



20

24

IMPACT REPORT

# Partnership

# Equity

# Innovation

---

In partnership with the people of California, California Partners Project champions gender equity across the state and ensures our state's media and technology industries are a force for good in the lives of all children.

# Table of Contents

---

<b>FOUNDERS' LETTER</b>	<b>03</b>	<b>PARTNERS</b>	<b>12</b>
<b>INITIATIVES</b>	<b>04</b>	<b>TEAM</b>	<b>14</b>
<b>PROGRESS</b>	<b>05</b>	<b>ADVISORS</b>	<b>15</b>
<b>NEW RESOURCES</b>	<b>11</b>		

## DEAR PARTNERS AND FRIENDS:

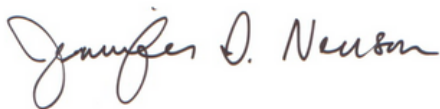
California has a legacy of leadership in policies that center women, children, and families. Since our founding in 2020, California Partners Project's mission has been to shine a light on the pioneering policies of the Golden State, and, in collaboration with the Office of the First Partner, contribute expertise and resources to the success of initiatives that promote gender equity and child well-being.

With your support, California Partners Project has worked to create spaces to share information and perspectives on women's work lives, wealth, health, and safety. Drawing on the voices of youth and caregivers, we have provided research and resources to support children's mental health and well-being online. By connecting sectors, tracking and spotlighting progress, and creating practical resources for everyday Californians, we delivered tangible results in 2024:

- Brought TikTok, Meta, and Pinterest together with California parents to address how social media impacts families.
- Created a step-by-step guide for employers to advance California's progress on closing the gender pay gap.
- Developed a playbook to help boards foster an inclusive, high-performing culture.
- Connected Gen Z leaders and the Los Angeles Unified School District for a dialogue about phone-free learning and youth mental health.
- Launched a new series for families to help them find tech/life balance.
- Convened state leaders, health experts, and community advocates for a solutions-focused conversation on advancing women's health and safety.

In 2025, California will continue to lead the way toward a brighter future for all women and children. California Partners Project is proud to do our part to understand the far-reaching impact of progressive leadership and secure its successes for future generations, knowing partnership is the key to success. We are grateful to you—our partners, supporters, and friends—for making this important work possible.

In partnership,



**California First Partner Jennifer Siebel Newsom**

Co-Founder



**Olivia Morgan**

Co-Founder and Board Chair

# INITIATIVES

## **CHILD WELL-BEING**

*Kids who spend 3+ hours a day on social media face 2x the risk of depression and anxiety.*

In the midst of the worsening youth mental health crisis, the California Partners Project is championing a holistic approach to enhance child well-being and youth mental health. Our research-backed tools help families thrive in the digital era, and we are setting a new standard for meaningful youth engagement.

## **EQUAL PAY**

*Policies that ensure equal pay for all Californians help businesses attract strong talent, boost productivity, and benefit our economy.*

Thanks to strong equal pay legislation and business leaders who recognize that pay equity drives success, California has one of the nation's smallest gender wage gaps. Through our equal pay initiatives, we share tested, actionable strategies from California employers for closing pay gaps, creating a roadmap to build more equitable workplaces.

## **WOMEN ON BOARDS**

*Diverse leadership teams are associated with higher financial returns.*

California Partners Project has been the leading data tracker and storyteller of California's first-in-the-nation women on boards law, SB 826. After the law's enactment, the percentage of women on boards in California rose to a world-leading 33%. In addition to tracking data, California Partners Project creates resources for companies looking to build and retain more diverse boards. We also study the impacts of greater gender diversity in California board rooms.



## BOARD CULTURE PLAYBOOK

*"It is not enough to call for more women in leadership—we must actively increase diverse women's representation at the tables of power where decisions are made. I'm immensely proud that California is leading the nation on this issue that's not just vital to our economy and corporate culture, but also to the well-being of women and families."*

**- First Partner Jennifer Siebel Newsom**

Studies have shown that inclusive boards are more effective and better for business. To help companies harness the power of diverse perspectives, First Partner Jennifer Siebel Newsom and the California Partners Project released the [Board Culture Playbook](#). The unique, free resource is the second in a series of Playbooks that began with last year's [Board Diversity Playbook](#). The Playbooks were co-created with Stanford's VMware Women's Leadership Innovation Lab, with additional support from the Stanford Graduate School of Business.

Click [here](#) to see the Board Culture Playbook, which includes tried-and-true strategies for facilitating effective meetings, building strong relationships, and more.



## EQUAL PAY PLAYBOOK

*“Women are the backbone of their communities and the economy and the breadwinner or co-breadwinner in most households in the U.S., yet the gender wage gap continues to deliver the message that our work and our contributions have less value than men’s. While data on the wage gap may differ, it all tells the same story of inequality and a gap in pay that worsens for mothers, women of color, immigrant women, and LGBTQ+ women, ultimately deepening generational poverty and slowing economic mobility. The Equal Pay Playbook is just one component of our gender equity strategy, providing companies the tools to close the gap and normalize equal pay in the workplace.”*

**- First Partner Jennifer Siebel Newsom**

In 2024, the California Partners Project created the Equal Pay Playbook to share practical strategies that are working for California companies. Drawing insights from California employers, this resource distills best practices into six actionable steps, providing a valuable starting point for organizations across the country, no matter where they are on the path to equal pay. Click [here](#) to get the Equal Pay Playbook, including a Pay Equity Conversation Guide and Compensation Philosophy Worksheet.





## YOUTH MENTAL HEALTH TOWN HALL

*“Today’s youth and parents face a deluge of unique pressures—balancing the ubiquity of digital media and time on screens, economic and social pressures, rising environmental crises, and more. California recognizes these challenges and we’re investing in programs and services to support California families.”*

**- First Partner Jennifer Siebel Newsom**

During Mental Health Awareness Month, First Partner Jennifer Siebel Newsom convened youth leaders, policymakers, and mental health experts for a Town Hall on the urgent youth mental health crisis. Preceding the Town Hall, the California Partners Project hosted a solutions-focused roundtable with journalist Lisa Ling to amplify Gen Z voices. Youth leaders shared that while reducing social media use could boost mental health, its addictive design and role in youth culture make this difficult. They called for age-appropriate design and accountability from tech platforms. Special thanks to Bring Change to Mind, the California Youth Behavioral Health Initiative, DOSE Initiative, Get Lit - Words Ignite, and LAUSD for nominating these outstanding youth leaders.



## SMARTPHONES IN SCHOOLS

*“Reducing phone use in schools is essential for minimizing digital distractions and making space for stronger and more meaningful in-person connections. AB 3216 isn’t only about classroom instruction, it’s about protecting the mental health and social and emotional well-being of California’s kids.”*

**- First Partner Jennifer Siebel Newsom**

Ninety-seven percent of teens say they use their phones during the school day, and it’s a major distraction for both students and teachers. In the lead up to Governor Newsom signing legislation limiting the use of smartphones during school hours, the California Partners Project collected expert advice on how to develop and implement smartphone restriction policies on school campuses. The resulting [resource roundup](#) included tips on research, design, implementation, and evaluation, along with resources for phone use policies and media literacy.

---

## TECH/LIFE BALANCE & 10 TECH TIPS

*“As a mother of four, I understand the very real concerns parents and caregivers face raising kids in today’s digital era. That’s why the California Partners Project and I are launching the Tech/Life Balance series—to help families navigate tough modern-day conversations about responsible tech and social media use. Together, we must guide and protect our kids and ensure their safety online.”*

**- First Partner Jennifer Siebel Newsom**

Digital devices have disrupted family dynamics, and today’s parents seek tech/life balance. To support families in navigating the digital world, the California Partners Project launched a series of free, bilingual resources called [Tech/Life Balance](#). The first report and guide focus on social-emotional health, with upcoming additions covering exercise, nutrition, and sleep. Together, these resources provide a fresh, holistic approach to understanding technology’s impact on child well-being and what families can do about it. Our companion resource, [10 Tech Tips for Your Family](#), offers realistic and relevant strategies to help families minimize tech conflict and maximize connection.



## PARENTS SOCIAL MEDIA ROUNDTABLE

*“At the end of the day, whether it’s via government, business, or tech—our shared priorities of ensuring the health and safety of our nation’s most vulnerable citizens, especially our children, is crucial to the well-being and success of our citizens and democracy. Therefore, it is on all of us to safeguard children from the negative mental health impacts of addictive technologies.”*

**- First Partner Jennifer Siebel Newsom**

In October, California First Partner Jennifer Siebel Newsom and the California Partners Project convened representatives from TikTok, Meta, and Pinterest with experts, researchers, and five Bay Area parents to address how social media impacts families and how to help families find tech/life balance. Parents shared how they often feel overwhelmed by the constant need to stay informed and learn new tools to keep their kids safe online. Read more about this roundtable in [Spectrum News](#) and [ABC](#).



## GENDER EQUITY SUMMIT: HEALTH & SAFETY

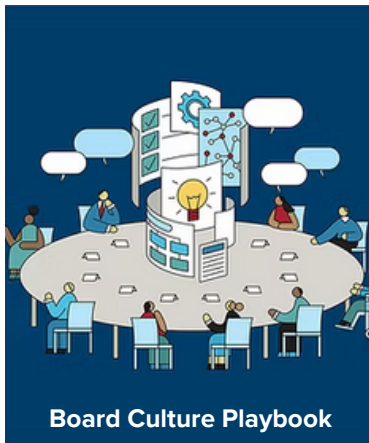
*“When women are safe and supported, we thrive—and so do our families and communities. Today’s Summit was about working collaboratively to create and uplift systems to ensure women’s health and safety. By bringing together diverse voices, we have the opportunity to catalyze meaningful action to create a more equitable future for women and their families.”*

**- First Partner Jennifer Siebel Newsom**

The California Partners Project played a key role in supporting First Partner Jennifer Siebel Newsom to host the 2024 Gender Equity Summit, building on the success of 2023’s focus on women’s wealth and power. This year’s Summit, held at the Stanford Mansion in Sacramento, spotlighted women’s safety as essential to physical, mental, and emotional well-being, emphasizing mental health’s role in overall health. Policymakers, advocates, and philanthropic leaders gathered to foster cross-sector collaboration on women’s safety and health.



# New Resources



## THANK YOU, SUPPORTERS!

We are profoundly grateful for the support we have received since our organization's founding in 2020. Our collaborators and supporters have deepened our work, magnified our impact, and demonstrated the true meaning of partnership.

Thank you for supporting the non-profit California Partners Project!

### **Artemis Rising Foundation**

*Founding Supporter*

**Abbaszadeh Family Foundation**

**Annenberg Foundation**

**Blue Shield of California Foundation**

**California Chamber of Commerce**

**The California Endowment**

**Colley Family Foundation**

**Federated Indians of Graton Rancheria**

**Kirsten Green**

**Henderson Family Foundation**

**Kathleen Kelly Janus and Ted Janus**

**Kaitlyn Krieger**

**LSP Family Foundation**

**Pinterest**

**San Manuel Band of Mission Indians**

**SSP Universe Trust**

IN PARTNERSHIP ALWAYS

## THANK YOU, COLLABORATORS!

### Office of the First Partner Jennifer Siebel Newsom

50/50 Women on Boards  
5Rights Foundation  
Accountable Tech  
Adobe  
Boston Children's Digital Wellness  
Lab  
Bring Change to Mind  
California Commission on the  
Status of Women and Girls  
California State Alliance of YMCAs  
California YMCA Youth and  
Government  
Child Mind Institute  
Children and Youth Behavioral  
Health Initiative  
Crunchbase  
DOSE Initiative  
Equilar  
Extraordinary Women on Boards  
Faith in the Valley  
First 5 Kern & Monterey  
Get Lit - Words Ignite  
Governor's Advisory Council on  
Physical Fitness & Mental Well-  
Being  
#HalftheStory  
How Women Lead  
illumyn impact  
KNOWN  
KPMG Board Leadership Center  
Latino Corporate Directors  
Association  
Los Angeles Unified School District

Material+  
Mine The Gap  
Morgan Lewis  
Music Changing Lives  
NACD Center for Inclusive  
Governance  
NACD Northern California  
NAMI California  
Nasdaq Center for Board  
Excellence  
NYSE Board Advisory Council  
Parent Voices  
Parent Organization Network  
Rock Center for Corporate  
Governance at Stanford  
University  
Safe Space  
San Diego Unified School District  
SWEAR Committee  
San Francisco Public Library  
Shelectricity  
Silicon Valley Leadership Group  
Stanford Center for Youth Mental  
Health and Well-Being  
Stanford Graduate School of  
Business  
Stanford VMware Women's  
Leadership Innovation Lab  
Stanford Internet Observatory  
Stanford Social Media Lab  
Studio To Be  
UCLA Chicano/a Research  
Studies Center  
Wonderful Company Prep  
Academy  
YMCA of the East Bay  
Youth Leadership Institute

# IN PARTNERSHIP ALWAYS



## BOARD OF DIRECTORS

### **Olivia Morgan**

Co-founder & Board Chair,  
California Partners Project

### **Becky Beland McNaught**

Senior VP, Communications &  
External Affairs, Sacramento Kings

### **Devika Bhushan, MD**

Pediatrician, public health leader,  
and writer

### **Lisa Dawe**

CEO, ACES

### **Lisa Ling**

Emmy Award-winning journalist and  
bestselling author

### **Ahmad Thomas**

CEO, Silicon Valley Leadership  
Group

### **Norah Weinstein**

Co-CEO, Baby2Baby

### **Tom Willis**

Partner, Olson Remcho

# OUR TEAM

## STAFF

### **Carolyn Gan**

Executive Director

### **Elizabeth Cheong**

Program Manager, Gender Equity

### **Jennifer Heifferon**

Program Director, Child Well-  
Being

### **Leah Rooney**

Program Manager, Child Well-Being

### **Orlena Perez Watson**

Finance & Operations Manager

### **Leigha Weinberg**

Program Director, Gender Equity

# OUR ADVISORS

## CHILD WELL-BEING ADVISORY COUNCIL

**Elizabeth Estes**, Founder, Breaking Barriers California, Children and Education of Counsel, AALR

**Lisa Fortuna, MD, MPH**, Professor and Chair of the Department of Psychiatry and Neurosciences, University of California, Riverside, School of Medicine

**Vicki Harrison, MSW**, Program Director, Stanford Center for Youth Mental Health and Wellbeing

**Tim Kendall**, Co-Founder, Moment

**Larissa May**, Founder, #HalftheStory

**S. Marshall Perry, Ph.D.**, Vice Provost of Graduate Programs & Academic Innovation, St. Mary's College of California

**Caroline Uchechi Adanma Okorie, MD, MPH**, Clinical Associate Professor, Stanford University School of Medicine

**Esta Soler**, Founder and President, Futures Without Violence

**Veronica Terriquez, Ph.D.**, Director, UCLA Chicano Research Studies Center

**Shafia Zaloom**, Author & Health Educator

## GENDER EQUITY ADVISORY COUNCIL

**Esther Aguilera**, former President & CEO, Latino Corporate Directors Association

**Annalisa Barrett**, Senior Advisor, KPMG Board Leadership Center

**Betsy Berkhemer-Credaire**, CEO, 50/50 Women on Boards

**Reveta Bowers**, former Board Chair, CommonSense Media

**Julie Castro Abrams**, CEO & Chair, How Women Lead

**Belen Gomez**, VP Strategic Initiatives & Communications, Equilar, Inc.

**Hannah-Beth Jackson**, retired California State Senator, author of SB 826

**Donna Lucas**, CEO & Founder, Lucas Public Affairs

**Heather McCulloch**, Founder, Women in the Economy, Entrepreneur-in-Residence, Aspen Institute Financial Security Program

**Amanda Packel**, Managing Director, Stanford University's Rock Center for Corporate Governance

**Eve Rodsky**, *New York Times* bestselling author and founder, Fair Play Policy Institute

**Anne Sheehan**, former Director of Corporate Governance, CalSTRS

**Miriam Warren**, Chief Diversity Officer, Yelp


# Nothing about us without us.

In partnership with the California State Alliance of YMCAs, this year we launched a 12-member Youth Advisory Committee to help shape youth mental health and well-being initiatives in collaboration with the Office of the First Partner, the Governor's Advisory Council on Physical Fitness and Mental Well-Being, and our partners. Committee members include 10th-12th graders from Contra Costa, Kern, Los Angeles, Orange, Placer, Riverside, San Diego, San Mateo, Santa Clara, and Sonoma counties. We are grateful to the California Endowment and Pinterest for supporting this initiative.





 [www.CalPartnersProject.org](http://www.CalPartnersProject.org)

 916-572-2696

 [info@CalPartnersProject.org](mailto:info@CalPartnersProject.org)

 @CalPartnersProject

 555 Capitol Mall #400, Sacramento, CA 95814