



Soapbox Donates 100K PPE Masks to Community Coalition

As the city, county, and country begin to reopen, Community Coalition (CoCo) has been gifted 100,000 personal protective equipment (PPE) masks by Soapbox, an e-commerce fulfillment company. Soapbox also has a third-party logistics component that helps companies fulfill their orders as well. They support businesses ranging from mom and pop shops that have had to pivot to selling online because of the pandemic to multi-national, best-in-class consumer packaged goods companies.

"We are a minority-owned company, and we believe in supporting underserved and underrepresented communities. We are in the process of launching several other initiatives that demonstrate our commitment, including providing education and employment opportunities to formerly incarcerated to teach them how to sell things online and grow an e-commerce business," said Danny He, Founder, and CEO.

Created just over a year ago, the company's name (Soapbox), is derived from the idea that everyone should have a platform on which to stand. "We want to provide digital skillsets for people who wouldn't necessarily have access to opportunities to learn and work in the space," Danny continues.

Although more than half of the country has received at least one dose of the Covid-19 vaccine, medical experts caution that wearing a mask is still the best way to stay safe and help prevent the spread of COVID-19.

"We greatly appreciate Soapbox's very generous donation of the disposable masks and their commitment to helping keep our communities in South Los Angeles safer as we continue to establish procedures for navigating the "new normal," said Yolanda Nash, Director of Human Resources and Administration who has overseen the distribution of PPE to CoCo's members with the support of her team. "My team has been absolutely great with getting our community these necessary supplies. This donation will go a very long way."

Since March 16, 2020, CoCo has been delivering water, sanitizing supplies, paper towels, toilet paper, and masks to its members. The organization has been laser-focused on the concerns and needs of the community as organizers have continuously been on the phones speaking directly to thousands of members to connect, reassure, listen, and assess what the needs are in South LA in the wake of COVID-19.

About Community Coalition

For the past 30 years, Community Coalition has worked with community members in South LA to build leadership, launch action campaigns, and create a unified voice. By working to transform the social and economic conditions that foster inequity and inequality, CoCo aims to empower everyday residents to influence and elevate public policy. For more information, please visit www.cocosouthla.org.