



An initiative of Annenberg Foundation and the Office of Mayor Eric Garcetti

Overview

PledgeLA is a coalition of Los Angeles venture capital firms and tech leaders who commit to improving quality of life for all Angelenos. With support from PledgeLA, the nonprofit, these leaders will connect with organizations that are making a difference in Los Angeles in order to increase civic engagement, diversity, equity and inclusion in their own companies and transparently measure progress and impact over time toward these ends.

Activities

PledgeLA's work as an organization will focus on:

- Strategic collaboration with nonprofit and community-minded organizations to address challenges facing Angelenos.
- Charitable donations and investment in opportunities that benefit the future of Los Angeles, with emphasis on tech education, building an equitable workforce, affordable housing, and equal access to technology.
- Cultivation of a diverse and equitable tech pipeline, through mentorship, training, networking, and internships for emerging talent throughout the city of Los Angeles.
- Goal-setting, guidance, and accountability for the LA-based tech sector around creating positive civic impact and increasing diversity in the industry.

Goals

PledgeLA will use the resources of the tech industry in service to the Greater Los Angeles region to build the most engaged, diverse, and collaborative tech hub in the nation.

In 2019, we plan to:

1. Establish PledgeLA as a 501(c)(3) organization, tasked with supporting and measuring the social impact and diversity of LA's tech industry.
2. Open a physical location in an underserved community to host trainings, mentorship opportunities, and other activities designed to cultivate a more civically engaged, diverse, and inclusive tech pipeline.
3. Onboard as many LA-based tech companies (CEO/founders) to the pledge as possible.
4. Convene existing/prospective PledgeLA members and community leaders to articulate – in a master plan – shared goals that will meet and alleviate LA's greatest needs.
5. Produce the first PledgeLA annual report, which will provide a baseline measurement of the current level of civic impact and diversity in the Los Angeles tech industry. From this report, we'll announce official targets and recommendations for improvement around community engagement, diversity, equity, and inclusion.

What can community groups expect?

PledgeLA began with the recognition that business leaders play an important role in our city's social fabric, yet these organizations are

not asked often enough to commit to our collective growth and prosperity. Therefore, we began by asking for real, measurable commitments from the tech industry. From the beginning we've emphasized a collective-action model, which states that tech leaders do not have to reinvent the wheel when it comes to social impact and community engagement. In the Pledge, we note that community engagement works best when fostered through meaningful relationships with organizations already doing work to improve the quality of life for Angelenos.

In 2019, we will build these relationships and start a dialogue between community leaders and the tech industry to envision the best future for our city. We are also seeking immediate opportunities for partnership and engagement for PledgeLA members – through board service, volunteering, mentorship opportunities, etc.

What can venture capital firms expect?

For PledgeLA members, expect to participate in the first ever PledgeLA survey on civic impact, diversity, equity, and inclusion. To understand the capacity and need for more community engagement, we first need to transparently measure where the tech industry in LA stands at this moment. As a PledgeLA member, your company's staff and portfolio members will participate in a confidential and anonymous survey.

Following the survey, expect to receive the opportunity to participate in community engagement that will increase diversity, equity, and inclusion in your organization and investment decisions. This opportunity will include programming, pitch competitions, etc., as well as introductions to nonprofit organizations, social enterprises, and community groups that align with your firm's mission and focus.

What can tech companies expect?

As we build this coalition of tech leaders, we will convene and invite LA-based tech companies to join PledgeLA. Becoming a member means you agree to work with PledgeLA to 1) increase your community engagement, 2) improve diversity in your organization and 3) measure your progress over time.

Our hope is to see actionable commitments from tech companies, such as:

- Corporate social responsibility programs committed to creating activities in Los Angeles.
- Creation of a social impact fund for Los Angeles nonprofits to address social issues.
- Selecting a social issue for collaboration across companies (e.g., homelessness, affordable housing, and education).
- Setting 10-year regional industry goals focused on increasing diversity, equity, and inclusion.

Join PledgeLA now at join.pledgela.org to participate in these sessions.

