

Annual Report

IN THIS ISSUE

Executive Summary

2021 by the Numbers

Membership

Financial Report

Events

Press

Looking Ahead to 2022





Executive Summary

The Vermont Professionals of Color Network (VT PoC) began in 2019 as five community members organizing a BIPOC networking event to learn more about other professionals of color. This simple idea drew over 80 BIPOC individuals to downtown Burlington...and with that, the idea blossomed into two more events attracting over 200 professionals from around the state.

In 2020, COVID-19 afforded us an opportunity to reassess and redefine who we are, what we do, and how we accomplish it. We created a Board of Directors and elected Officers, developed mission and vision statements, and established our back-office.

We received generous capacity grants from the Northfield Savings Bank Foundation and the Vermont Community Fund, which we used towards our non-profit designation, rebuilding the website, and creating new events. We held four keynote events in 2021: Financial Literacy, August Kickback, Relaunch Event, and the Northern Vermont BIPOC Town Hall. We also saw new partnerships and collaborations emerge with groups all over the state.

In the spring, we were requested by the Vermont Department of Health and the City of Burlington to manage the Burlington BIPOC COVID-19 vaccination clinics. Through this effort, we launched the Vermont Health Equity Initiative and, with the help of other community partners, administered over 3,500 Pfizer vaccines.

This year brought expansion of our staff and incredible growth in membership (*see page 3*). In the spring, we brought on a communications intern who created a robust and engaging social media presence for us, which helped to increase our membership across the state. We also brought on a Director of Operations and Development, which has resulted in more grant funding for work in the coming year.

Lastly, we launched our newly redesigned website, with unique features designed to better connect the BIPOC community. Read more on all of these accomplishments and what's next to come in the report details below!





2021 by the numbers

2021 saw the emergence of VT PoC as a permanent facet of the BIPOC community in Vermont. Not only did our membership grow threefold, but we gained significant exposure on the Vermont stage and an increased following.

We expanded our social media presence with new accounts on Instagram, Twitter, and LinkedIn. These allowed us to reach and establish a daily emotional connection with our community across various platforms while also showcasing and building our brand and the things that we believe in.

SOCIAL MEDIA REPORT

+2,260

FACEBOOK
USERS REACHED



Vermont Professionals
of Color Network

↑ 499%

PAGE REACH

+1,277

INSTAGRAM
FOLLOWERS



@vtpoc_network

↑ 100%

PAGE REACH

+222

LINKEDIN
FOLLOWERS



Vermont Professionals
of Color Network

↑ 222%

FOLLOWERS

+160

TWITTER
FOLLOWERS



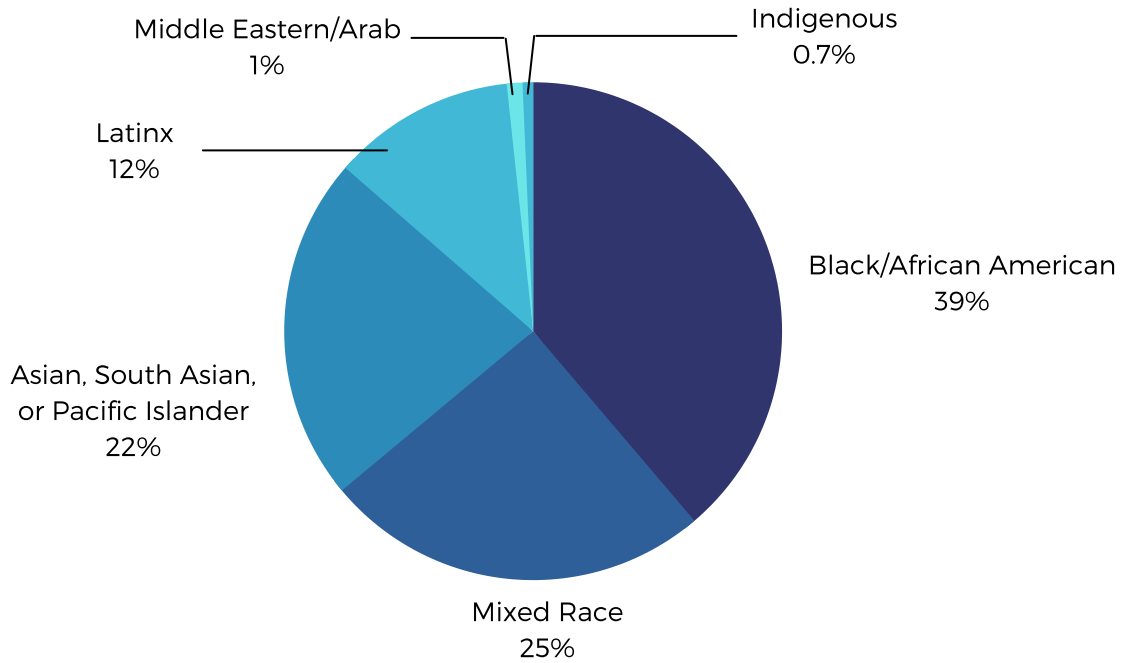
@vtpoc_network

↑ 160%

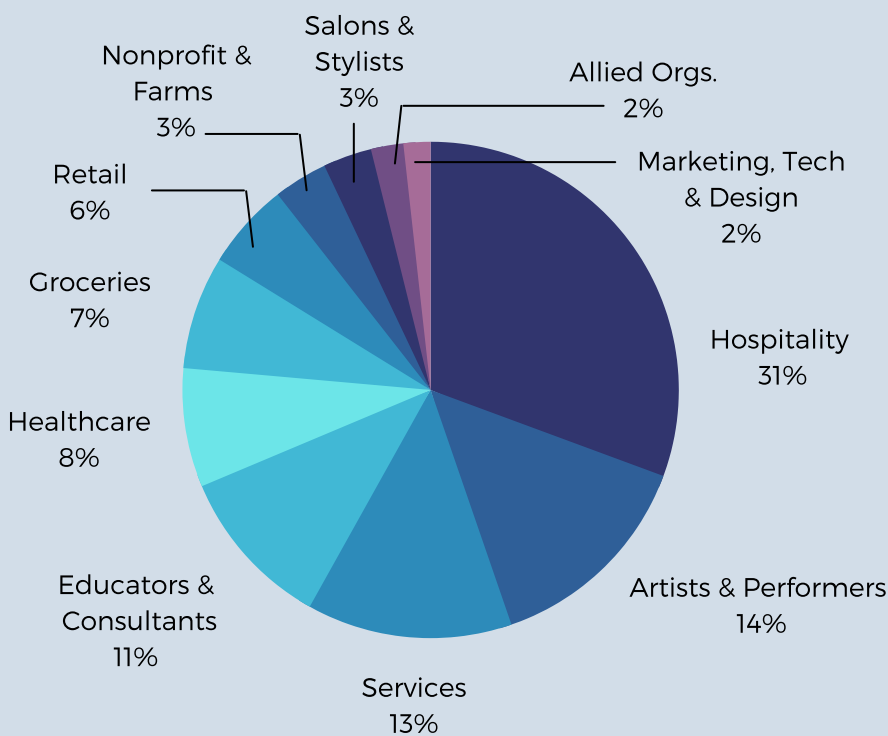
FOLLOWERS



Racial Makeup of Members



BIPOC Businesses by Category



INCREASED MEMBERSHIP

Individual Membership grew by almost 300% this year. The data is based on responses from the Updated Membership form, introduced in July 2021. The Racial Makeup of Members (above) displays how our members self-identify.

BIPOC-Owned Businesses listed in our Directory totaled 255 at the end of 2021.

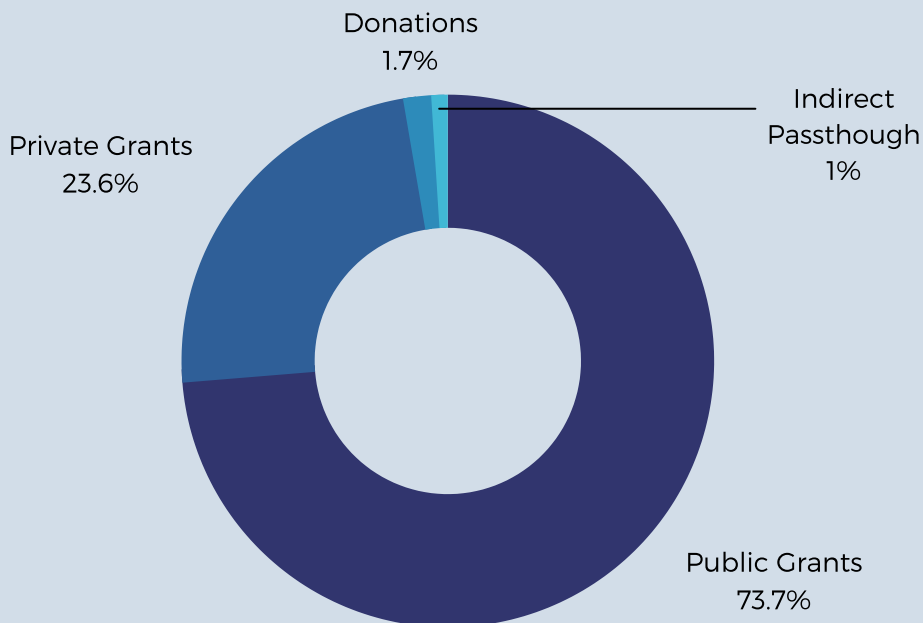


FINANCIAL REPORT

VT PoC began the year with generous donations from Northfield Savings Bank Foundation (\$50,000) and Vermont Community Foundation (\$20,000) for capacity building. With this funding, we were able to get 501c3 status, create our new website, offer virtual and in-person events, support operational structures as well as fund an internship and staff positions.

Additional monetary support for our organization came from the City of Burlington (to support outreach), the United Way of Northwest Vermont, Leonardo's, August First, and Lake Champlain Chocolates.

VT PoC 2020-2021 Funding Sources



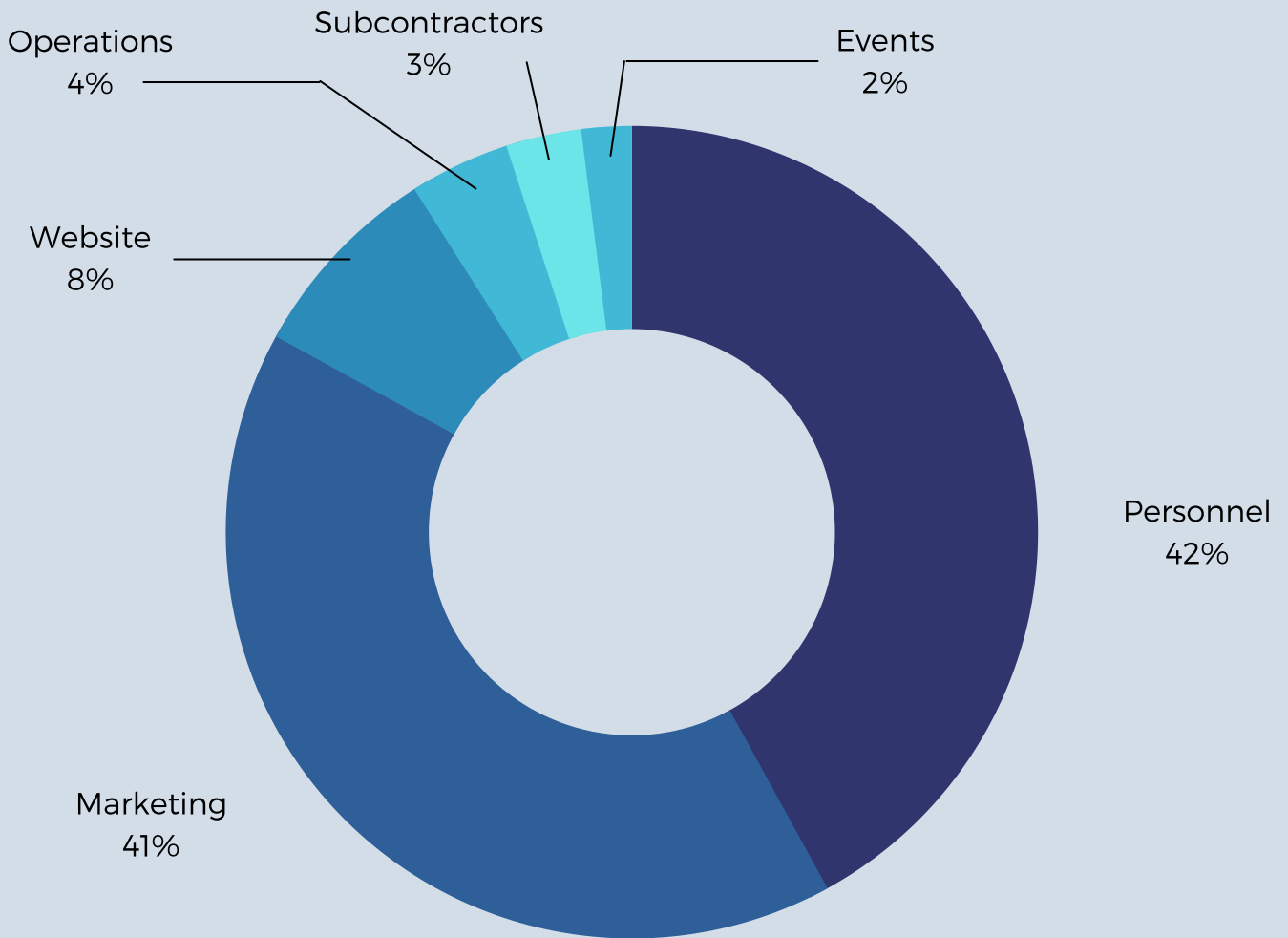
In Spring 2021, we received a large grant from the Vermont Health Department to manage the Burlington BIPOC vaccination clinic. This allowed us to pay for staffing, marketing, and operations of the clinic through June.

VT PoC is ever thankful for the in-kind donations by local businesses such as the Vermont Comedy Club, Soul Simone, Bluebird Barbecue, Sisters of Anarchy, City Market, Healthy Living Market, Market 32, and Ben and Jerry's.



EXPENSES

VT PoC 2020-2021 Expenses



In 2020-2021, the majority of our expenses went towards our personnel. We added a Communications Internship, which then became a permanent role as the Communications and Outreach Manager.

The VT PoC Board also approved the creation of a new Director of Operations and Development full-time position.

The remaining expenses were split between marketing, operations, events, and website development, which was critical to our newest resources launched in 2021.



Events

Financial Literacy Virtual Workshop

April 23, 2021

34 attendees



August Kickback

August 14, 2021

87 attendees

Relaunch Event

November 17, 2021

60 attendees



Northern VT BIPOC Virtual Town Hall

December 2, 2021

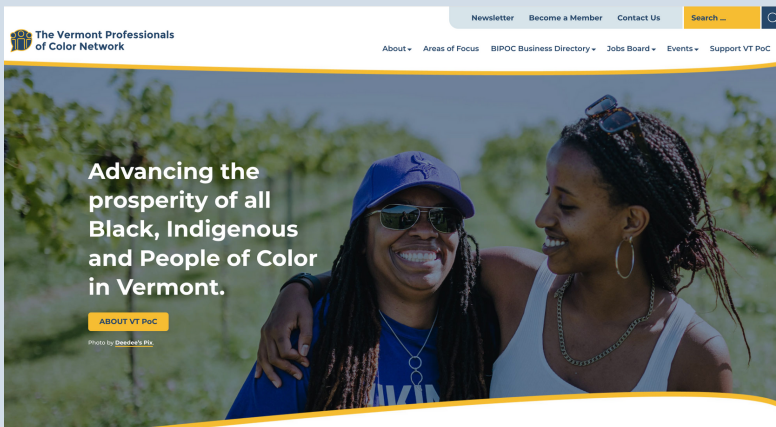
30 attendees



Press

Burlington Mayor Honors "Heroes" of COVID Emergency

July 4, 2021



VT PoC's new website redefines resource accessibility for BIPOC statewide

October 28, 2021

New Website Launched to Support BIPOC Professionals

November 14, 2021





Looking Ahead to 2022

We have so much to be thankful for despite the difficulties that COVID-19 has presented, and we are looking forward to a new year full of community building.

We're excited for more updates coming your way in 2022, including...

- Our new Events Intern, Trang Do, joining us in January
- Our new Program Manager
- Our Membership Database, so you can continue networking with other BIPOC professionals beyond our in-person events and in a new virtual space
- Additions to our website specifically for our BIPOC Membership
- BIPOC Non-Profit Grant Management Workshop series
- BIPOC Small Business Assessment
- And 4 events, across all regions of Vermont

We want to take this time to thank all of you for your continued support.

Thank you to our BIPOC members for coming together for our events, both in-person and virtually, and being such a wonderful community to surround ourselves with.

Thank you for our white allies, who continue to uplift our work and donate their resources to make our events and programming possible.

Thank you to all of our sponsors and businesses who support us financially, realizing the impact of our work on the community.

We could not do any of this without all of your support!

Thank you

The Fam
at VT PoC



Our Generous Sponsors



Northfield
SAVINGS BANK
— FOUNDATION —



THE
Vermont
Community
Foundation

CHAMPLAIN INVESTMENT PARTNERS



**United Way of
Northwest Vermont**

Curtiss Reed



AUGUST FIRST



Karin Chamberlain



Lake Champlain
CHOCOLATES®

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