



CEEM

COOPERATIVE ECONOMIC
EMPOWERMENT MOVEMENT



Why does CEEM exist?

CEEM exists to improve the economic/financial and education outcomes within the Black community; by redefining community prosperity and success for our current and future generations.

There is a seemingly insurmountable problem that African-Americans face in America: not having the **power** to create change or **wealth** (capital) to support themselves or their community. This lack of power and wealth hinders the average African-American's ability to have the opportunity to pull themselves up by their bootstraps. This all stems from multi-generational trauma.



CEEM is...

As an economic cooperative, CEEM will close the racial wealth gap through education, investments, and leadership development of African-American professionals; and provide result-based examples for the African-American entrepreneurial system.

We leverage a coalition problem-solving model to use our network of professionals to help solve the complex problems that affect our community.

We are creating **parity**. We expect that organizations with whom we partner commit to parity at all levels. African-Americans, at the same percentage of the population, should be represented in all activities – suppliers/supplier contracts/supplier spend, employees/employee compensation at all levels, other partners/partner contracts/partner spend.

WHY IS PARITY NECESSARY?

#1

African-Americans are the poorest ethnic group in California and in the US.

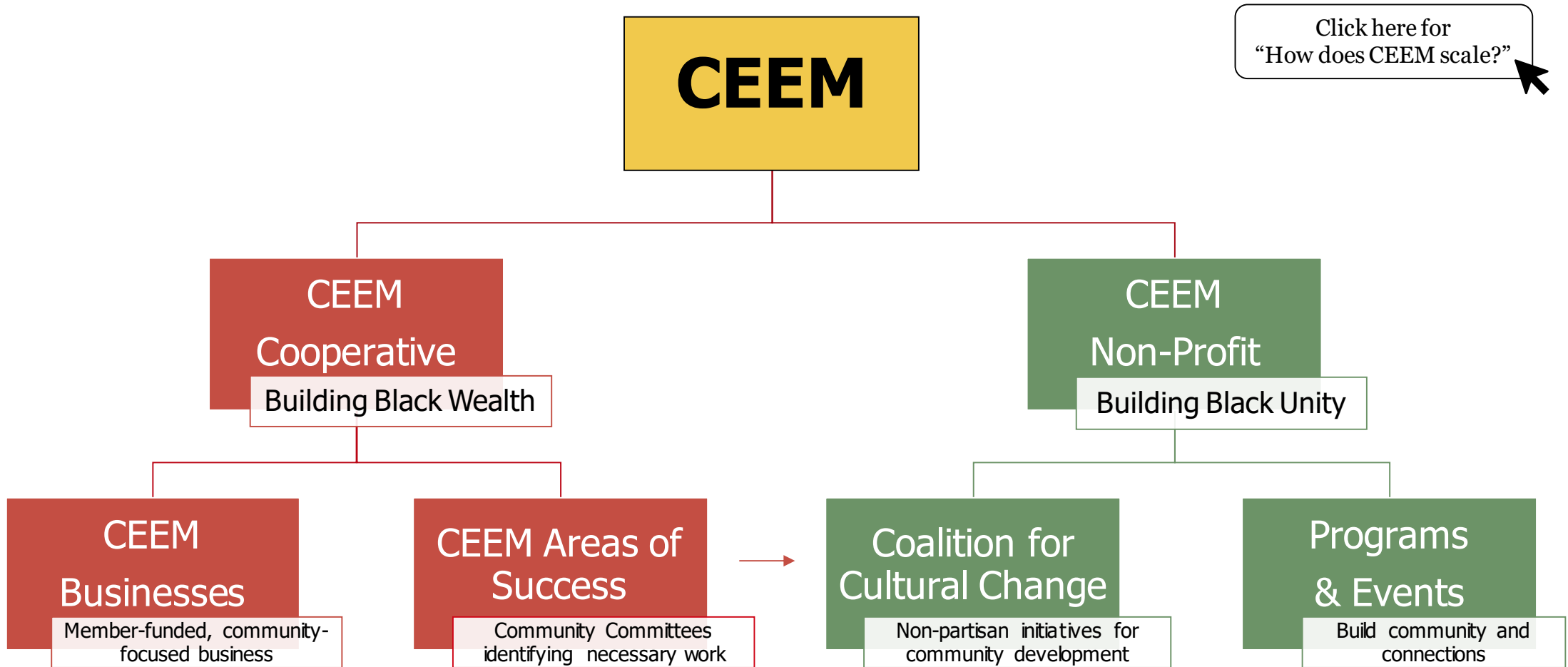
3x

The poverty rate for African-Americans was almost 3x that of white Americans.

<1%

African-Americans own less than 1% of revenue from business ownership in the US and in the Inland Empire (IE).

Our Structure for Success





Roles & Responsibilities

CEEM Members

- Leverage their influence to grow CEEM for the benefit of all CEEM.
- Promote their services to other members.
- Promote membership to non-members.
- Participate in subcommittees/ Areas of Success (AOS) to move CEEM's narrative forward.
- Commit to and influence organizations to strive-for parity.

CEEM Board of Directors

- Strategically advise on overall direction and priorities of CEEM.
- Influence their networks in ways to grow CEEM revenue.
- Lead supporting bidirectional flow of information to/from each subcommittee/AOS.
- Empower members to engage in the generation of wealth and unity as a community.
- Be an exemplary CEEM member.
- Influence government & private sector organizations to strive-for then achieve parity.

CEEM Internal Team

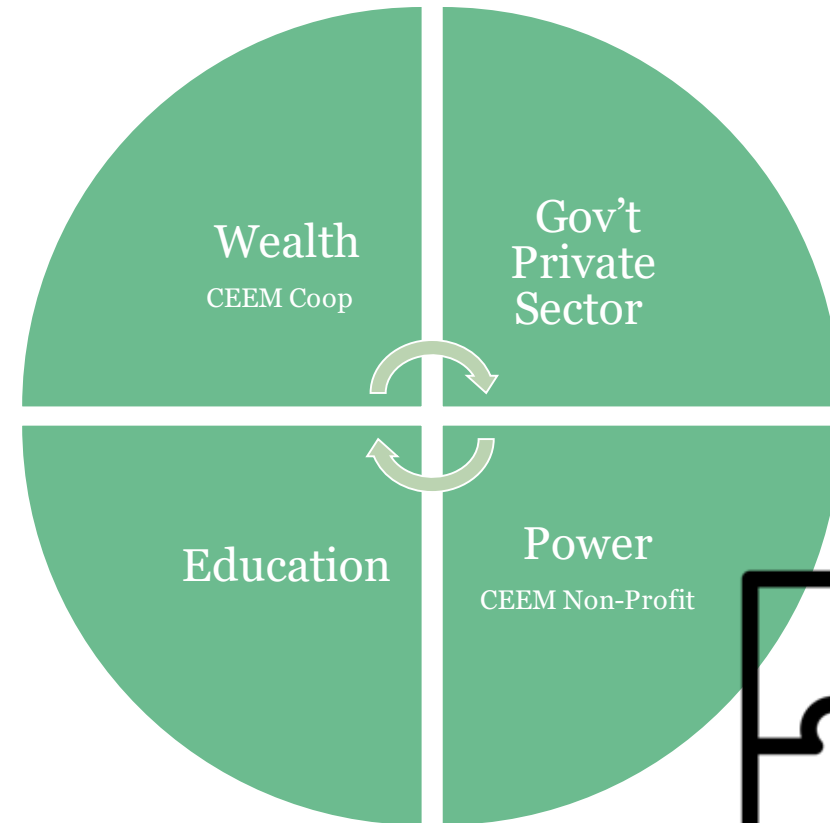
- Empower members to engage in the generation of wealth and unity as a community.
- Take strategy from the Board of Directors and make it actionable.
- Create programming and events that drive results on behalf of the community.
- Drive change through parity within their generation.



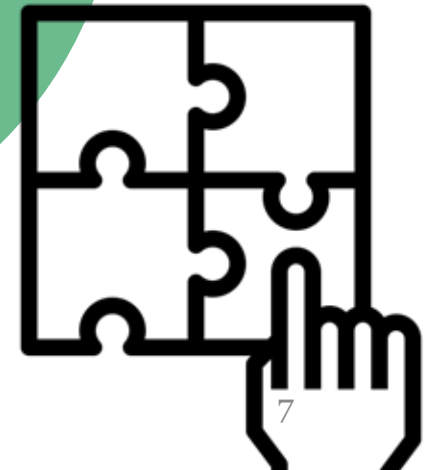
CEEM's Solution

Intersectional problems need intersectional solutions.

CEEM's framework focuses on unifying our community and creating communal wealth building activities across multiple sectors so that we can end generational trauma and transform our culture.



Click here for more on
CEEM's advantage.

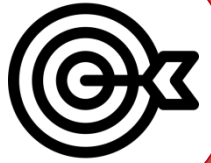


CEEM's Major Partners





CEEM Cooperative



Our mission is to create Black owned businesses that in turn create economic parity.



We are a cooperative committed to helping African-Americans create wealth through uniting their efforts and investing in African-American-owned ventures.

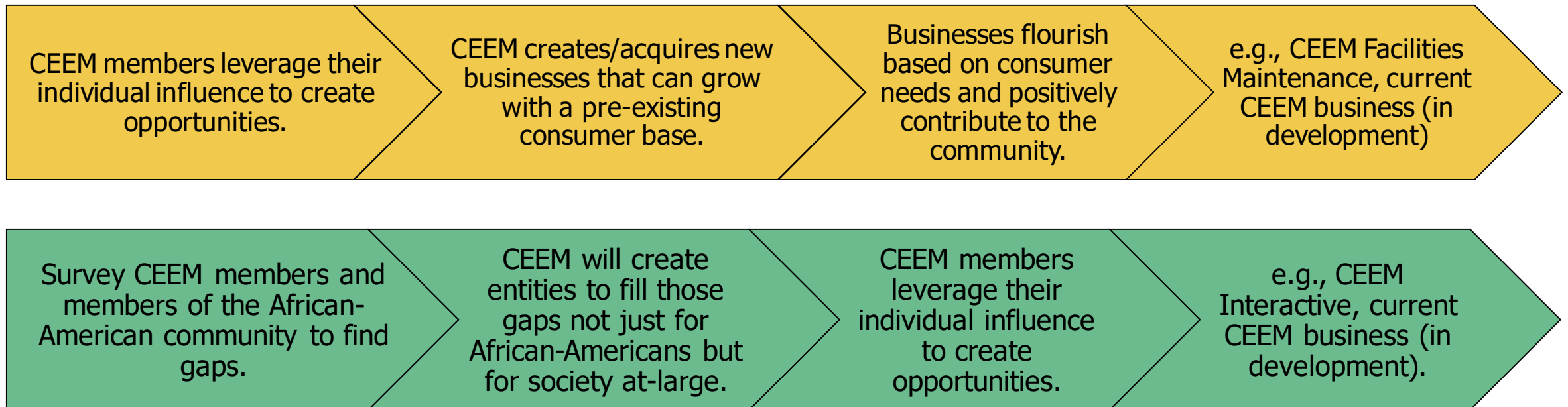


We provide support, counseling, and leadership development for entrepreneurs and network members in order to close the racial wealth gap and improve economic outcomes for the African-American community.



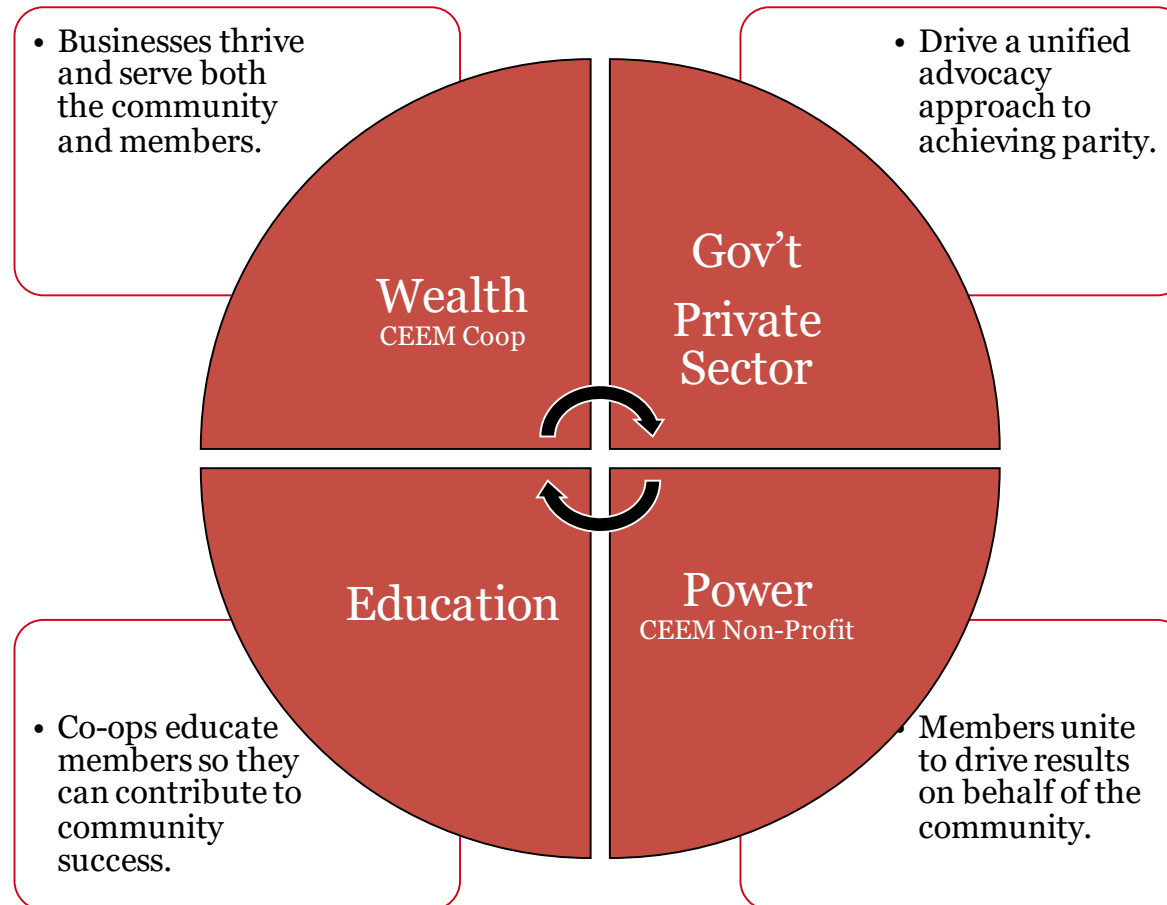
CEEM's Investment Model & Thesis

Click here for more on entrepreneurship.



Why Cooperative Businesses Models Work

Cooperatives are proven and trusted social enterprise model for wealth creation and community building.



Case Study:

Mondragon Cooperative – Spain

- Consists of 102 federated cooperatives employing over 73,000 people.
- Well-aligned and fully integrated with the Spanish government system.
- “[We] talk about **social transformation**, a more far-reaching, future-oriented goal that seeks the creation of social and economic systems that reinforce the best in human nature.”





CEEM Non-Profit(s)



Our mission as the Coalition for Cultural Change is to lead and support Community Transformative initiatives.

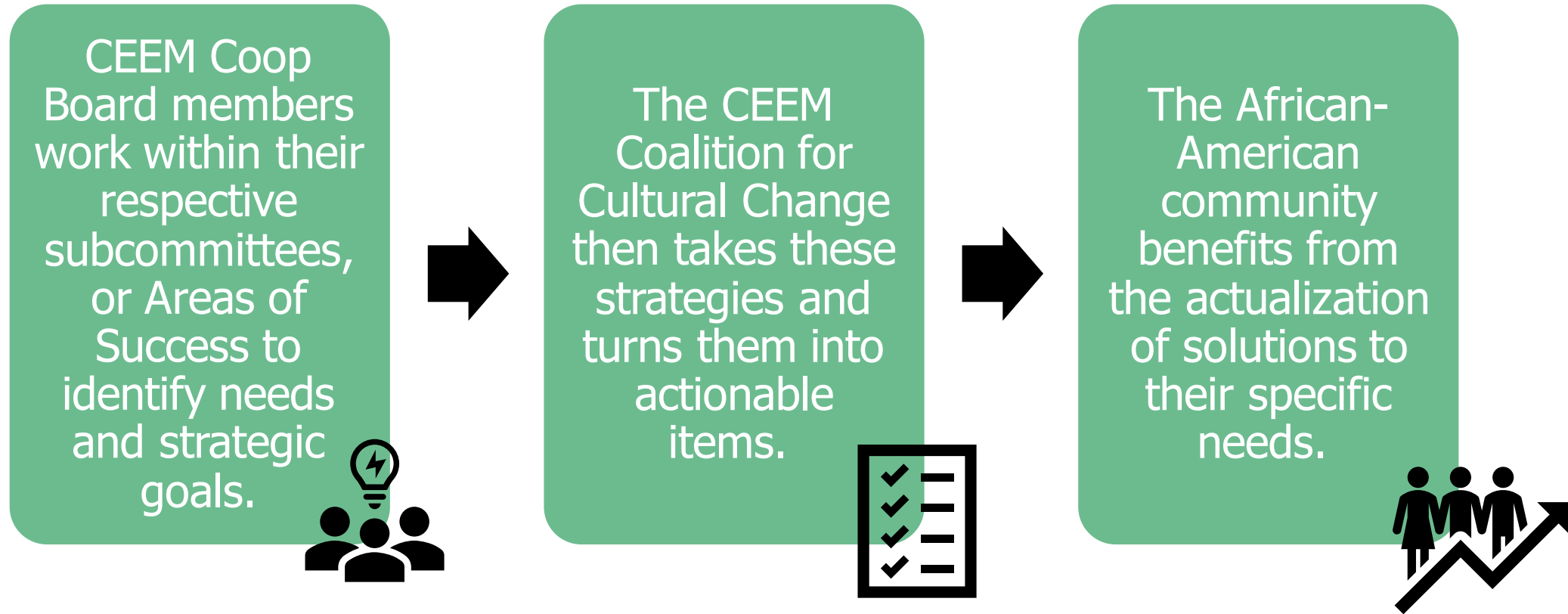


We are a convener, a place where all African-American organizations can come together to build the African-American unity infrastructure to create an a-political policy agenda for African-Americans for that specific geographic area.



We provide connections between African-American-led organizations and resources; we create partnerships with organizations committed to creating parity; we partner with organizations to help steward their progress toward parity.

CEEM Coalition for Cultural Change



CEEM Social Justice Initiatives



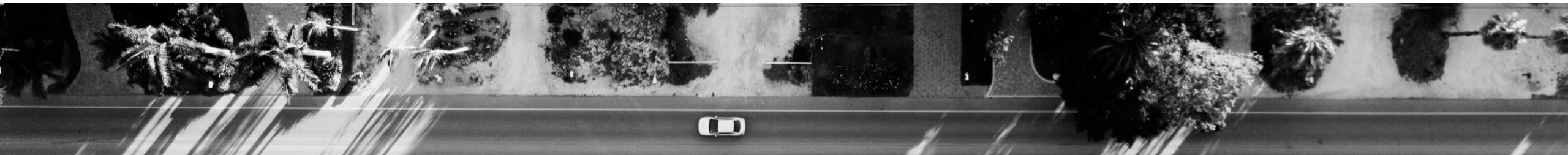
- We are providing direct services to help the African American community in response to COVID-19.
- Some of our direct services provided will include free COVID-19 testing at partnered facilities within the community and free COVID-19 education for families.
- We are also working on education equity during COVID-19. This means getting computers/ electronic learning devices with internet access for families in need. This will assist them through distanced learning.



Other Social Justice Initiatives



- We are also striving to provide indirect services for the community.
- We have partnerships with the county departments of San Bernardino, Riverside, and other community-based agencies to achieve policy reform in health care practices.
- A few issues we are currently addressing are lowering the cost to receive health care services and creating more culturally linguistic marketing strategies.





Reggie Webb, CEEM Founder

- Reggie was born in South Bend, Indiana in 1948. During his early years he lived in Fort Hood, Texas, and Madison, Arkansas. In his travels he did not understand why in South Bend he could drink from the same water fountain as everyone else, but in TX/AK he could not.
- After the Coast Guard he went to work for the War on Poverty, then McDonald's Corporation. He rose quickly and helped McDonald's to see that true diversity was good business practice – leading to the creation of culturally competent training of corporate employees dropping African-American turnover by over 70%, while driving greater sales from African-Americans. As Los Angeles Regional Manager, he brought in women, ethnically diverse employees, and franchisees; challenging norms, driving consistently stellar company sales results.
- In 1985 Reggie became a successful McDonald's franchisee as he realized his “kids could not inherit my job.” He would eventually become the president of the NBMOA (National Black McDonald's Owner/Operators Association), NLC (National Leadership Council), and chartering chairperson of the GOLC (Global Owner/Operator Leadership Council). As the NBMOA Chair, he led a negotiation with McDonald's resulting in the Parity Agreement, which suggests that as a percentage of the general population, African-Americans should be the same percentage of franchisees, own the same percentage of restaurants, with the same percentage of cash flow. The same terms also extended to the supplier base and employee mix.
- CEEM was created out of this legacy, that of Parity, ensuring African-Americans have the same opportunities to build success.





Board of Directors



Reggie Webb
Co-Founder &
Chairman, CEEM



Kyle Webb
CFO, Webb Family
Enterprises



Kiana Webb
CEO, Webb Family
Enterprises



Emmett Terrell
Former Deputy Superintendent,
Pomona Unified School District



Linda Jackson
Owner, NID Housing
Counseling Agency



Jonathan Buffong
Co-Founder, National Black
Grad
Mental Health Education
Consultant, County of San
Bernardino



Jendayi Saada
Assistant Dean, Center for Academic
and Bar Readiness at University of
La Verne College of Law



**Lieutenant Colonel
Theron R. Jones**
Retired Military Officer



Dr. Len Cooper
Equity Partner, People
Helping People



Bernard Edmonds
President and CEO,
Business Images, Inc.



Board of Directors (cont.)



Gilbert Ivey
Former CAO, The Metropolitan
Water District of Southern
California



Keynasia Buffong
Co-Founder, National Black Grad
Co-Founder, San Bernardino
Project Action Inc.



Dr. Samuel Gibbs
Ret. Director of Internal
Audit and Quality,
Omnitrans



Brian Kennedy
Senior Pastor, Mt. Zion
Baptist Church



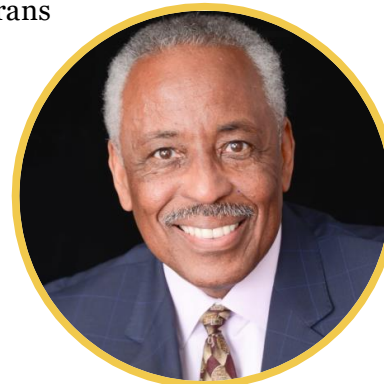
**Assembly Member
Cheryl Brown**
Former Assemblywoman



L. Kirk Sykes
Founding Pastor, CrossWord
Christian Church



Dr. Judy White
Riverside County
Superintendent of
Schools



Dr. Wesley Curry
Executive Coach &
Management Consultant



Joseph Williams
Public Affairs Manager, SCE
Elected Member, San Bernardino
Community College District
Board of Trustees

2020-2021 Operational Priorities



Goals:

Increase Member Engagement

Increase Revenue

Grow Businesses

Q3 2020

- Complete Membership 2.0
- Complete tools to support Board
- Complete structure and certification requirements for contracted services and grants
- Begin fundraising for staffing CEEM Membership & Accelerator

Q4 2020

- Bring in staffing
- Complete tools for member engagement
- Begin fundraising for new businesses
- Begin member acquisition

Q3 2021

- Begin CEEM business growth

September 2020

- Begin contracted services
- Begin preparation for launching accelerators
- Begin to build partnerships for business education and consulting

Q2 2021

- Launch membership 3.0-Accelerator
- Database and access to materials

Appendix



What is multi-generational trauma?

- Multi-generational trauma is trauma that is transferred between survivors and further generations via complex post-traumatic stress disorder.
- This trauma in the African American community links back to 400+ years of oppression, beginning with the institution of slavery. The precedent of slavery in America has left African-American society crippled, with lingering effects to this day. As televised by the various acts of violence against innocent African-Americans habitually. In addition to a justice system which does not protect us.
- Multi-generational trauma has left us without wealth, without unity, without collaboration and alignment among ourselves to overcome this financial disparity.





Why does CEEM focus on **power & wealth?**

- Disparities in wealth and power have created a byproduct of *social stratification*.
 - *Social stratification* ranks individuals and families based on their income, education, occupation, wealth & power in society.
- Wealth and power are related factors that help determine a person's socioeconomic status.
- To properly uplift the African-American community and create parity within it, wealth and power must be addressed head-on.

WHY IS PARITY NECESSARY? (cont.)

51%

African-Americans have a 51% higher unemployment rate than whites.

70%

The median African-American home value is 70% of its white counterpart.

61%

African-Americans make <61% of the household income of its white counterpart.



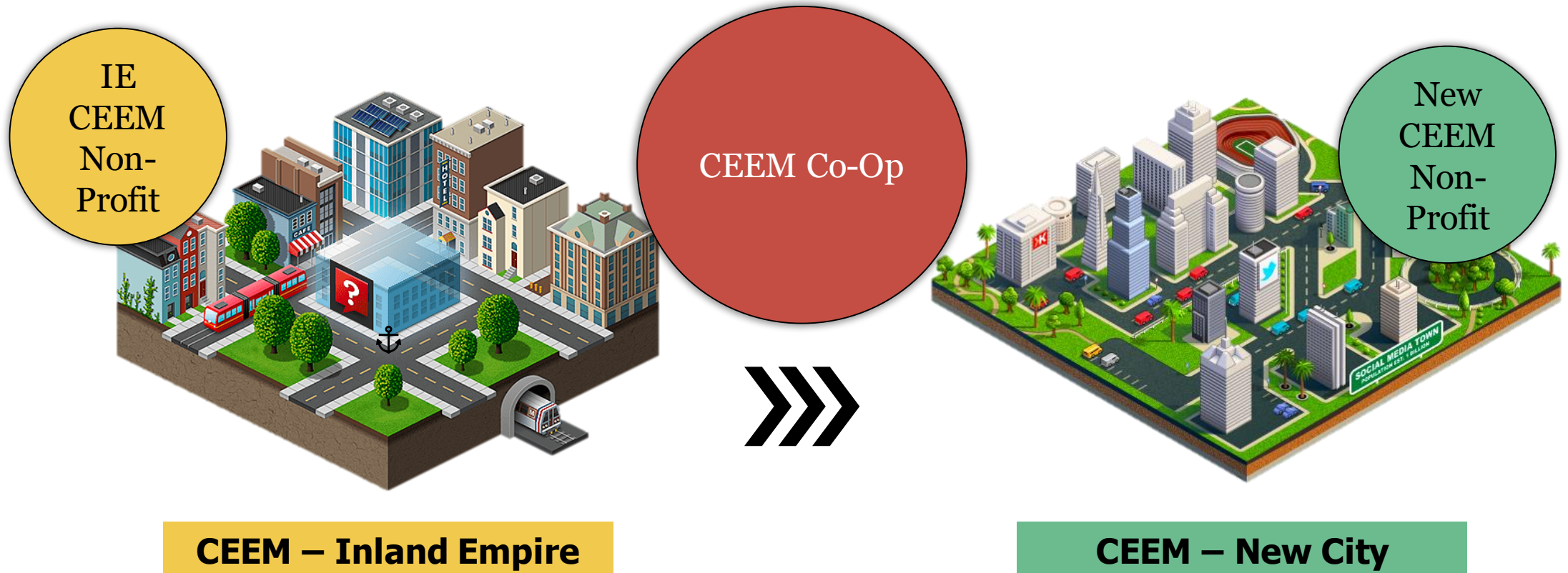
Economic distress also creates health distress

- **Poverty** is a prime predictor for lacking basic human essentials including; adequate clean water, nutrition, health care, education, clothing, and shelter.
- Over 70 research studies have proved the Health-Wealth Connection: higher incomes families **live longer** than lower incomes individuals.
- **1 out of 2** African-American women suffers from some type of heart disease, much caused by stress in some way.
- **1 out of 5** African-American adults could not see a health care provider due to cost in the past year.



? How does CEEM scale? ?

There is one CEEM cooperative across the country, but a new CEEM non-profit organization is built in each city CEEM grows into.





Why We Focus on Entrepreneurship

There are only two types of capital: the ownership of land and the ownership of businesses.

CEEM focuses on the ownership of businesses.

African-American business ownership is growing fast--400% in 2018.



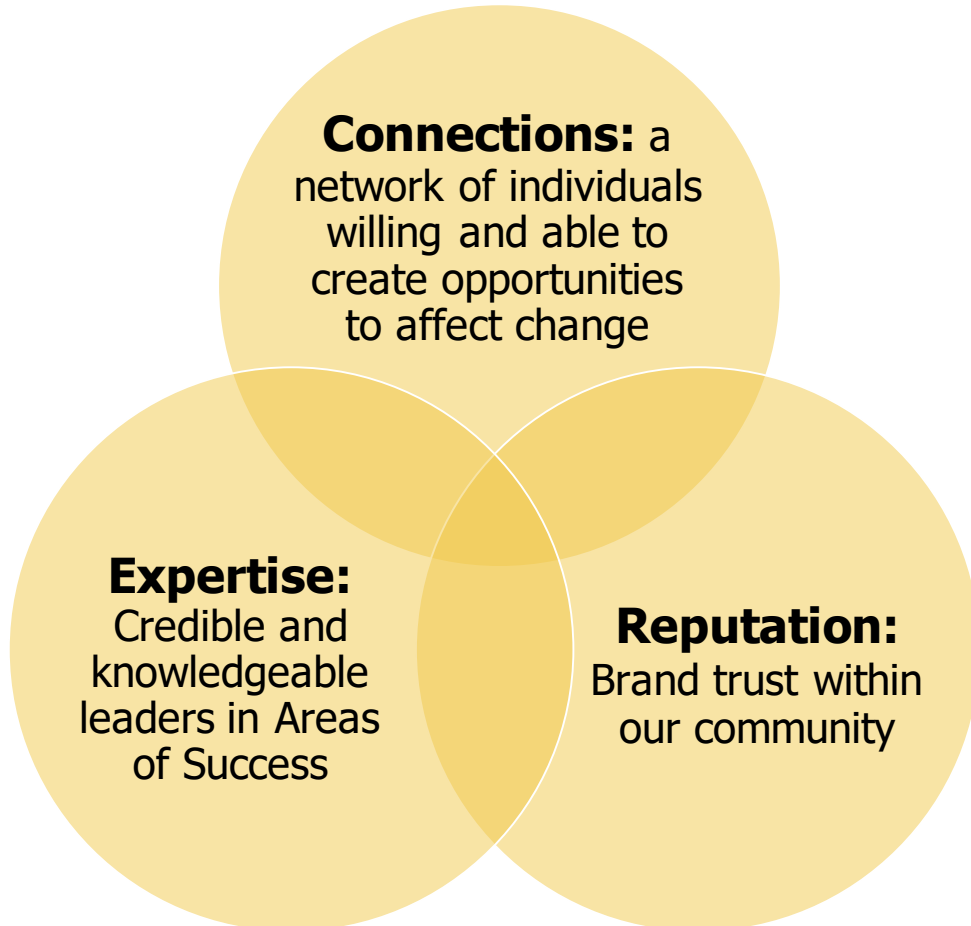
African-American business owners are **12x** wealthier than their peers who don't own businesses.

African-American businesses are more likely to hire people of color.





CEEM's Unique Advantages



Collaborators and Counterparts

SBDCs and Traditional Accelerators

- Direct support
- We will help them align to the specific needs of our community.

Chambers and Urban League

- Established connections
- We will help them provide more support and access to our small businesses.

Foundations and Think Tanks

- Addressing institutional obstacles
- We will help them directly connect to problems of African-American businesses.

