



JPMORGAN
CHASE & Co.

Title Sponsor



ENDING POVERTY THROUGH
ENTREPRENEURSHIP

IN
COLLABORATION
WITH



ABOUT US

WHO WE ARE



IMPACT AZ 2025 is a transformative three-year accelerator that provides minority entrepreneurs with technical assistance, mentoring, public and private business exchange opportunities, and access to capital to increase readiness for contracting opportunities. Our fundamental objective is to decrease the racial wealth gap, using entrepreneurship as an engine.



OUR MISSION

Empowering innovation and fostering economic growth, IMPACT AZ 2025 dedicates itself to nurturing the potential of minority entrepreneurs, ensuring their journey from ambition to achievement is supported by an ecosystem of opportunity, guidance, and community.

THE PROBLEMS

MARKET ACCESS

Minority-owned businesses encounter barriers in accessing new markets or securing contracts with large corporations or government entities, due to lack of information, resources, or perceived biases

ABILITY TO SCALE & GROW

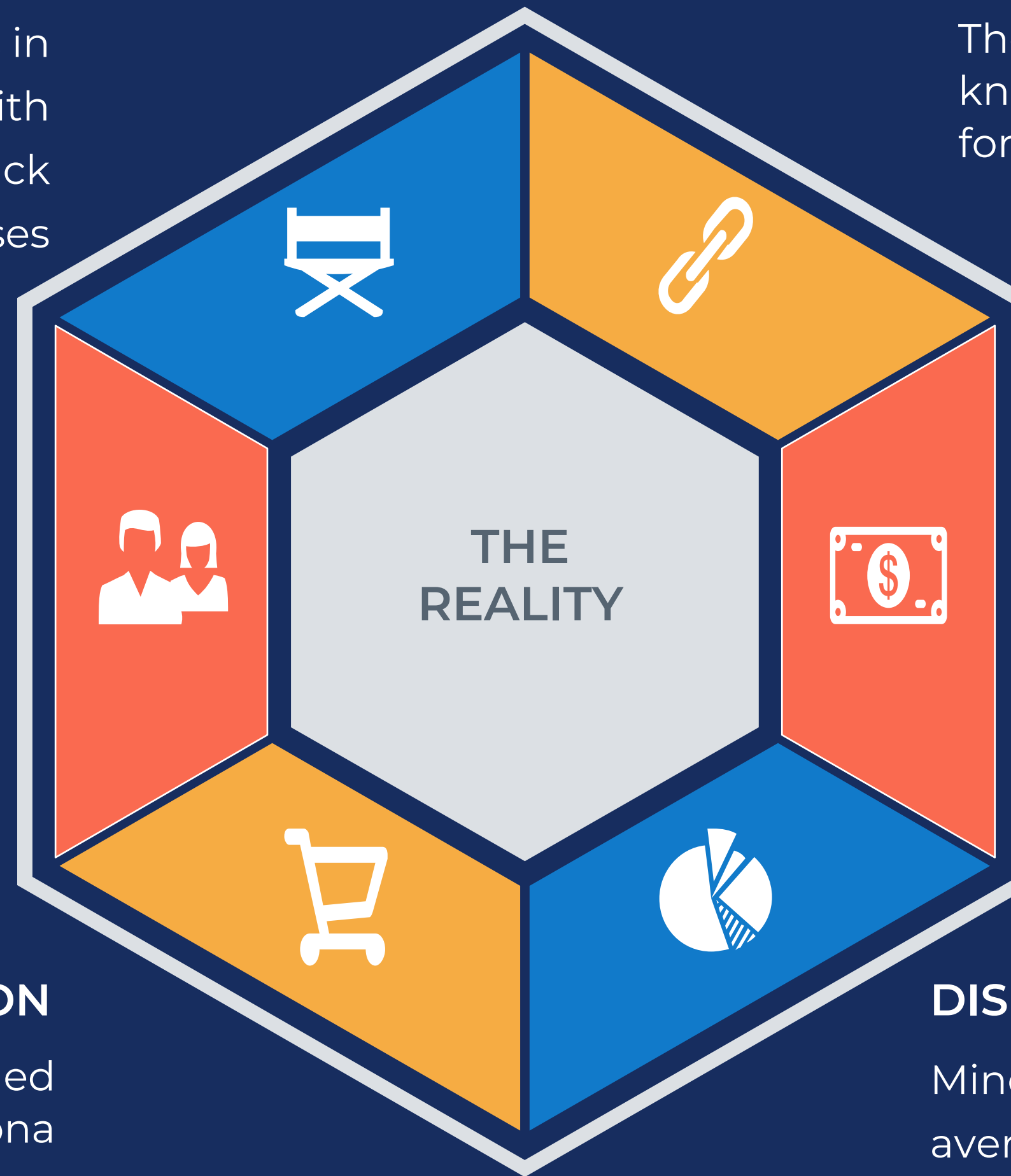
There is often a gap in crucial business knowledge and management skills essential for scaling and growing a business

NETWORKING OPPORTUNITIES

Building a robust network is crucial for business growth. However, minority entrepreneurs often face difficulties in accessing and integrating into well-established business networks

UNDERREPRESENTATION

There are 211,524 Minority-Owned businesses in the state of Arizona



ACCESS TO CAPITAL

Black and Hispanic entrepreneurs face challenges in accessing capital and are more likely to start businesses with less than \$10,000 in capital, leading to lower sales, profits, and survival rates

DISPARITY

Minority-Owned businesses create fewer jobs on average compared to all businesses. A significant number are sole proprietorships

Arizona Small Business

According to the Small Business Association in 2019, Arizona had 650,151 small businesses, which represented 99.5% of all businesses in the state. The Table below represents the business count by owner demographic group.

| Demographic | Total Businesses | % of Total | Without Employees | % Without | With Employees | % With |
|--|------------------|------------|-------------------|-----------|----------------|--------|
| White | 420,208 | 64.63% | 338,000 | 80.44% | 82,208 | 19.56% |
| Hispanic | 124,759 | 19.19% | 116,000 | 92.98% | 8,759 | 7.02% |
| Asian | 37,813 | 5.82% | 31,000 | 81.98% | 6,813 | 18.02% |
| Black or African American | 31,747 | 4.88% | 30,500 | 96.07% | 1,247 | 3.93% |
| American Indian and Alaska Native | 15,137 | 2.33% | 14,500 | 95.79% | 637 | 4.21% |
| Native Hawaiian and Other Pacific Islander | 2,068 | 0.32% | 1,900 | 91.88% | 168 | 8.12% |

Counts include only businesses classifiable by owner demographic group
 Sources: Annual Business Survey, 2019 (Census); Non-employer Statistics by Demographics, 2019 (Census)

SOLUTION: IMPACT AZ 2025 OVERVIEW

Impact AZ 2025 is not just a program but a strategic ally. With a multifaceted approach encompassing technical assistance, mentorship, and strategic partnerships, we're positioning minority enterprises not just to compete, but to lead in the marketplace.

Inclusive Curriculum

Provide meticulously designed training modules to eliminate obstacles from obtaining high-valued contracts and to provide enhanced business knowledge and skills to accelerate business growth

SUPPORT

Provide entrepreneurs with mentoring guidance, public and private resource integration and peer to peer connection opportunities



INCREASE ACCESS TO CAPITAL

Implement and scale programs that provide minority-owned businesses with initial funding and support to increase the likelihood of success

STRATEGIC PARTNERS

Partner with governments and businesses to provide resources, knowledge, and equal opportunity to minority-owned companies

THE PROGRAM



360 Assessment

The program starts with a thorough assessment of each participant's business, identifying key focus areas for growth



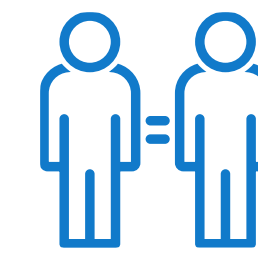
Technical Assistance

Our classes are held twice weekly; participants gain insights into the procurement process, including certification, RFP, marketing, insurance and operational



Access to Capital

Capital Preparedness, Financial Business Education, Personal Financial Education



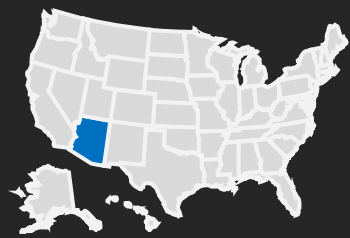
Mentorship

Entrepreneurs receive guidance from corporate professionals and experienced business owners



Matchmaking

We connect business owners to corporate and government buyers, increasing capacity for growth



OUR 2023 IMPACT

52 Arizona-based, minority business owners were accepted into the 2023 program

2 Million Dollars in Contracts Awarded

\$300,000 in Capital secured for equipment, space & people

22% hired more staff due to growth

100% of companies working with their “Growth” mentor realized an increase in revenue & strategic partnerships

75% completed the program

2023 PARTNERS



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2023 GRADUATES

McLaurin Benton
Finance Therapy Group



“Having certain banking relationships and partnerships with different corporations around the valley has been a huge aid in my growth and many others who have been a part of this program.”

Taylor Evans
The Outlandish Blueprint



“This program has helped me overcome challenges by offering consistent classes for 9 months. The fact that there is this type of consistency, I've continuously clarified my brand and business identity.”

Phillip Robert Holmes
Phillip Robert LLC



“Impact AZ has done a great job with helping us connect, giving us visibility as well as access to financial opportunities out here in Arizona..”

CiCi Colbert
Alla Herbs



“I felt like I was missing and so I was given the resources, I was given the mentorship, I was given the opportunities to be able to take care of those foundational concerns and challenges to be able to scale my business.”

PARTNER FEEDBACK



This market cannot fully reach its potential while there are segments of our population underrepresented in high-wage occupations or unable to receive the requisite capital to support innovative business.



Said Chris Camacho, President and CEO of the Greater Phoenix Economic Council

This initiative takes a critical step in addressing this disparity, with an actionable, solution-driven approach to leveraging regional connections to support Black-owned suppliers and businesses.



Proclamation

WHEREAS, Impact AZ 2025 is enhancing opportunities for underserved business populations across Arizona through public and private collaboration for economic growth and is graduating its first cohort on January 16, 2024; and

WHEREAS, Impact AZ's technical assistance program serves to support growth in entrepreneurship and procurement for small black and minority-owned businesses; and

WHEREAS, Impact AZ 2025 is the state's largest accelerator program for diverse businesses aimed at increasing contracting opportunities with corporations and government entities to support the growth of 250 new businesses and empower more than 500 established businesses to grow their employee; and

WHEREAS, Dr. Velma Trayham, in collaboration with Robin Reed, responded to data presented by The State of Black Arizona. Impact AZ Partners include JPMorgan Chase & Co., Bank of America, Atlanta Public Service (APS), Millionaire Mastermind Academy, the Black Chamber of Arizona, the Greater Phoenix Economic Council; and

WHEREAS, Impact AZ is designed to improve economic outcomes and support individuals, businesses, and communities, and empowered entrepreneurship serves as one of the most effective ways to achieve equity.

NOW, THEREFORE, I, Katie Hobbs, Governor of the State of Arizona, do hereby proclaim January 16, 2024 as

IMPACT AZ DAY

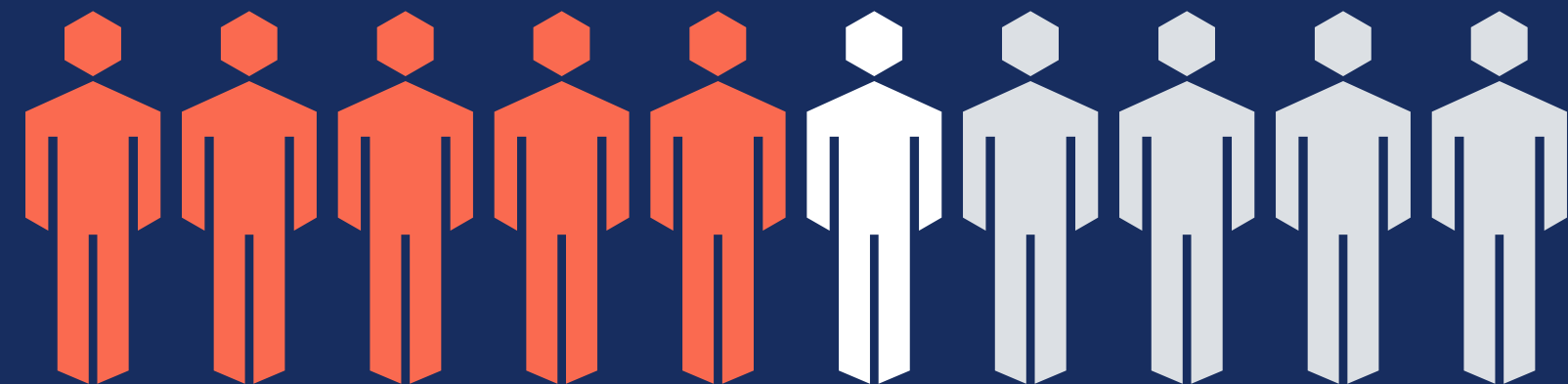
IMPACT AZ DAY
January 16, 2024

2024 FINANCIAL NEEDS

PROGRAM DELIVERY GOALS

Our financial blueprint is designed for impact. With clarity in our vision and precision in our budgeting, every dollar invested in Impact AZ 2025 is a step towards economic empowerment and community resilience.

We are seeking \$2 million dollars in funding to deliver IMPACT AZ in 2024 and beyond and to account for a 2023 budget shortfall. Our 2024 participant goal is 100 Minority-Owned Business.



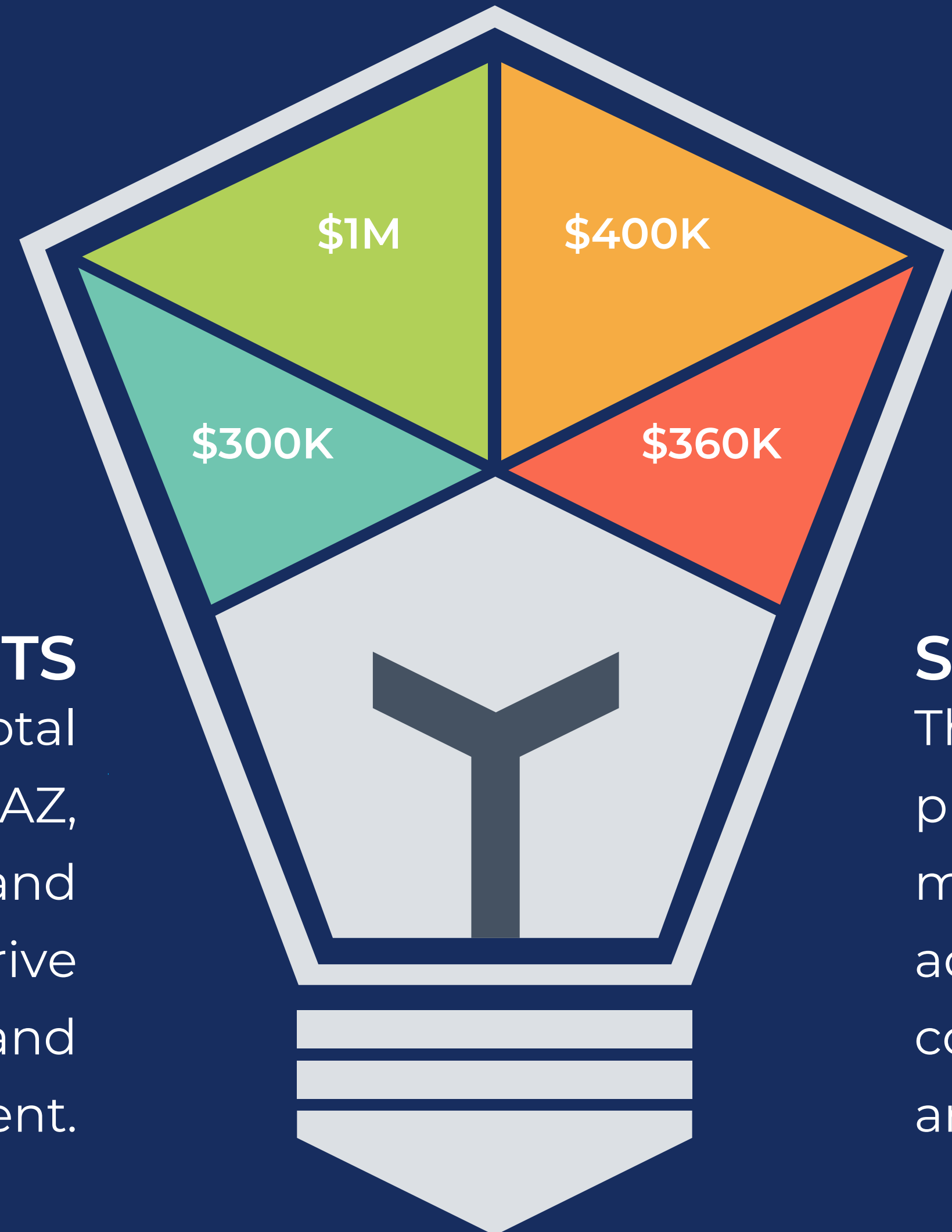
50%

PARTICIPANT INCREASE

WAYS TO HELP OUR FUNDING

FOUNDATIONS

Donations based on our Gifting Table can be made to MMA (501C Charitable Status)



CORPORATE SPONSORSHIP

IMPACT AZ 2025 provides sponsorship and strategic partner opportunities to businesses and corporations aligned with our corporate values.

GOVERNMENT GRANTS

Government grants provide pivotal financial support for IMPACT AZ, enabling targeted initiatives and empowering stakeholders to drive meaningful community and economic development.

STRATEGIC INVESTMENTS

The Community Reinvestment Act (CRA) propels IMPACT AZ's mission by mandating financial institutions to actively support the credit needs in communities, fueling economic inclusivity and growth.

IMPACT
AZ 2025



IMPACT
AZ 2025

GIFTING TABLE

BY THE NUMBERS



NUMBER OF GIFTS

GIFT AMOUNT

TOTAL

1

\$200,000

\$200,000

2

\$100,000

\$200,000

4

\$50,000

\$200,000

10

\$25,000

\$250,000

15

\$10,000

\$150,000



.....)
32 GIFTS = \$1,000,000
.....)

impactaz2025.com

2024
DONATIONS
GOAL

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR PINNACLE INNOVATOR

\$150K

- Exclusive Naming Rights
- Prominent Signage at In-Person Programming.
- Logo and branding on All Printed Materials.
- Logo listed on website masthead and in all newsletter editions.
- One Page in Program Manual + Showcased Placement on Sponsor Page.
- Welcome Remarks and Special Presentations.
- Leadership & Advisory Opportunities.
- Mention/Feature in Paid Advertising and All Media Exposure.
- Featured Sponsor article in monthly newsletter.
- Inclusion in all Press Releases, Company mentions on social media, and Community engagement opportunities.
- Promotional offers to program participants.
- Supplier Diversity and Development.

TITLE SPONSOR VISIONARY LEADER

\$100K

- Logo and branding on All Printed Materials.
- Logo listed with sponsors on website and in all newsletter editions.
- ½ Page in Program Manual.
- Leadership & Advisory Opportunities.
- Corporate mentorship opportunity.
- Featured Sponsor article in monthly newsletter.
- Emcee Announcements.
- Promotional offers to program participants.
- Company mentions on social media and Community engagement opportunities.
- Supplier Diversity and Development.

SEMINAR SPONSOR TRAILBLAZER

\$50K

- Logo listed on website.
- ¼ Page in Program Manual + Logo on Sponsor Page in Program Manual.
- Corporate mentorship opportunity.
- Emcee Announcements.
- Promotional offers to program participants.
- Company mentions on social media and Community engagement opportunities.
- Featured Sponsor article in monthly newsletter.
- Logo listed in all newsletter editions.
- Supplier Diversity and Development.

COMMUNITY SPONSOR SYNERGY CREATOR

\$20K

- Showcased Logo listed with sponsors on website.
- Showcased Placement in Program Manual on Sponsor Page.
- Featured Sponsor article in monthly newsletter.
- Logo listed in all newsletter editions.
- Corporate mentorship opportunity.
- Emcee Announcements.
- Company mentions on social media.
- Supplier Diversity and Development.

SPONSORSHIP OPPORTUNITIES

In response to the evolving needs of our partners and the dynamic landscape of minority entrepreneurship, Impact AZ 2025 is proud to introduce an updated suite of *sponsorship opportunities for small business. Each package is carefully crafted to provide meaningful engagement and visibility, ensuring that our sponsors can connect with their target audience and demonstrate their commitment to fostering diversity, equity, and inclusion in the business community.

| ENTREPRENEURIAL SPIRIT \$15K | UNITY BUILDER \$10K | VISIBILITY VANGUARD \$7.5K | FOUNDATION SUPPORT \$5K |
|---|--|--|--|
| <ul style="list-style-type: none">• Logo listed with sponsors on website.• Logo listed with sponsors in program manual.• Logo listed in six newsletter editions.• Emcee Announcements.• Company mentions on social media.• Supplier Diversity and Development.• Opportunity for Featured Sponsor article in monthly newsletter. | <ul style="list-style-type: none">• Logo listed with sponsors on website.• Logo listed with sponsors in program manual.• Logo listed in three newsletter editions.• Company mentions on social media.• Supplier Diversity and Development. | <ul style="list-style-type: none">• Logo listed with sponsors on website.• Logo listed with sponsors in program manual.• Logo listed in two newsletter editions. | <ul style="list-style-type: none">• Logo listed with sponsors on website.• Logo listed with sponsors in program manual.• Logo listed in one newsletter editions. |

**Want a customized package to meet your needs?
Just let us know, we would be happy to accommodate.*

2024 USE OF FUNDS

| Budget Category | Description | Amount |
|----------------------------------|--|--------------------|
| Program Delivery | Staff salaries, training materials, online platform fees, and other direct service expenses. | \$415,400 |
| Participant Support | Funds allocated for scholarships to support participants' involvement in the program. | \$154,000 |
| Operational Costs | Overhead expenses including office space, utilities, office supplies, and administrative staff. | \$280,800 |
| Technology & Infrastructure | Investment in technology for virtual learning platforms, data management systems, and communication tools. | \$52,250 |
| Marketing and Outreach | Marketing materials, advertising, public relations, and community engagement activities to attract participants and publicize success stories. | \$122,400 |
| Event Management | Costs for organizing networking events, round table discussions, pitch events, and graduation ceremonies. | \$34,000 |
| Legal and Compliance | Fees for legal advice, licenses, contracts and compliance with regulations | \$54,000 |
| Sponsorship & Fundraising | Costs related to fundraising events and activities to secure ongoing financial support. | \$29,000 |
| Partnership Development | Expenses related to building relationships with corporate sponsors, community organizations, and other potential partners. | \$60,000 |
| Travel & Accommodation | For staff and participants, when necessary, especially when the program involves in-person sessions or events. | \$5,400 |
| Insurance | Necessary insurance coverage for liability and property | \$40,800 |
| Impact Measurement and Reporting | Tools and resources required to measure the impact of the program and report to stakeholders. | \$12,000 |
| TOTAL FUNDS | | \$1,260,050 |

OUR ADVISORY BOARD



“

We ask that you would partner with us to make Arizona a more inclusive state in bringing economic opportunity and bridging the racial wealth gap. We can't do it alone; I can't do it alone.

I invite you to join forces with us to move Arizona forward through Impact AZ's Diversity Program.

”

DR. VELMA TRAYHAM
CEO/PRESIDENT



**Thank you for considering this journey with us.
Together, let's turn potential into prosperity and
ambition into achievement**

CONTACT US TODAY!

(888) 509-1145 | www.impactaz2025.com