶ Measuring and transparently reporting progress on these outcomes.
- ▶ [Download complete Pledge here](#)

Benefits to Membership

- ▶ Diversity and community engagement increase the bottom line.*
- ▶ Recognition for making a commitment to improve community engagement, diversity, and inclusion in your organization and investment decisions.
- ▶ Opportunity to co-create a vision with other tech leaders to transform Los Angeles
- ▶ **Future:** Access to resources in the form of exclusive events with members, engaging workshops, and one-on-one support to improve community engagement and diversity.

Member Opt-In Agreements

- ▶ Member grants permission to be listed on PledgeLA.org and other online and promotional materials.
- ▶ Member agrees to allow LA-based employees participate in an optional survey.
- ▶ Members will notify LA-based employees that the firm has chosen to participate in the Pledge and encourages taking the survey.

PledgeLA Next Steps

- ▶ **October** - PledgeLA public announcement.
- ▶ **2019** - A series of convenings to co-create next steps, set goals and determine measurement principles.
 - ▶ Administer baseline company survey to determine the demographic composition

Join PledgeLA

- ▶ Ready to Take the Pledge?
 - ▶ Join PledgeLA here: <http://join.pledgela.org>
- ▶ Need to Chat?
 - ▶ Jasmine Hill – Project Manager, Annenberg Foundation
 - ▶ Email jhill@pledgela.org
 - ▶ Phone: 213-403-3058