

SOCIAL *Influence* FOUNDATION



2021-2023 IMPACT REPORT

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A LETTER FROM THE PRESIDENT

Social Influence Foundation is 501(c)3 non-profit organization passionate about creating safe spaces that focus on the BIPOC LGBTQ community. All of our programs were developed organically over the last few years while actively participating in community outreach organizing events. Frequently noticing low attendance numbers specifically from the black lesbian sector at highly publicized Las Vegas Valley LGBTQ events. As a 15 year expert in developing marketing campaigns for Fortune 500 companies to expand their brands to increase sales goals to their desired target demographics, I saw similarities that advertising for community events weren't appealing to the BIPOC LGBTQ community..

Empowered to take action I began volunteering to help market events to the local BIPOC and underserved communities. Being a black lesbian woman I was able to connect with the people on a deeper level. I received consistent feedback that purposeful social engagement was lacking from people seeking to connect with their peers at events. Observing the unmet demand for diverse inclusive events that targeted the Las Vegas Urban LGBTQ demographic on a local and national level we created 3 programs: House of Vegas Pride Festival, House of Love DE&I Career & Resource Fair, and BIPOC Vegas.

We work to bridge the gap to expand the market outreach for creditable non-profit organizations and corporations to directly reach BIPOC LGBTQ people through our platform. To our success of our evolving 3 programs, we have began a community engagement integration process for the once disconnected community to opportunities that are meant to serve everyone we increased the demand to attend resourceful events.

Our plan is to continue to build diverse, equitable, and inclusive relationships that benefit the community locally to improve community engagement. While advancing Las Vegas' national presence that we are a inclusive travel and tourism safe space for the BIPOC LGBTQ community to visit. "We party with a purpose."

NICOLE WILLIAMS

Social Influence Foundation, President





ECONOMIC IMPACT

Aspiring to uplift the voices of the LGBTQIA+ is the inspiration for the festival, featuring a variety of themed events that target the BIPOC Community to attend annually. The meaning and purpose behind advocating for and celebrating a diverse cultural community is just as – if not more – important than providing equitable resources. Social Influence Foundation, strives lead an inclusive community impact campaign with scheduled annual events. By expanding our efforts, and finding new ways to reach the LGBTQIA+ community, and reaffirm our commitment to accurate and authentic visibility while helping those that need it most by building upon our past efforts through diverse social gatherings that appeal to all ages. With support from numerous partners, MGM International Resorts, and The Aids Healthcare Foundation once again joined forces to host the festival to benefit people while attending for the festivities brought together the most inspirational voices and allies in the LGBTQ+ community. Hosting a mobile sites for rapid HIV/STD testing, and an in-person DE&I Career Fairs proved to be the most influential way to bring awareness within the community health, education, and financial stability is at the forefront of our existence to help individuals struggling in these sectors. Surrounding our events with culture and entertainment we have began a national movement that is supported by celebrities, businesses, and the people of the community to help convey our mission, and provide a new economic impact to the City of Las Vegas that has not been visible before the creation of Social Influence Foundations programs.



**HOVP
BY THE
NUMBERS**



**\$3
Million**
Spent in Travel
& Tourism



\$150k
Funds Raised to
support the
festival



100+
Employment
secured from
our events



200+
Tested for
HIV/STD
Prevention



98%
Net Positive
rate engaged on
Social Media
Platforms

SOCIAL ENGAGEMENT EVENTS 2021-2023

HOVP COMMUNITY IMPACT

Community impact has been reached through our local and national events through our programs. Over the years, our events create unity of in the BIPOC community with the support of our allies.

The next few slides are of events over the years that we have curated our selves and with community partners.



AHF

SPONSORED BY
THE AIDS HEALTHCARE FOUNDATION

HEALTH AND WELLNESS RESOURCE FAIR

FADE *Slay* & EDUCATE

Fade, Slay, and Educate is a 3-part event series that provides health and wellness resources around the Las Vegas Valley at various local barber/beauty shops installing condom dispensars.

Resources that were provided during our events included: free onsite HIV/STD testing, free HIV rapid home testing kits, Immunize Nevada Covid-19 Vaccines.

2021 EVENT DATES

APRIL 17TH

FADE 'EM ALL BARBERSHOP
7760 W. SAHARA AVE. LAS VEGAS, NV 89117

MAY 1ST

5 STAR BARBERSHOP
2696 W. ANN RD. #107 N. LAS VEGAS, NV 89031

MAY 15TH

FADE 'EM ALL BARBERSHOP
8053 N. DURANGO DR. #120 LAS VEGAS, NV 89131



ACCOMPLISHMENTS

**40 RAPID HIV TEST
COMPLETED ONSITE**

**INSTALLED 3 CONDOM
DISPENSARS IN LOCAL
BARBER SHOPS**

**OVER 500 IN ATTENDANCE
DURING EVENT SERIES**

**22 COMMUNITY PARTNERS
RALLIED TO SUPPORT & PROVIDE
RESOURCES**

**HUNDREDS OF SHARES
ON SOCIAL MEDIA
TO SUPPORT EVENT**

**CREATED A DIVERSE
EVENT FOR THE
LGBTQ+ COMMUNITY
& ALLIES**

NONA

2022 GOALS

The goal is to curate events that directly target underserved communities. we will continue to partner with non-profit organizations to create events that offers various diverse resources that can assist people without having to travel too far to attend.

While expanding our reach to at add job fair resources to our events to help people find financial sustainability for their household.

As we grow we want our community to grow with us economically being with us every step of the way so that they know they are considered and Social Influence is here to assist.



CHECK THE BARBER SHOP DISPENSARS TO ENSURE THEY ARE ALWAYS FILLED EVERY 3 MONTHS

LAUNCH THE DE&I JOB RESOURCE FAIR DURING THE HOUSE OF VEGAS PRIDE FESTIVAL SUMMER 2022.



Executive Summary

Social Influence Foundation organized a health and wellness outreach program that included onsite mobile vaccinations for all eligible ages for a rural community in Las Vegas, Nevada in cooperation with the Walmart Foundation, Anthem Medicaid, and Immunize Nevada. The program implemented assisted lower income families within the surrounding communities. The program also provided awareness to the locals on the significance of health, a toy giveaway, and free clothing/coat drive.

Background

The hosting non-profit Social Influence Foundation organized the community outreach program to provide free COVID-19 testing, vaccinations and flu immunization for all eligible ages. Our giveback for the health and wellness program to the community was to help families prepare holiday dinner with 110 pre-package bags turkeys and non-perishable sides.

Objectives

The program aimed to accomplish these objectives:

Provide free access to current medical care to an underserved population area the City of Las Vegas.

Impart knowledge about the importance of health to the rural community

Grant relief to families that may have been suffering with financial restraints during the holidays to provide a wholesome dinner.

Assistance to individuals that required clothing and suitable coats for the winter weather.

Giveaway toys for the holidays

Findings

After the outreach program:

The medical team reported 15 individuals (including 2 children) opted to receive a COVID-19 test, vaccination and/or flu immunization.

110 Turkeys that included 4 dinner sides was given away to families

Over 40 individuals received winter clothing/coats



PROFESSIONAL NETWORK

BIPOC Vegas is a social community that caters to the professionals and business owners within the Las Vegas LGBTQ community. Through our market surveys the response was overwhelming for the demand of engaging with the unique group of people residing in Las Vegas. We have partnered with the Urban Chamber of Commerce and Go Urban Vegas to provide monthly events specifically for people that are looking to network with like-minded individuals and connect to resources to help their businesses flourish.

OFFERING OPPORTUNITIES FOR QUEER PEOPLE OF COLOR TO CONNECT WITH EACH OTHER AND PROFESSIONAL BUSINESSES TO FURTHER THEIR PERSONAL ENDEAVORS.





House of Love DE&I Career and Resource Fair is returning for a one-day event multiple times throughout the year. The event welcomes individuals and families to come, as they are to meet representatives from over 20 companies offering employment, like MGM International Resorts, Caesars Entertainment, and The City of Las Vegas for adults and teens. Learn about educational institutions offering adult assistance programs such as the University of Nevada Las Vegas, Community College of Southern Nevada, and Carrington. Additional resources that will be onsite

include but not limited to; Anthem Blue Cross Blue Shield, Urban Chamber of Commerce for small businesses, and Nevada Department of Veterans Services.

House of Love DE&I Career and Resource Fair is an extension of the House of Vegas Pride Summer festival powered by non-profit, Social Influence Foundation, to create a non-judgmental approachable environment and safe space for the LGBTQ+ community to find job placement, teenager friendly jobs, with reputable corporations to create stability for their home and families. During past events, they have had over three hundred attendees. Last year alone, over 60 people found employment through attending the resource fair.

There will be a diverse mixture of vendors, food, and giveaways. The event will introduce the community to various non-profit organizations offering free physical and mental health awareness resources. The Center will offer HIV/STD testing onsite.



HOUSE OF LOVE
COMMUNITY WELLNESS & DE&I CAREER FAIR

CAREER FAIR FREE TO RSVP!
SATURDAY APRIL 22ND 12P-4P
THE CENTER 401 S. MARYLAND PKWY LAS VEGAS, NV 89101

APPLY WITH TOP VEGAS EMPLOYERS
JOB TRAINING & RESUME BUILDING WORKSHOPS
BAR & RESTAURANT POSITIONS
COLLEGE ADMISSIONS & PAID APPRENTICESHIPS

START SMALL BUSINESS RESOURCE
ANTHEM MEDICAID BENEFITS REPRESENTATIVE
VETERANS BENEFITS REPRESENTATIVE & MORE!

100'S OF JOBS AVAILABLE FOR ADULTS & TEENS

MGM RESORTS INTERNATIONAL, College of Southern Nevada, CAESARS ENTERTAINMENT, UNLV, Anthem, THE RUIZ LAW FIRM, XAVIER HOPE, RVC, NEVADA SCIENCE NETWORK, ACLU, ALLIED UNIVERSAL, VITAJIZE

FOR MORE INFO VISIT WWW.SOCIALINFLUENCEFOUNDATION.ORG



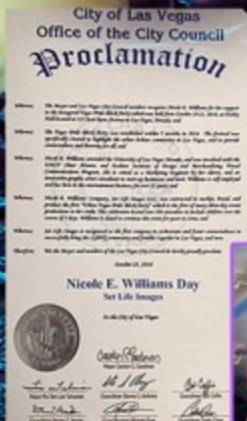


HOUSE OF VEGAS PRIDE Festival

HERSTORY, THE FOUNDER

Nicole Williams a marketing engineer who is nationally known for her agency Set Life Images that birthed the first Urban Pride Festival in 2018 three-day/six event in Vegas & resources for the LGBTQ Community. After only 4 months of planning the first festival, she received one of her most distinguished awards which was a Proclamation from the City of Las Vegas Mayor Carolyn G. Goodman, Declaring October 25th Set Life Images Day for bringing the "First Urban, Diverse and Heterosexual Pride Block Party of its kind to Las Vegas." To date, Nicole has 7 Proclamations for her festival. Vegas is Nicole's hometown although she graduated from the Fashion Institute of Design and Merchandising in Los Angeles she also studied and cheered at UNLV. She has over 15 years of experience producing and designing for some of the top corporations around the country. She has received numerous awards, national recognition, and media news spotlights throughout her career for the work she has done within the Las Vegas Community and nationally.

NICOLE HAS RECEIVED 7 PROCLAMATIONS PROCLAIMING HOUSE OF VEGAS PRIDE THE OFFICIAL SUMMER PRIDE FOR LAS VEGAS CITY OF LAS VEGAS - NORTH LAS VEGAS - CLARK COUNTY





**A COMMUNITY FESTIVAL THAT CATERS TO THE BIPOC LGBTQ COMMUNITY
ANNUALLY EVERY THIRD WEEKEND OF AUGUST.**

We invite community partners and national sponsors to participate and share their message of diverse and inclusive support during our annual celebration.



CONTACT US
INFO@VEGASPRIDEHOUSE.COM
WWW.HOUSEOFVEGASPRIDE.ORG
POWERED BY SOCIAL INFLUENCE FOUNDATION
501(C)3 NON-PROFIT ORGANIZATION

TARGETED DEMOGRAPHIC

Social media matters and we take action to build our community through our platforms along with our website. It has given us insight to who is engaging with us consistently. The data is also used to ensure we are speaking to the community we would like to impact. Instagram is our main source to reach the community.

Asian 2% - Black 50% - Latino 20% - Native 2% - white 10%
Multi Ethnic 10% - Other 3% - Ethnic Unknown 3%

Disability 1% Disability Unknown 99%

Sexual Orientation Gay 85% Hetero 10% Unknown 5%

Female 70% Male 15% Transgender 10% Non-Conforming 4% Gender Unknown 2%

Location: Locals (40%); Tourists (60%)

Education Level: High School Diploma, Some College, Bachelors, Graduate

Household Income: \$0-24k (10%) | \$25k-49k(60%) | \$50k-74k(25%) | \$75k – 99k(5%)

**4767 Followers
Since 2021**

**Over 24,000 shares and social engagement happen on our platform monthly.
@houseofvegaspride**



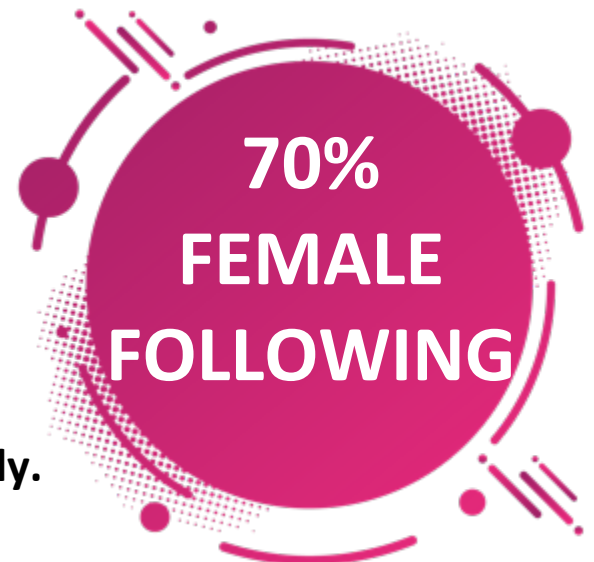
AGE DEMOGRAPHICS

25-34 - 48%

18-24 – 21%

35-44 – 19%

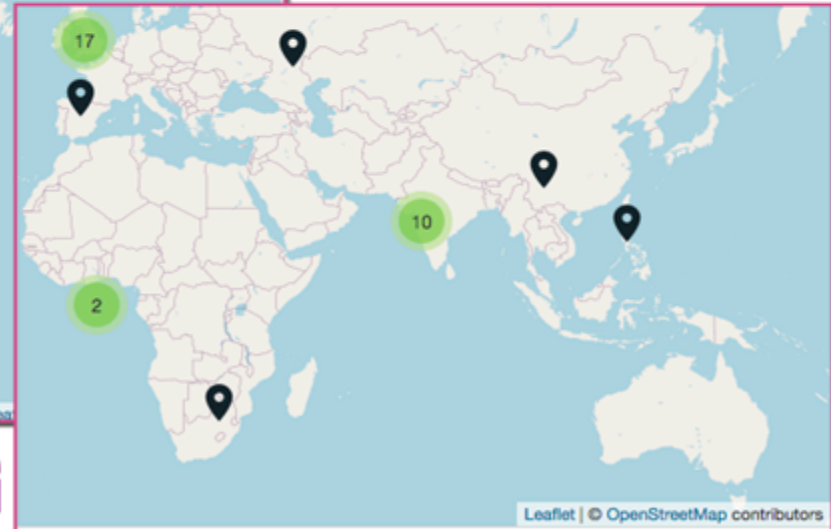
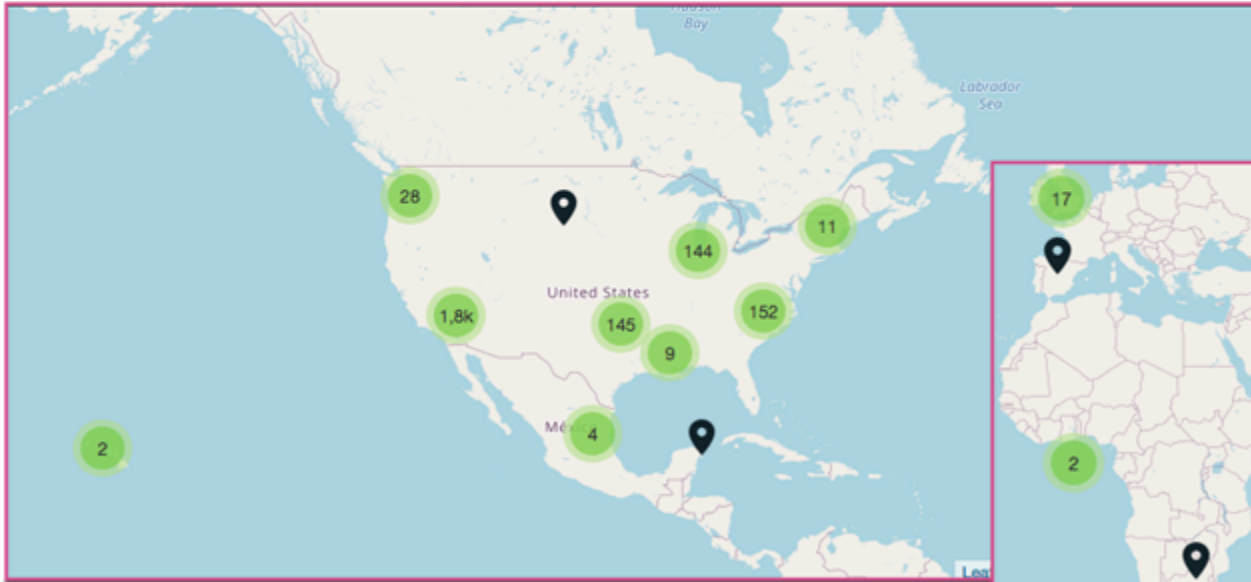
45-54 – 7%



TRAVEL & TOURISM FESTIVAL INTEREST IS HIGH

2021 STATISTICS FROM THE HOVP WEBSITE SHOW
SEARCHES FROM ALL OVER THE WORLD

TOP SEARCH - USA
UNITED KINGDOM
MEXICO & CANADA



HOUSEOFVEGASPRIDE.ORG
 **HOUSEOFVEGASPRIDE**

MAINTAINING THE MOMENTUM

Maintaining the Momentum: The reach and success of Social Influence Foundation has demonstrated that the heartbeat of the culture has many lanes in community programming. The spirit that the BIPOC LGBTQIA+ equality movement yearns for cohesiveness. We created our programs to drive visibility and support for the BIPOC LGBTQIA+ community that exist in Las Vegas, NV and tourists looking to travel to our city at a time when we needed it most. We've made progress across the industry, but our work doesn't end here. That's why we must continue to expand our efforts, find new ways to reach the LGBTQIA+ community, and reaffirm our commitment to equality and inclusion while helping people connect on socially. We will continue to uplift the voices of BIPOC LGBTQIA+ people and raise funds that support the organizations and programs that help us create impactful visibility and drive accurate, authentic representation of our treasured community.



To learn more about Social Influence Foundation, how to get involved, and the details of our programs.

Visit www.socialinfluencefoundation.org

Email Us: info@socialinfluencefoundation.org





Thank YOU

A heartfelt “thank you” to our annual community partners during throughout the year. Our work engaging communities to activate the power of equality simply would not be possible if it weren’t for the support of people from our community: people who are passionate about improving the lives of individuals, strengthening communities, and providing equitable resources to an inclusive community.

