

A close-up portrait of Erika Alexander, looking directly at the camera with a serious expression. The image is overlaid with a semi-transparent blue filter. The text 'THE DHARMA PROJECT' is written in large, white, sans-serif capital letters on the right side of the image.

THE DHARMA PROJECT

**THE IMPACT LEGACY OF
ERIKA ALEXANDER**

Prepared By



The Challenge

Color Farm Impact's Goal

Drive social change by discovering, cultivating, and launching underestimated creative talent into mainstream media

Eliminate racial and gender wealth gaps due to disparities in creator compensation

Organizational Challenge

Create metrics and decision making tools aligned with organizational values:

Purpose over popularity

Impact over influence

The Values-Aligned Solution

The Dharma Index

Quantifies cultural capital and its commercial value relative to media performance

Cultural ROI

Determines a creator's social impact on a community or community members' quality of life

Measurement Advantages

NOT your typical social media metrics

Detects driving force or **"it"** factor for historically underestimated creators

Calibrates **purpose** over popularity and **impact** over influence for **long-term value**

Measures the **value of cultural capital** for media **and** community investment

Data-Driven Decisions Informed

Identify talent missed by the mainstream

Ensure these creators are properly valued and paid relative to their contributions

Match creators to values-aligned economic opportunity

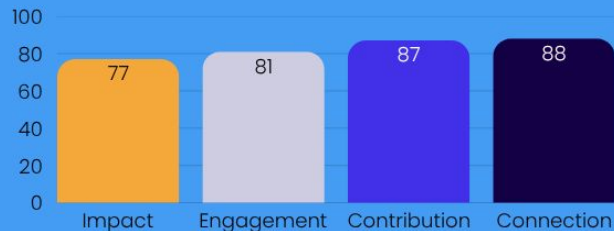
Overall Dharma Score

Creator's level of cultural connection, contribution, and engagement based on a 1-100 scale with 100 being most culturally aligned.

85

Culture Capital

Potential amount of Dharma available to be realized for any given opportunity weighted by cultural impact



Dharma Index Dashboard

Erika Alexander

2025

Cultural Connection

Salience, saturation, and strength of creator's personal attachment to their cultural identity

Cultural Contribution

Perceptions of creative success and responsibility to positively represent their cultural community

Cultural Engagement

Volume of creative work, diversity of creative expression weighted by offline and online community interaction

Cultural Impact

Rate of social impact averaged across differential access to media exposure and community sentiment

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CULTURAL ROI SUMMARY

How a creator's community or its members benefit from an investment in time consuming a creator's content

Erika **inspired 16,187 Black women** age 28-56 to become lawyers. As a result, these women **make on average \$114,818 annually** - **3x the national average** for Black women of the same age.

COMMUNITY POPULATION



BENEFICIARY INCOME/ \$ CREATOR PAID

\$315.00

CREATOR-INSPIRED INCOME GROWTH RATE

198.6%

BRAND SENTIMENT

percent positive sentiment for creator



BRAND WORD

most frequently used word when creator is mentioned

LOVE

MEDIA CAPTURE RATE

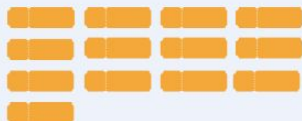
creator's Dharma contribution as a percent of total media return



MEDIA ROI

creator contribution per \$ creator paid

Film Box Office Tickets



TV Viewers



MEDIA RATINGS

Purpose

Popularity

● TV ● Film

