

IMPACT SALES COACH ACTIONS

For the Commitment to our Community

1. **Commitment - Volunteering:** At least twice a year, we will be donating our time through our Coffee with Coach virtual program to help a new entrepreneur create a plan to help them get started through goal setting and actionable plans. In addition, through referrals and introductions, help to open doors that may not have normally been open. We will partner with local community non-profit organizations to identify minority entrepreneurs seeking guidance and leadership.

<http://www.gsul.org/program-services/job-training/>

Action: For the past 8 months, we have donated time through our Coffee with Coach 1:1 virtual program and have worked with two individuals who identify as part of the BIPOC and LGBTQ+ community. Through coaching of these two young entrepreneurs, we have worked together to help set goals, create business development processes unique to their business, relationship development, and explored best practices to utilize in their careers moving forward. We meet with these young, up-and-coming, creative, and energetic sales professionals at least twice a month and have witnessed a positive change in how having a mentor can inspire them and bring out their hidden talents. This time spent with these young people has not just opened their eyes to possibilities, but have encouraged and inspired us to engage more within the community and realize how these interactions can benefit everyone involved, our coaches included. As of the start of 2021, we have two new participants in the program, and are really excited to witness their passion and drive that will take their careers to a whole new level – hopefully with a little hand up through the coaches’ mentoring, referrals and introductions.

2. **Commitment - Donations:** Make monthly donations to the following organizations to support the community:
 - a. **St. John’s Program for Real Change:** Monthly donation towards the employment training needs (clothing & supplies) for women working

towards her 18-month program for permanent employment and self-sustainability. <https://saintjohnsprogram.org/>

Action: In 2020, we became a “Change Maker” patron for this program. Saint John’s is determined to unleash the potential of women and children in crisis by breaking the cycle of poverty, abuse and dependence. The participants of this program are primarily members of the BIPOC community who are marginalized and underserved. We make a monthly donation to the program to contribute to helping sustain resources like life improvement classes, educational programs, on-the-job training, mental health services and so much more. Saint John’s also owns and runs a restaurant, food service and catering business where they train and employ these women from basic job skills and management training to learning how to write a resume and apply for a job in the non-subsidized workforce. We are looking forward to the day that we will be able to contribute with hands-on training as well when the pandemic restrictions are lifted as they welcome volunteers to mentor these courageous women and entrepreneurs.

b. **Underground Bookstore, Sacramento:** Purchasing and donating 2 books monthly for the students at St. Hope public schools in the Sacramento neighborhood of Oak Park.

<https://www.sthope.org/underground-books-home>

Action: In June 2020, we learned that the Sacramento community of Oak Park had closed its public library over 40 years ago and has since relied on neighboring communities or the school system to provide books and reading programs for the young people in their schools. In 2003, it became the mission of St. HOPE founder, Kevin Johnson, to ensure that the students and the community had access to books, and subsequently opened Underground Books, located in the heart of Oak Park, and it has become the literary hub for the neighborhood.

Hearing of the need for books in their school, we contacted site leaders at the St. HOPE PS7 elementary and middle schools and requested wish lists of books they feel their scholars need. They indicated they are building classroom libraries that include books from authors about

characters who act, speak and look like them to give them an opportunity to expand and clarify their sense of self and sense of others. They created several wish lists, specific to their grade levels and school, and we have been purchasing at least 2 or more books per month to add to those libraries. Also, in making the purchases through Underground Books, it has yielded twice the reward, by helping this non-profit business as well.