ANNUAL REPORT

2020 EDITION
WHO ARE WE?

Generating Income For Tomorrow is a 501c3 nonprofit corporation. We were founded on May 5, 2020, with the goal of providing grants to Black owned businesses in the urban core of Kansas City. Our mission is to provide grants to Black-owned businesses in Kansas City, with a specific interest in businesses that operate in low-income areas.

We know this will create more jobs and convert an economically disadvantaged area into an area of economic opportunity. We aim to assist in creating generational wealth, while also reducing instances of poverty related crime and violence in our communities.

THE PROGRAM

Our program provides grants in the amount of $10,000, $25,000, and $50,000 to Black businesses operating east of Troost.

The businesses are chosen through a rigorous process that includes an online application, 2 application reviews, and an in-person interview with our Board of Directors.

Upon receiving the grant, we also provide a team of technical assistance providers to make sure the grant recipients are set up for long term success.

Our technical assistance partners include:

1. Entrepreneur Business Basics providing business coaching for 12 months (Paid by GIFT)
2. OCD Financial providing accounting services for 12 months (Paid by GIFT)
3. Husch Blackwell providing legal services (Pro Bono)
4. Beveridge Seay providing 13 hours of marketing, branding, and design work (Pro Bono)
RECIPIENT GUIDELINES

The guidelines for how G.I.F.T. identifies grant recipients are outlined below:

1. The business applying for the grant must be majority Black-owned.
2. Preference will be given to businesses that are located or operate in our identified focus area (64109, 64110, 64127, 64128, 64130, and 64132).
3. The business must have a detailed itemized breakdown of exactly how the grant dollars would be utilized, and clearly articulate the detailed long-term impact on business growth.
4. Eligible expenses are payroll, inventory, fixed cost (rent, equipment, lease, etc.), and other day to day expenses.
5. Preference will be given to projects with the highest propensity for job creation.
6. The business will need to submit proof of their organizational structure and a recent financial statement.
7. Failure to provide this information will result in the application being disqualified.

THE BOARD

Brandon Calloway – Vice President/CEO (Cofounder)
Cornell Gorman – President/COO (Cofounder)
Christopher Stewart – Cofounder
Ryonda Hall – Treasurer
Latonya Slavens – Board Member
D’juan Love – Board Member
Cynthia Benbow – Board Member
Antonia Uwaeke – Board Member
DeShawn Burton – Board Member
SUMMARY

The GIFT Grant Program officially kicked off on October 1, 2020, but there was a special grant made to Ruby Jean’s Juicery in August of 2020, to help them through the hardships of the pandemic.

Since May of 2020 through April of 2021, GIFT has raised $443,369.68 and has had 100 Black owned businesses apply for grant funding. We have given out $227,000 to 14 different grant applicants and spent an additional $12,270 on technical assistance for the grant recipients.

Another benefit of the program has been an increase in exposure and marketing for our grant recipients, which has led to new contracts, retail deals, increased sales and more.

As a result of the $227,000 awarded through the GIFT Grant Program, we have seen 22 jobs created in these businesses so far, 7 jobs saved, at least 8 more jobs projected by Q4 2021, and an average of 178.7% growth in business revenue between them.
THE FIGURES

Total Raised
$443,369.68
- Individual $210,269.68
- Foundation Grants $198,000
- Small Business Giving $19,100
- Corporate Donations $16,000

Total Spent
$309,650.95
- Grants $227,000
- TA $12,270
- Admin $70,380.95

$133,718.73 Will Be Carried Into Year2
THE APPLICANTS

Number of Applicants – 100

Breakdown by Industry
Food - 23
Entertainment - 14
Human Services - 12
Nonprofit - 12
Skilled Labor - 11
Clothing - 7
Beauty - 8
Health - 5
Tech - 5
Real estate - 3
Education - 1
Automotive - 1

- Gender Breakdown
  48 Male
  52 Female

- Money applied for - $2,528,829.78
  36 applicants applied for up to $10,000
  39 applicants applied for up to $25,000
  25 applicants applied for up to $50,000

- Prior attempts to access capitol
  59 haven’t tried before
  25 have been denied
  13 haven’t heard back
  3 have been awarded

- Time in Business
  40 in business for 1 year or less
  23 in business around 2 years
  14 in business between 3 – 4 years
  23 in business for 5 years or more
THE APPLICANTS

Grant Applied For

- $50,000 Grant: 25%
- $25,000 Grant: 39%
- $10,000 Grant: 36%

Gender Breakdown

- 52 Female Applicants
- 48 Male Applicants

Prior Attempts To Capitol

- Awarded: 3%
- Ignored: 13%
- Denied: 25%
- Haven't Tried: 59%

Time In Business

- 1 Year or Less: 40
- 2 Years: 30
- 3-4 Years: 20
- 5 Years+: 10
THE RECIPIENT

Total Money Given
$227,000

Total Businesses Granted
14

Average Percentage of Business Growth
178.7%

Number of Jobs Created
22

Number of Jobs Saved
7
RUBY JEAN’S JUICERY

$10,000 Grant – August 2020

Special Grant to help recover from the economic impact of COVID and increase likelihood of survival.

5 jobs saved

WE GOT IT COVERED

$10,000 Grant – October 2020

Purchased kitchen equipment and supplies to propel her business to the next level.

570% Growth in quarterly revenue since the grant

7 new jobs created since the grant
SOULCENTRICITEA

$25,000 Grant – December 2020

Used the grant funds to hire two employees.

53.5% Growth in quarterly revenue since the grant

2 new jobs created since the grant

KC MAINTENANCE

$10,000 Grant – November 2020

Purchased inventory and equipment that allowed him to increase the number of clients he can take on at one time.

Quarterly revenue has been flat since the grant

0 new jobs created since the grant
HAUL PROS

$25,000 Grant – January 2021

Purchased 2 new trucks with the grant funds that allowed them to take on multiple jobs at once, increasing their capacity.

174.7% Growth in quarterly revenue since the grant

3 new jobs created since the grant
3 new jobs projected by the end of Q3 2021

KC CAJUN
(EXTRA GRANT)

$22,000 Grant – January 2021

Purchased equipment to get physical location up and running and paid construction fees. Fixed motor on truck after it went out so they wouldn’t have to close.

(-21% in quarterly sales)
Revenue stalled due to food truck being down for extended time and the vast negative impacts of COVID-19

2 new jobs created since the grant
5 new jobs projected by the end of Q4 2021
OPHELIA’S BLUE VINE URBAN FARM

$25,000 Grant – February 2021

Purchased equipment to increase the growth efficiency and capacity of the herbs grown in their greenhouse

308% Growth in quarterly revenue since the grant

3 new jobs created since the grant

BLACK HAWK SECURITY

$25,000 Grant – March 2021

Purchased two patrol vehicles, Security equipment, and got two new officers licensed.

Too soon to assess growth in quarterly revenue

2 new jobs created since the grant
2923 COMICS (EXTRA GRANT)

$5,000 Grant – March 2021

Produced issue 3 of their comic book and provided copies of the comic book to schools in KCMO School District.

Too soon to assess growth in quarterly revenue

0 new jobs created since the grant

HAPPY APPLE CAFÉ (EXTRA GRANT)

$5,000 Grant – March 2021

Purchased new ice cream machine to increase the quality and volume of the ice cream they can produce

Too soon to assess growth in quarterly revenue

0 new jobs created since the grant
BARENINE HOLISTICS (EXTRA GRANT)

$5,000 Grant – March 2021

Purchased materials for inventory and secured two wholesale deals from the exposure increase since receiving the grant.

Too soon to assess growth in quarterly revenue

0 new jobs created since the grant

MATERIAL OPULENCE (EXTRA GRANT)

$5,000 Grant – March 2021

Purchased equipment to bring the production of clothing in house, which reduced cost of production, increased capacity for output, and they can now control production.

Too soon to assess growth in quarterly revenue

0 new jobs created since the grant
LAVISH LUXE BOUTIQUE (EXTRA GRANT)

$5,000 Grant – March 2021

Used the money to lease a new space when it was revealed that the Location 1 building was being torn down and that she would eventually be displaced.

Too soon to assess growth in quarterly revenue

2 new jobs created since the grant

THE NEXT PAIGE

$50,000 Grant – April 2021

Currently using the grant money to lease a physical location for the talent agency that will allow for efficient cultivation and preparation of talent.

Too soon to assess any outcomes
OUR SUPPORTERS

Foundations
Hadley Project
Urban Action Partners
Menorah Heritage Foundation
Evergy Foundation
Schumaker Family Foundation
Economic Development Corporation
Black Community Fund
Hartman Family Foundation
Skill Builders Fund

Small Business
JHS Pedals
KC Bier Company
Wandering Bud
Kind Foods KC
MackBecks
Harrah’s North KC
Freight House Fitness
Crane Brewing
Kemet Collective
Landlocked
Fetch KC
Lost and Found designs

Corporate
Black Chamber of Greater KC
JE Dunn
Husch Blackwell
Garmin
Geico
Blue KC
Lead Bank
Country Club Bank
ACG
MEDIA PARTNERS

Startland
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Kansas City Business Journal
The Community Voice
KCUR
Kansas City Star
KSHB 41 Action News
The Call
KMBC 9 News
Fox 4 News
Bark Media
Hot 103 Jamz
90.9 The Bridge
Cumulus Media
Journey to Leadership Podcast
Rounding the Basis Podcast
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