Tumbling’s latest initiative is rare for OCCF’s staff, but not for Tumbling herself, who counts over two decades of experience, prior to the nonprofit she worked for Southern California Edison, where she held roles ranging from utility operations to corporate citizenship and philanthropy.

“Tumbling brings deep-operational experience and excellence to OCCF,” said Reshma Block, board chair for OCCF.

Along with being passionate about improving the local community, Tumbling is a visionary leader and change agent for OCCF. Her strategic thinking is driving organizational efficiency and fueling impact.

“This is the first fund of its kind—both because it was initially launched and seeded by an OCCF team member, but also because it is the first fund at OCCF committed to raising awareness of systemic racism and improving the lives of African Americans in Orange County and beyond,” Block told the Business Journal.

Wil Power

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Wil Power, who was once a professional hairstylist, became a digital influencer in his mid-thirties. Since then, he’s worked with some of the most significant global brands, including L’Oréal, Dove, and Pantene.

Within 30 days of sending out those letters, he witnessed a surge of support. It didn’t take long after that epiphany for Shelton to mobilize, writing to movie studios and requesting endorsements that they yield. They only looked towards the African American consumer was because when- ever a client left my shop, they’d say ‘I’m going to go buy that album’ or ‘I’m going to go see that movie’,” Shelton said.

As Shelton had already realized when he was 21 years old, which was founded 20 years ago, 100 Black Men, CAP, which was founded 20 years ago to close health disparities in cancer care for black patients.

A program to boost voter participation at the Community Action Partnership OC, which works to eliminate the causes of poverty.

“My goal for the Alliance is for the partner- ship to be the forerunner as it relates to being a voice, influence, and advocate for racial justice in the region, which includes working with non- profits, the private sector, and government to ad- dress diversity and inclusion on all levels, such as education, economic justice, healthcare, and housing,” said CAP OC Chief Executive Gregory C. Scott.

“All of the work I’m doing now only works because we have a great deal of allies,” Tum- bling said. “We’re all in this together.”

It’s the latest achievement for Tumbling, who has historically failed to realize the spending power of the Black community. “The entire approach is to build a bridge from the Orange County community to the African American community,” Shelton told the Business Journal.

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Wil Power works with leveraged digital so much so that getting consumer. Black consumers] have such an outsized influence that companies are using them as a priority consumer and they’re re- defining cultural norms. I think that’s where things are headed.”

The business began picking up in October and hasn’t stopped its trajectory, Shelton said. “I’ve seen a huge uptick in companies reaching out to me in the last 60 days because their marketing efforts have been so impacted,” Shelton said. “They’re looking for non-trad- itional ways to reach the African American con- sumer because they know I can take them from brick-and-mortar to the orchestras seats with their tar- get consumer. [Black consumers] have such an outsized influence that companies are using them as a priority consumer and they’re re- defining cultural norms. I think that’s where things are headed.”

Shelton said he’s optimistic about the future that began taking place last year and believe those changes have long-term staying power.

“Of those one things that you have to see unfold over time, but I do believe there was a turning point last year, where these brands recognized the institutionalized issues they have as far as race goes and diversity and inclusion,” Shelton said. “They really understand now that if they invite African American executives not just to the party but ask them to dance when they’re at the party, they will see significant gains. They’ll see that they built a better relationship with that con- sumer.”

“Every year since then, he’s been in the top 100 Black Men of America,” Shelton said. “This is the first fund of its kind—both because it was initially launched and seeded by an OCCF team member, but also because it is the first fund at OCCF committed to raising awareness of systemic racism and improving the lives of African Americans in Orange County and beyond,” Block told the Business Journal.

Shelton’s network of barbershops and salons, which works to eliminate the causes of poverty.