

Anthropolicy Culture Brokers LLC

Anthropolicy Bridges Gaps Between DE&I Vision and Reality



AT-A-GLANCE

Serves people and organizations looking to center human rights equity during high-stakes transitions.

Provides de&i coaching; community-based program development; public speaking; human rights philanthropy; and high-performance digital training.

"Aaron provided loads of value by giving my team the chance to practice and integrate their full selves in the work of equity, which is a privilege."

Melissa DiRito

General Manager, CGWC

"Aaron's capacity to listen deeply, provide honest feedback, while sharing his personal experiences pushed is nothing short of inspiring."

Jan Van Es

Board Vice President, CGWC

OBJECTIVES

Based in Oregon, Common Ground Wellness Cooperative provides Portlanders a range of therapeutic services, including chiropractic and acupuncture treatments. CGWC sought to align their wellness practice with diversity, equity, and inclusion (de&i). Two initiatives brokered greater alignment between operations and equity: de&i board governance and community outreach. This case study provides a real-world example of these initiatives in action, and a snapshot of their process.

CHALLENGE

While Common Ground restores body and mind they struggled to provide inclusive, collaborative spaces that welcome patrons of difference. The Board wanted to engender operational policies to address long-standing organizational concerns about equity, while discovering new patrons and partners.

SOLUTIONS

Anthropolicy's three-month engagement transformed CGWC's approach to de&i into one that nurtured more equitable operational policies that centered communities of difference.

Anthropolicy's de&i cultural audit assessed and analyzed gaps and opportunities that contributed to inequitable working conditions for working community, staff, and patrons. Audit results also revealed that the Board's identity, experience, and expertise made them prime candidates to champion equity and drive down organizational change.



SOLUTIONS

Post audit, Anthropolicy shepherded a Board human rights equity retreat that:

- Enshrined CGWC's commitment to de&i.
- Identified relevant training and support opportunities for CGWC stakeholders.
- Developed a community-based equity partnership.

We established a collaborative partnership between CGWC and the Portland Alliance for Self-Care, a local nonprofit that connects marginalized and vulnerable communities with self-care resources. CGWC and the Alliance host and sponsor affinity nights that provides Portlanders of color much-needed therapeutic services, at reduced rates, in a safe environment.

"When it comes to de&i wherever you are is fine, you just can't stay there."

Aaron Pina
Founder

What's Anthropolicy's unfair advantage?

- Anthropolicy utilizes human rights, community engagement, and deep reflection to catalyze authentic shifts in de&i behaviors.
- When Anthropolicy sets out to improve de&i culture, they're drawing on 20+ years of international experiences enhancing the capacity of individuals and organizations to embrace human rights and equity.

SCALING IMPACT

Benefit One

Following the growth of a community-based affinity program, CGWC saw its revenues jump by 20%.

Benefit Two

CGWC's Community Equity Council provides training and support for aspiring wellness professionals of difference.

Benefit Three

Ends Statement enshrined CGWC's approach to human rights equity and Board gatherings now include permanent equity agenda items.

LEARN MORE.

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