



2022 CIELO Impact Report



Statement from Executive Director

Last year was critical for CIELO's future, as we continued to sharpen our focus and engagement with Orange County's neighborhood entrepreneurs, who are often in the shadows and forced into creating a side business because the minimum wage jobs they typically have access to, aren't enough to live in Orange County. In our under-resourced immigrant neighborhoods, access to living wage jobs are often out of reach because of limited education, language or job training attainment.

So, who is the neighborhood entrepreneur? Well first, they are extraordinary. They are resilient, tenacious, hard-working, resourceful and innovative. They are the definition of the entrepreneurial spirit and they exist everywhere in Orange County, but the existing small business ecosystem doesn't see them. We do. That's why CIELO exists.

Here's the typical story of neighborhood entrepreneurs...

- A modest 2 bedroom apartment in Orange County cost at minimum, about \$2,000/mo.
- To cover the cost of rent a household needs to make at least \$40/hr, or \$80,000/yr.
- Minimum wage is \$15.50, so to make rent, a household needs to have about three minimum wage jobs. (And again, that's just barely making it by every month)
- In the household is an extended family of six: 2 parents, 2 children, an elderly grandparent, and a sibling to one of the parents .
- To support the family, the father and his sibling work full-time kitchen and warehouse jobs at minimum wage; Together they make two-thirds of what they need to afford rent.
- Childcare is too expensive, so the mother stays home with their 2 yr old and also keeps an eye on her aging mother.
- To make ends meet, the mother creates a side neighborhood business out of her home – a taco stand on her lawn during the day, and a catering business on the weekends; When her husband and brother return from work, they also help.

After spending many years partnering with our under-resourced immigrant communities, we learned that these neighborhood entrepreneurs really drive the local economies, and they deserve to be seen, to be heard, and to be supported.

I urge you, our CIELO Community, to continue showing up and supporting our neighborhood superheroes.

Deep gratitude to our funding partners and donors for investing in us, to our community partners for delivering valuable services, and to our clients for believing in yourself. **Yes you can.**

Iosefa Alofaituli

CIELO, Co-Founder & Executive Director



Mission

CIELO catalyzes hope, resilience, and stability in under-resourced communities by helping hardworking individuals transform their dreams of owning a neighborhood business into reality.

Vision

Be the mentors, network, and trusted partners that under-resourced communities turn to for help building thriving community businesses and opportunities for all.

Values



TRANSFORMATION

We help cultivate entrepreneurial aspirations to fruition, hard workers into smart business owners, and transform struggling communities into symbiotic, small business ecosystems.



INCLUSION

Tools. Classes. Connections. Confidence. We facilitate it all with the ultimate goal of overcoming the economic inequality that has plagued the communities in which we work.



COMMUNITY

Guided first and foremost by empathy and compassion, we're a unified team committed to helping individuals make a dignified living and communities thrive.



TRUST

We have a notable and widely respected track record of helping all people, regardless of race, religion, or economic status, to identify and realize their entrepreneurial dreams.



WATCH NOW



Impact Stories: Testimonials

Check out the Made in OC Small Business Saturday video series featuring:

- [Stay Stopped United](#)
- [T.P. Fine Wood Finishing Custom Inc.](#)
- [Tlacopan Cocina Mexicana](#)
- [Le Floret by Marlene](#)
- [The Cookie Branch](#)
- [Sweet Mission Cookie](#)

Community Needs & Opportunities

ACCORDING TO THE SBA,

- Small businesses create 1.5 million jobs annually & account for 64% of new jobs in the US
- Small businesses make-up 99.7% of firms with paid employees
- Only 17.7% of employer firms were minority-owned

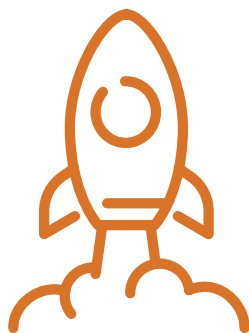
IN ORANGE COUNTY,

- 96% of all OC businesses are considered small businesses
- Small businesses employ approximately 44% of the county's workforce
- The # of women-owned businesses increased by 1.2%, # of minority-owned businesses increased by 2%, and # of minority women-owned businesses increased by 5.2 percent between 2021 and 2022

Accomplishments: Top-Five Moments of 2022

OUTCOMES

- 816 people served,
34 businesses launched
- Served through 6-Week Startup Course w/ 1-1 Coaching; Client Navigation, Client Services, Microgrant, Workshop Series



OC MICROFUND AND MICROGRANT PROGRAM

- Harnessed results from pilot and grew impact: 41 microgrants, \$160K
- Raised \$205K through fundraising campaign to support 80 more microgrants

CIELO NIGHT MARKET

- 162 guests attended, \$82K raised
- Client-centered production, Great energy/community-building/venue, Authentic and Moving program

NEW BRANDING

Launched new branding with refreshed messaging, guidelines, digital tools, logo, tagline, and website!

CHILDCARE BUSINESS INCUBATOR PROGRAM

- Launched Pilot cohort of 26 participants in Oak View
- Raised \$100K, hired leadership to expand upon success pilot

Financial Data: (July 2021-June 2022)



ANNUAL REVENUES

\$680K in FY22
\$486K in FY21



ANNUAL EXPENSES

\$651K in FY 22
\$355K in FY21



NET ASSETS

\$307K in FY22
\$257K in FY21

Collaborative & Funder Spotlight

NORTHSTAR COLLABORATION

- CIELO joins RevHubOC, a California Social Purpose Corporation, along with partners OneOC, the Center for Entrepreneurship at Cal State Fullerton, the North Orange County Community College District, the Orange County Hispanic Chamber of Commerce, Advance OC, the Orange County MultiEthnic Collaborative of Community Agencies (OC MECCA), and the Social Science Research Center at Cal State Fullerton, to create NorthSTAR OC (STAR is an acronym for Systems To Access Resources).
- NorthSTAR OC received a **\$8.5 million grant** through the Governor's Office of Business and Economic Development (GO-Biz) and Senator Josh Newman (CA-29th District).
- NorthSTAR OC Collaborative's purpose is to build the social enterprise ecosystem and create illuminated pathways to entrepreneurship for under-represented and under-resourced communities.

CIELO'S FUNDER COMMUNITY

American Business Bank, Banc of California, Bank of America, Cathay Bank, OC Supervisor Chairman Chaffee, CIT Bank, CITCiT First Citizen Bank, City National Bank, City of Huntington BeachHB, CrevierCreviar Classic Cars, Croul Family Foundation, DevTo Support Foundation, Draper Family Foundation, First 5 Orange County, First Bank, George Hoag Family Foundation, Hoag Hospital, Larry and Helen Hoag Foundation, Linda and Tod White Charitable Fund, O.L. Halsell Foundation, OC Latino Giving Circle, Orange County Community Foundation (OCCF), Pacific Premier Bank, Pacific Western Bank, Ueberroth Family Foundation, Reveille, Samuelli Foundation, Sun Family Foundation, Union Bank, US Bank, Wells Fargo

Focus for 2023-2024

- **Priority** – Optimizing Business Operations, Infrastructure, Programs, and Outreach for Growth
- **The Source** – Digital education central with tailored original and reproduced content, along with a mentor-matching system
- **Childcare Incubator & Food Incubator** – Comprehensive industry-specific programming
- **Whole Entrepreneur Support** – Expand services to support clients with social and emotional counseling
- **Train-the-Trainer (Promotora) Model** – Strategy to expand capacity and engagement in target neighborhoods
- **Long-Term Strategic Planning** – Develop sustainable income generation

Ways to Get Involved



Make a donation



Become a CIELO advisor
or service partner



Sign up for our
newsletter & Follow
us on Social Media



Meet with our Team
to learn more

Share our story of community and regional impact -
HELP US GET THE SECRET OUT!



@cielocommunity



CIELO
Yes You Can