

KIM CENTER
FOR SOCIAL BALANCE

Our Goal for San Diego:

Establish our County as a Model of Success by 2025

- Send the message that San Diego will take its place at the forefront of social and economic prosperity
- Produce a benchmark report on that gives San Diego clear goals and objectives
- Convene local leaders to develop and implement a measurable action plan

Key San Diego alliances include:

Compassion It

Lawyers Club of San Diego

Life Coach Quinn

Regional Women’s Bureau

San Diego County Commission on the Status of Women and Girls

San Diego County Watershed Protection Program’s Diversity and Inclusion Program

University of San Diego Center for Women’s Leadership

Key national alliances include: Baker Tilly, Built By She, City of Los Angeles, Dialog Tech, Genesa Leadership

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Creating Workplace Gender Equity

OUR MISSION: create gender equity in the workplace by transforming the beliefs and behaviors that obstruct women’s success

He threw a chair at me for ‘not knowing my place as a woman’! HR said it was my fault for being too aggressive, so I left. I’m couch-surfing until I find another job flexible enough to care for my family as a single mom.

Workplace gender equity takes hard work, but economic and social prosperity depends on it

OUR PLAN:

Create the Gender Equity Collaborative (“Collaborative”): nationwide network that reinvigorates America’s gender equity movement, transforms workplaces into environments where women’s voices are heard and valued, and establishes gender equity as a cultural norm in workplaces across the nation

Objectives

- √ Recruit Partners: businesses, municipalities and agencies, organizations, academic partners, individual leaders
- √ Strengthen a critical mass of voices who deserve workplace gender equity
- √ Correlate workplace gender equity to social equality for women as one solution for homelessness, single-mother poverty, etc.





Launch the Gender Equity Portal: online information center for workplace gender equity that aggregates valuable resources, including: articles, community organizations, online tools

Objectives

- ✓ Address and serve needs of diverse working populations to increase gender equity awareness at every socioeconomic level
- ✓ Provide women with convenient and reliable tool for making good decisions about where, when, and how to work
- ✓ Help companies with best practices and groundwork for formal gender equity initiatives

Build the Gender Equity Consultancy: customized services that develop true workplace gender equity

Objectives

- ✓ Work closely with corporations and local governments to define and implement action plans
- ✓ Measure and report on progress
- ✓ Maintain long-term momentum

Studies tell us San Diego will thrive with the Collaborative.

- Productivity growth by \$23 billion by 2025
- Single-mother poverty reduced by nearly half
- Employee productivity increased among women *and* men
- Increased impact by social services on their clients

Let's shake up the status quo. Currently...

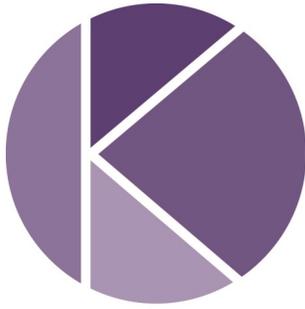
- Women hold only about 12% of C-Suite positions in San Diego's publicly traded companies
- Women hold 33% fewer management positions than men
- Men *and* women need more effective workplace policies to accommodate caregiving responsibilities
- Over 1/3 of single mothers live in poverty, more than any other demographic, and children suffer most



About the Kim Center

The nonprofit Kim Center empowers communities to transform their beliefs and behaviors for the benefit of their citizens. We value clarity of purpose and dedication to progress, emotional intelligence, and mindfulness of our actions and our impact on others.

Founder Hei-ock Kim's experience in nonprofit administration and community relations spans over 15 years. Her expertise includes strategic partnering with agencies, businesses and nonprofits; fundraising; media relations and marketing; and designing public events and academic curricula. She also holds a doctorate in piano performance.



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Build the future as a Founding Donor!

With \$106,000, we will:

- ◇ Complete the Gender Equity Portal—
- ◇ Research benchmarks for San Diego's working cultures—
- ◇ Hold Roundtables to develop a County-wide action plan—

We've already raised \$36K.
Help us go all the way!

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Become a Partner

The Gender Equity Collaborative aims to unify and strengthen all our voices.

Become a Kim Center Partner and declare to the world that:

*America wants workplace
gender equity NOW!*

Gender Equity Collaborative Partners pledge to:

- √ Advance and/or support workplace gender equity in action and word
- √ Share resources to support Collaborative efforts
- √ Participate in Collaborative internship and mentorship programs when possible
- √ Recognize Kim Center ownership and oversight of the Collaborative

Collaborative Partners benefit from:

- ⇒ **Customer and stakeholder attention** to your company's gender equity efforts and contributions to social prosperity
- ⇒ **Shared resources and a safe private space to communicate with other Partners** about gender equity best practices
- ⇒ **Approved vendor status** for Partners achieving the highest levels of gender equity
- ⇒ **Increased mission impact** through shared Partner messaging and invitations to participate in Collaborative public awareness campaigns