

THE POWER OF

# EMPLOYEE OWNERSHIP

## TO BUILD COMMUNITY WEALTH

### The Silver Tsunami is coming.

We are on the threshold of the largest transfer of business ownership in our nation's history as baby boomers retire. Over the next two decades, millions of businesses will flood the market and many local businesses will not find successors. Those that do will likely sell to an out-of-area buyer that will transfer or eliminate jobs. How can we preserve these local businesses and jobs in our communities?

### Worker-owned cooperatives are a powerful solution.

Worker cooperatives are one form of employee ownership. What makes them unique is that they are businesses both owned and governed by their workers. By selling companies to their employees through a coop conversion, owners craft a flexible exit strategy and realize market rate for their business while preserving their legacy in the community. The workers gain equity in the business, profit sharing and a democratic say in strategic decision-making.

### Building the ecosystem is essential to scale this model.

Employee ownership transitions are a timely, high-potential strategy for inclusive, place-based community economic development. Project Equity engages diverse actors in communities across the private, public, nonprofit and financial sectors to catalyze employee ownership conversions, supporting low-wage workers to become owners. Business conversions create quality jobs and wealth-building opportunities for workers and preserve businesses in our communities.

**15%**

of businesses succeed to the next generation



One-half to two-thirds of privately-held businesses with employees are owned by baby boomers.

85% of business owners do not have succession plans.

Employee ownership preserves these businesses and jobs in our communities!

project  
**{EQUITY}**

Join us in this effort!  
**PROJECT-EQUITY.ORG**

### Businesses



Experience higher productivity & growth.  
Lower employee turnover.  
Improved lifespan.

### Communities



Retain good businesses & jobs.  
Experience greater civic engagement.  
Circulate more money locally.

### Workers



Enjoy better pay & benefits.  
Build assets & equity.  
Have a voice in key decisions.  
Grow leadership skills.