

# ECOTRUST INDICATORS REPORT 2020

## SUMMARY

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Ecotrust

# Ecotrust's Organization-Wide Indicators: A Snapshot of 2020

This snapshot summarizes Ecotrust's second annual organization-wide Indicators Report, covering the calendar year 2020. We organize the material according to six top-line categories: Acres, Audiences, Businesses, Inclusion/Equity, Jobs, and Partners/Trainees.

## ACRES

Ecotrust advances the stewardship of lands and climate justice by supporting the restoration and protection of acres under climate-smart land and water management, through ownership, management support,<sup>1</sup> and mapping/spatial analysis.

**Table 1. Summary of Acres**

CATEGORY	TOTAL ACRES (2020)
Mapping/Spatial Analysis	6,455,884
Management Support	387,342
Ownership	111,360

## AUDIENCES

Ecotrust promotes community connection and partnership, tracking touch points with external audiences through a range of virtual and in-person channels.

**Table 2. Summary of Audiences**

CATEGORY	TOTAL (2020)
Web-based tool users	5,794
Total Clicks/ Engagement from most engaging content <sup>2</sup>	1,393
Donors	606
Workshop participants	242
Collective giving	\$3,514,420
Twitter followers	10,553
eNews subscribers	9,630
Facebook fans	6,815
Instagram followers	5,301

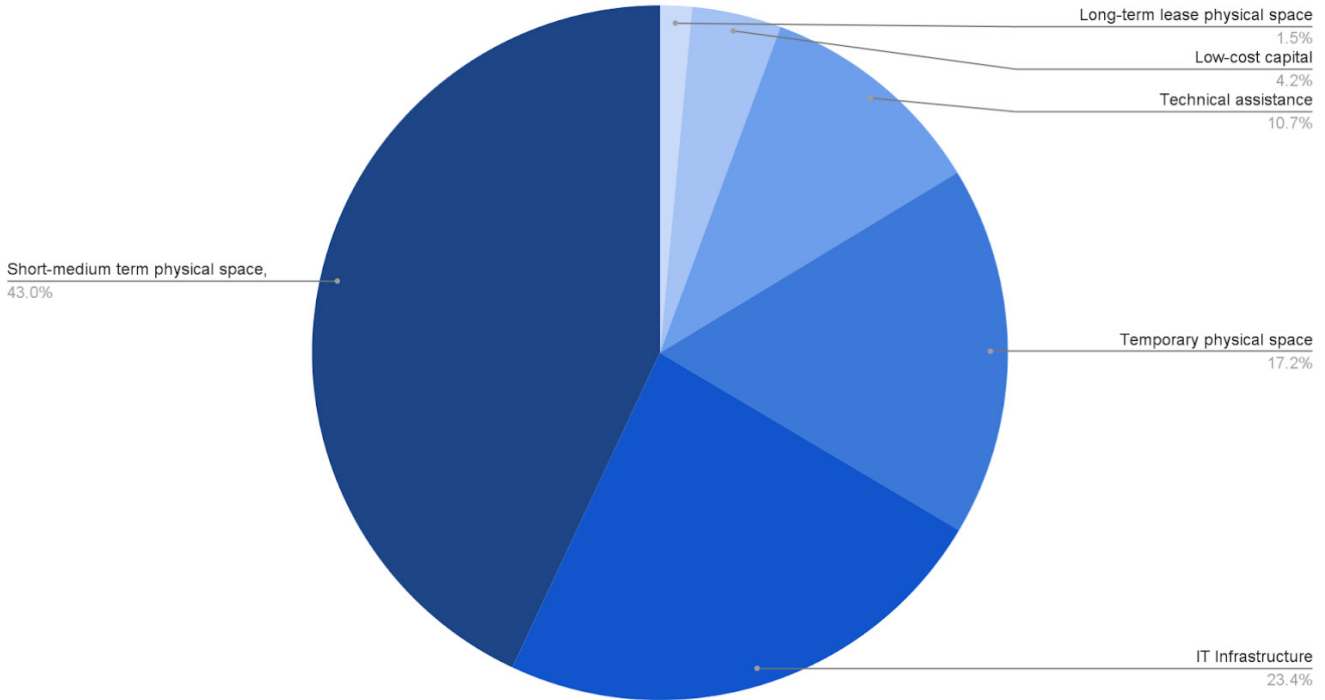
<sup>1</sup> Management support encompasses a wide variety of activities including management planning assistance, supply chain support, business development support, and other forms of technical assistance.

<sup>2</sup> Due to the various ways in which audiences may react to different mediums and the various methods these platforms employ to measure audience interaction (i.e. eNews, Twitter, Facebook), we have grouped these reactions as clicks/engagement.

## BUSINESSES

Ecotrust advances intergenerational wealth creation. Ecotrust supported a total of 329 businesses in 2020 through direct programming and subsidiary enterprises. We support businesses through technical assistance, short- and long-term warehouse and kitchen space, event space, low-cost capital, and IT infrastructure. Of the businesses supported through these channels, 101 businesses (31% of the total) were owned by Black, Indigenous, and/or People of Color (BIPOC); and 89 businesses (27% of the total) were owned by women.<sup>3</sup>

**Figure 1. Types of Business Support, n=329 (2020)**



## INCLUSION/EQUITY

Ecotrust builds a culture of belonging and tracks Ecotrust’s staff racial demographics in pursuit of a more socially and racially equitable, diverse, and inclusive organization, in accordance with our Racial Equity Action Plan.<sup>4</sup> Table 4 includes all Ecotrust staff who worked anytime in 2020.

**Table 4. Summary of Inclusion/Equity**

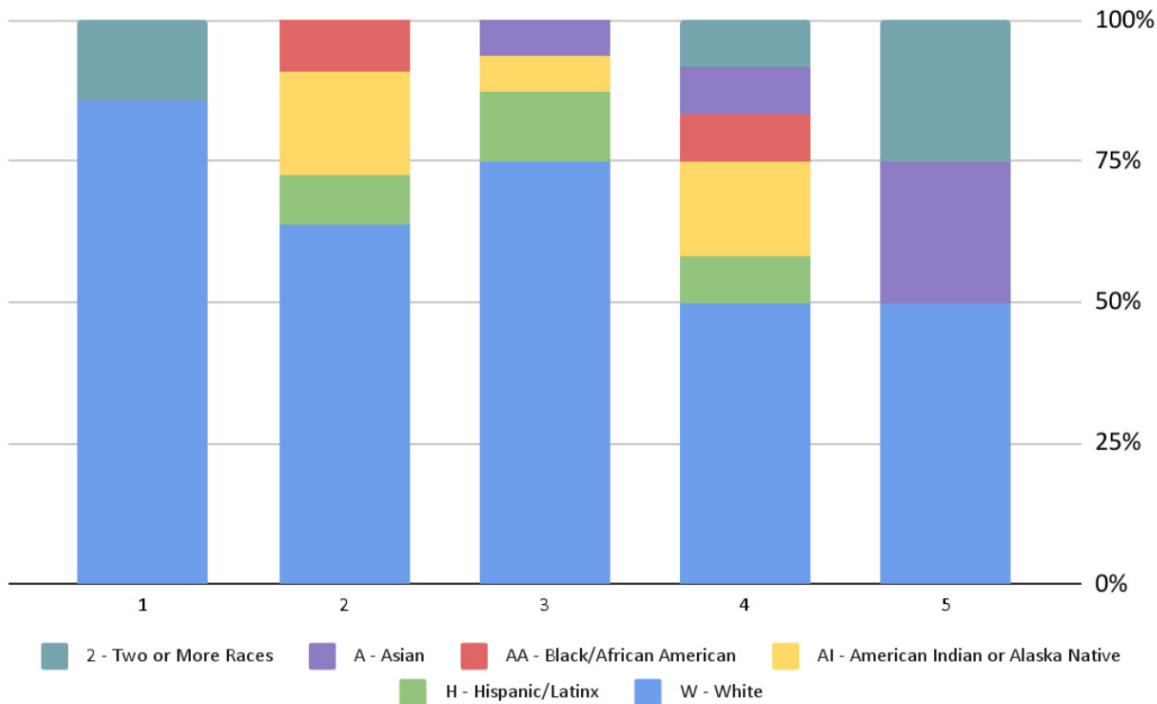
CATEGORY	ALL STAFF (INCL. NEW HIRES)	NEW HIRES (2020)	AVERAGE TENURE
BIPOC	38%	50%	2.7
White	62%	50%	7.4

Ecotrust has 5 job tiers, with 1 as the highest tier (VP or above). Tier 4 and 5 jobs have the greatest racial diversity where 50% of employees in these categories are BIPOC. Only 14% of employees in Tier 1 are BIPOC.

<sup>3</sup> Currently, in our data collection system business owners are categorized as either women or men. To our knowledge, Ecotrust’s data collection process for business owners to date has not included categories for trans women, trans men, or gender non-binary people.

<sup>4</sup> This indicator, as well as all our race-specific indicators under the categories of Businesses, Jobs, and Partners/Trainees, form part of our work towards [2021 Racial Equity Action Plan](#) Goal #5, “Be data-driven and utilize results-based accountability.”

**Figure 2. Racial Makeup of Ecotrust Employees by Job Tier (2020)<sup>5</sup>**



## JOBS

Ecotrust creates and supports livelihoods through programmatic interventions and investments that target local and regional businesses, organizations, and institutions. Forty-five (45) percent of Ecotrust-supported/created jobs are found in BIPOC-owned businesses.<sup>6</sup>

**Table 5. Summary of Jobs**

CATEGORY	TOTAL (2020)
All jobs	1,381
Jobs in BIPOC-owned businesses	618

## TRAINEES

Ecotrust engages in a range of training and capacity building programs, including training regional hub leads for Farm to Early Childhood Education, as well as career education and workforce development<sup>7</sup> targeted to young adults from BIPOC communities, and focused on stewardship-related fields that include forestry, urban conservation, and watershed restoration.

<sup>5</sup> The racial categories in this figure are a hybrid of current classifications in HR. These categories are in the process of being updated.

<sup>6</sup> In all cases, we count only direct (not indirect or induced) jobs created or supported. In the case of The Redd, we count only direct jobs created or supported at the seven tenants that occupy the building; not the additional jobs created or supported by the >100 sub-tenants.

<sup>7</sup> In 2020, Ecotrust developed a strategy for supporting career education and workforce development, which is summarized in an [internal whitepaper](#).

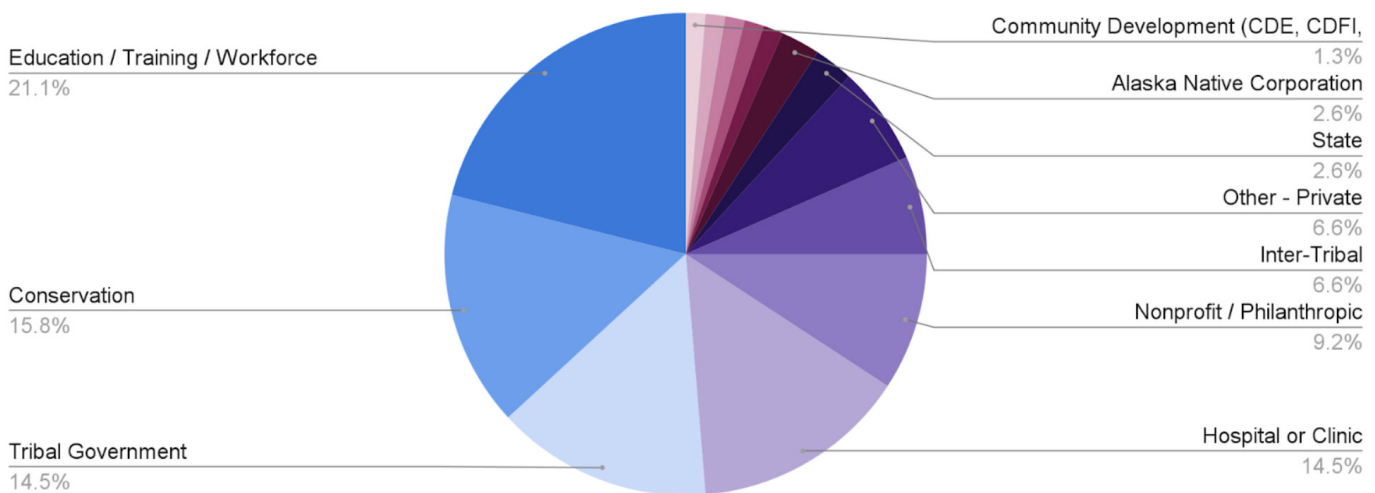
**Table 7. Summary of Education and Workforce Trainees**

PROJECT NAME	# TRAINEES IN 2020	BIPOC?
Green Workforce	10	Y
EnvironMentors	8	Y
KKCFP	11	Y
Farm to Early Childhood	20	N
TOTAL	49	

**PARTNERS**

Ecotrust pursues partnerships to shift and redistribute power and resources to communities who have been systematically excluded from access to investment in capital, land, education, health, and other critical social resources. Figure 3 provides a breakdown of partners by type of organization. Table 6 summarizes the two major types of partnerships that Ecotrust pursued in 2020: Project Partners and Strategic Planning Interviewees.<sup>8</sup>

**Figure 3. Partners: Organizations by Type, n=76 (2020)<sup>9</sup>**



**Table 6. Partners by Type**

	BIPOC-LED / BIPOC	WHITE-LED / WHITE	TOTAL	% BIPOC-LED
Project Partners	34	42	76	45%
Strategic Planning Interviewees	38	11	49	78%
<b>TOTAL (non-overlapping)<sup>10</sup></b>	<b>65</b>	<b>50</b>	<b>115</b>	<b>57%</b>

<sup>8</sup> Project Partners refer to key organizational partners that we have collaborated with on projects, bodies of work, or other programmatic interventions that Ecotrust staff and leadership pursued during 2020. Strategic Planning Interviewees were individuals that we interviewed to inform our Strategic Planning process.

<sup>9</sup> The category of Other - Private in this chart includes consultants, farms, and private firms.

<sup>10</sup> 10 Strategic Planning interviewees worked for or were members of Project Partners, of which 7 were BIPOC or BIPOC-led. We subtract these from the aggregate total to avoid double-counting.