

# THE ALLY LEAGUE

MILL CREEK, WA



## Kesha Rodgers & Sara So

Promote Black-Owned Businesses

- Co-owners of The Ally League
- Have been friends for several years
- Share a passion for doing things that help people
- Met at work, but started working together recently
- The Ally League is a labor of love for us

## BUSINESS PROFILE

We provide ways for people to move from empathy to action in fighting racism.

## BUSINESS GOAL

*To continue making progress in fighting racism however possible.*

## Key Needs & Challenges

- Capacity
- Unclear direction given wealth of ideas
- Lack of experience
- Funding
- Staff
- A solid business plan

## Community Impact

Activate allies helping close the wealth gap and improving their community culture with respect to racism. More cross-cultural understanding and action to decrease negativity by increasing positive relationships.