

Working Within

Investing in the success of Black social enterprise leaders



workingwithin.net

Problem

Black leaders are not connected to the resources they need to serve their communities through social enterprise. [1]

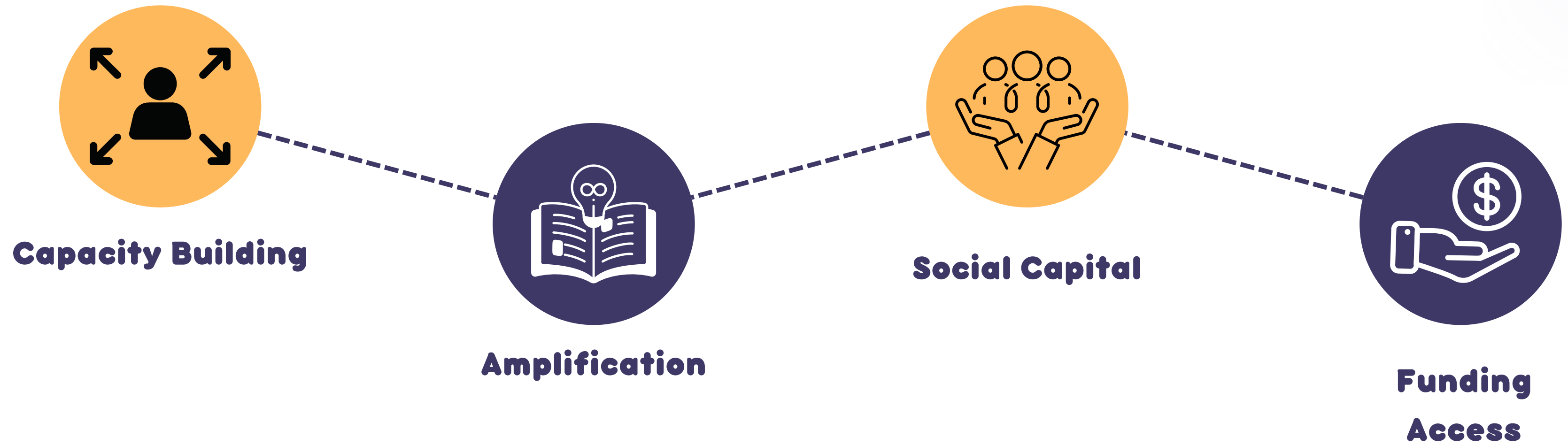
These under resourcing trends for Black leaders only perpetuate the unsustainability of Black enterprises. [2]

This creates a reality where only 4% of Black business owners are still in operation after 3.5 years, compared with a 55% average for all businesses. [3]

* Sources can be found in the Sources section of this deck



Our Solution



Capacity Building

Amplification

Social Capital

Funding Access

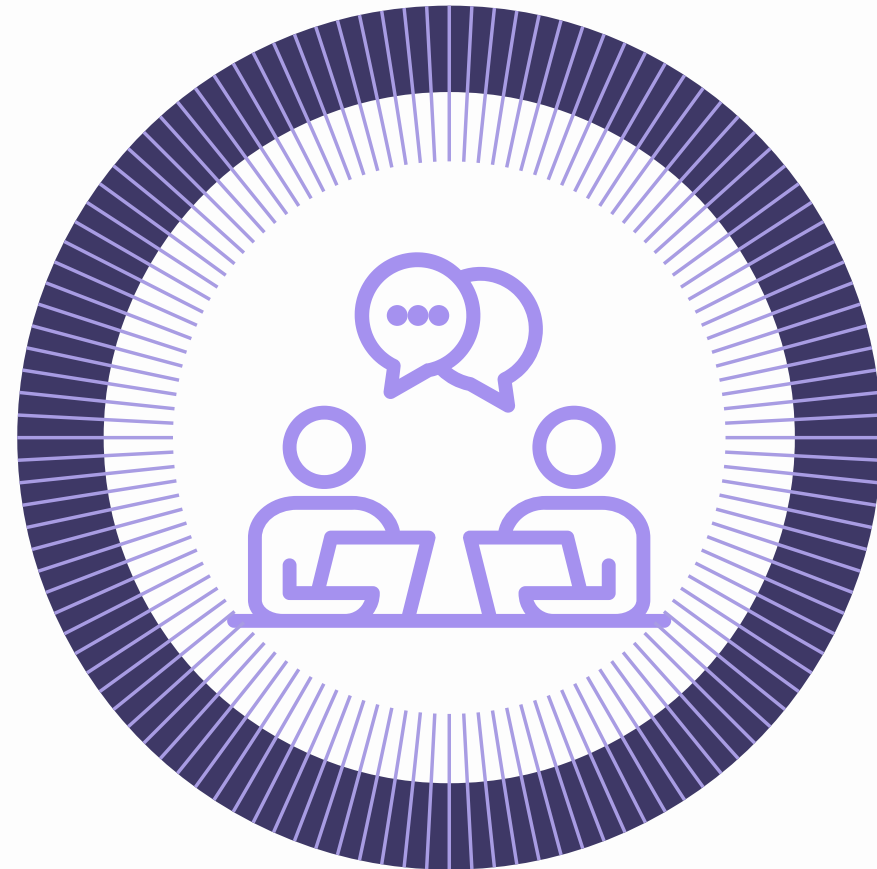
Working Within provides personal partnership and deep business acumen to Black social enterprise leaders looking to scale their impact and create sustainability in their operations.

We amplify our clients' work through our podcast platform and online community.

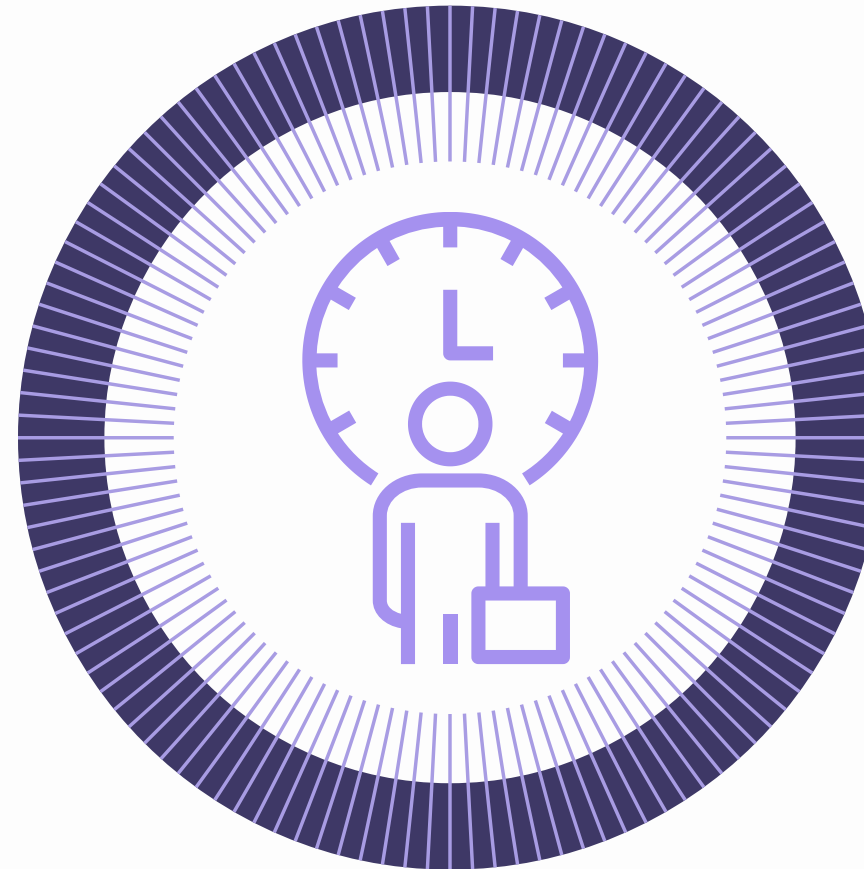
We connect clients within our network to facilitate collaboration and resource opportunities

We raise capital for our clients through grant writing, individual donors, and eventually, the Working Within Fund.

Our Operating Model



Clients are paired with an Associate Consultant to execute on the work



We work with our clients for at least 3 months at a time



We offer a broad range of skilled consulting support through our diverse staff

Our Team



Charlyn Moss
Founder & CEO



Gillian Perkins
Associate Consultant



Alea Curry
Operations Manager



Mara Daniele
Marketing Manager



Avery Jones
Associate Consultant



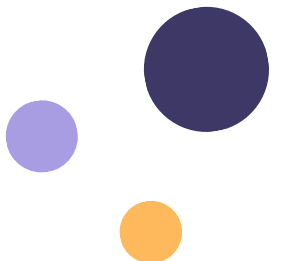
Kennedy Cook
Associate



Kris Lee
Producer



Hannah Curran
Visual Designer & Animator



Our Talents

Strategy Development: Finding long-term solutions to problems that take up precious time

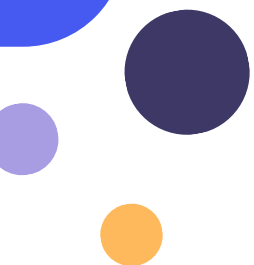
Operations: Creating systems, standards, and processes that eliminate dysfunction

Development: Writing compelling grant applications and finding the right sponsors

Marketing and Communications: Telling organization stories that speak to your stakeholders

Coalition Building: Gathering input and support from those whose voice's matter most

Market & Policy Research: Staying up to date on economics that enable or detract from your impact



Our Values

01

Accountability

02

Commitment

03

Creativity

04

Empathy

05

Excellence

06

Generosity

07

Passion

08

Resourcefulness





We're unique because of our...

1

Passion

We share a passion for your work because we care most about supporting the great work of Black leaders. We only work with Black leaders because we are adamant about disrupting what's been the norm for the sustainability of Black-led enterprises.

2

Podcast & Platform

We've cultivated a communications platform and network that is built for uplifting Black leaders and leadership stories. We can celebrate and amplify our client's work there, and facilitate community.

3

Expertise

Our team has experience working in philanthropy & non-profits, management consulting, facilitation, research, business & startups, public policy, community organizing, and social work. Our relevant experience allows us to give you the most up-to-date information and expertise.



CAPACITY-BUILDING

WE WORK WITH TEAMS





**We increase the sustainability of
Black social enterprises through...**

The Amplifying Black Social Enterprise program:

- Partnering with management teams
- Creating and driving strategic shifts
- Building organizational effectiveness and capacity
- Reinforcing the social capital of our clients



Amplifying Black Social Enterprise

Our program is highly tailored to our clients,
focusing on **three central phases**:



Investigate

We listen to your leadership team and your staff to find the issues and discover your strengths. This helps us build a strong foundation to our partnership.



Strategize

We look at your strengths, your most urgent needs, and our strengths to prioritize and create strategy around the next 6 months or more.



Implement

We make the changes we need to, and support you through the shifts. We partner with your teams, and lead the effort so you don't have to worry or extend.

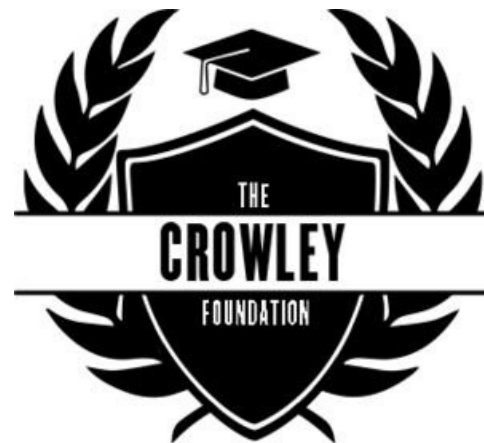


We've done this before

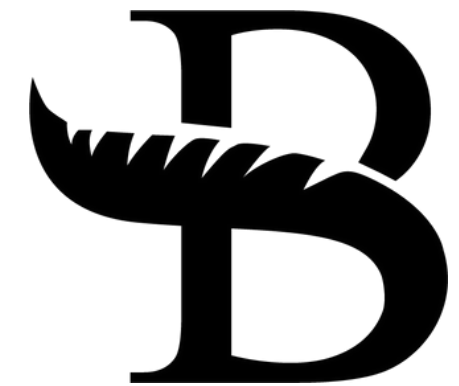
We've served clients and been able to offer capacity-building, education & amplification, social capital, and funding.



African American
Young Ladies



The Crowley
Foundation



Black Business
Initiative



African American Young Ladies Summit

Program by HigherLearningU

Solution: **Development, Marketing and Communications**

Engagement length: **July 2022 – Present**

Problem: **No sustained funding to run organization or capacity for fundraising activities**

Capacity-Building:

- Met with the Founder to understand how to fill in support
- Added 40 hours to monthly work time capacity

Education & Amplification

- Hosted Founder on the Working Within podcast
- Spotlitged organization on the Working Within Instagram platform

Social Capital

- Introduced JP Morgan Chase as an organization sponsor
- Recruited additional steering committee members to add capacity to organization

Funding

- Wrote more than \$200K in grants
- Won \$105K in grants for the organization
- Researching other grants to write



The Crowley Foundation

Solution: Strategy Development, Development

Engagement length: October 2022 – Present

Problem: Development Coordinator quit while operations and programming are expanding

Capacity-Building:

- Proposed a 12 month fund development strategy
- Add 40 hours to monthly work time capacity
- Participating in Nonprofit Endowment Cohort

Education & Amplification

- Spotlighted organization on the Working Within Instagram platform

Social Capital

- Introduced JP Morgan Chase as an organization sponsor
- Organized 1:1 meetings with individual donors to increase donations

Funding

- Raised more than \$24K for CO Gives Day
- Organizing additional fundraisers in 2023 to accelerate giving opportunities



The Black Business Initiative

Solution: Strategy Development, Operations, Development

Engagement length: October – December 2022

Problem: Unsatisfactory operations and negative cash flows

Capacity-Building:

- Proposed an operations plan and change management strategy
- Reduced waste of cash on softwares
- Implemented HubSpot

Education & Amplification

- Hosted Founder on the Working Within podcast
- Spotlitged organization on the Working Within Instagram platform

Social Capital

- Introduced JP Morgan Chase as an organization sponsor
- Introducing Gary Community Ventures and Black Homeownership Project as potential partners

Funding

- Right-sized hours and pay rate of the team members to preserve cash
- Writing a \$2mm grant

And the work continues...



will be incubating and launching the **Economic Development Association for Black Communities** in 2023, funded by Senator Hickenlooper's Congressional Direct Spending budget



will serve as **Operators and Coalition Builders**, filling the Chief Operations Officer function for the Economic Development Association for Black Communities

AMPLIFICATION

CHANGING THE NARRATIVE



The Working Within Podcast amplifies Black stories

The Working Within podcast shares vulnerable stories of Black leadership. The podcast explores topics in personal development with guests who deserve to be on the record, yet who tend to be underrepresented in their fields.



**Episodes released
across three
seasons**



**Plays of the show all-
time**



**Black guests and
counting**



We've hosted amazing Black leaders

**STRENGTHENING OUR BLACK
ECONOMIC BASE**



JICE JOHNSON
Founder and CEO
Black Business Initiative

**PERSEVERING THROUGH THE
REALITIES OF ENTREPRENEURSHIP**



AARON WALKER
Founder and CEO
Camelback Ventures

**TAKING CONTROL OF YOUR
BEAUTY**



CHRISTIANE PENDARVIS
Co-President
Savage X Fenty

**ENCOUNTERING RESISTANCE AND
DOING IT ANYWAY**



WANDA JAMES
Founder & CEO
Simply Pure Dispensary

SOCIAL CAPITAL

FOR CONTINUED CONNECTION



We leverage our social capital to expand our clients' initiatives



Times we've connected
clients to greater
resources

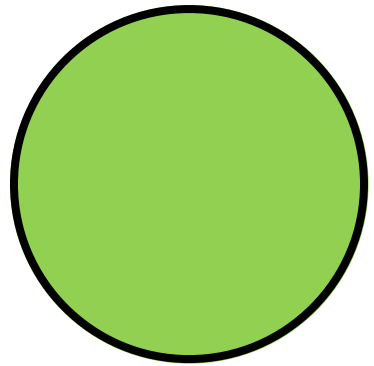


Investor partners and
organizations

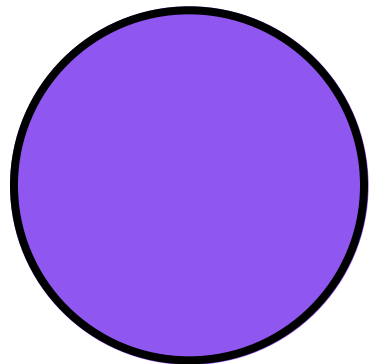


Raised for our clients

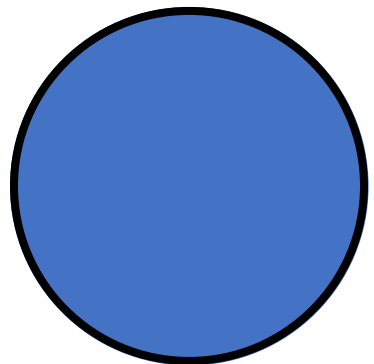
We've mapped our network on the next slide to make this real



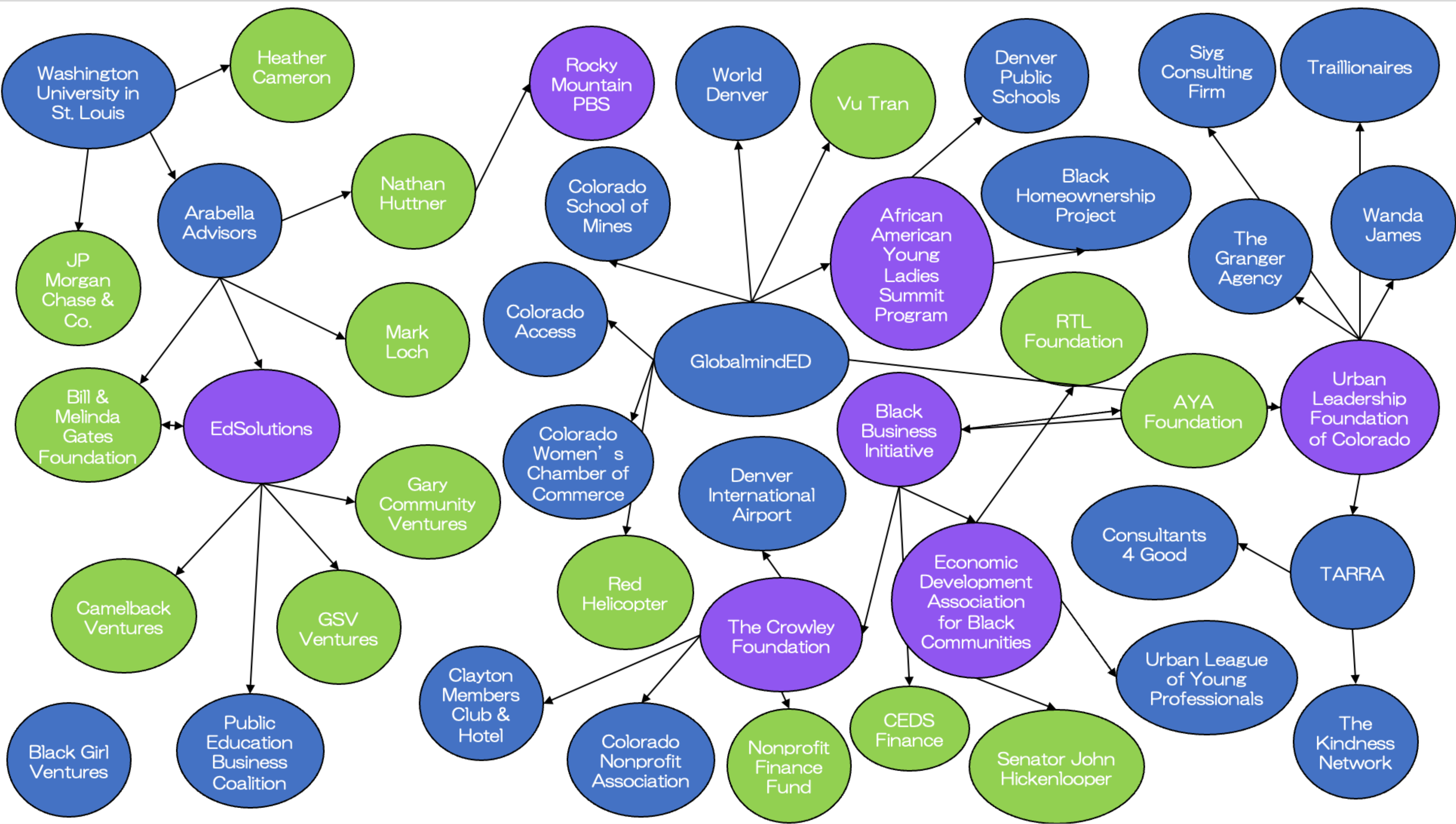
represent partners with access to greater resources through state funding, corporate sponsorship, philanthropy, individual giving, venture capital, or lending options



represent clients and organizations we currently offer services to or are entering business partnership with



represent organizations we have strong community ties with



FUNDING

SO PROJECTS MAY SUSTAIN



We access capital for our clients through two main functions

1

Grantwriting

We write grants for our clients to access philanthropic, state, and federal funding opportunities. We've won \$105,000 and counting, and are currently co-writing about \$2mm worth of grants.

2

Finding sponsors

We invest in community building locally and nationally, so we have a great pulse of what our network cares about. We use this network to connect our clients with the people who'd like to financially support.



We're working toward establishing a fund as we grow our operations and reach

2023

2024

2028

High-impact Black entrepreneurs and leaders on podcast

Larger team of consultants

10 clients total

annual revenue of \$300-500K

annual giving of >\$150K to clients

Establish a \$25 million dollar fund for high impact Black leaders





Thank you

Do you have any questions?



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www.workingwithin.net



@working.within

Sources

[1] Michelle Singletary, "Black Americans donate a higher share of their wealth than Whites", Washington Post, December 11, 2020

[2] Gené Teare, "Highlighting notable funding to Black founders in 2020", Crunchbase, February 12, 2021

[3] Rieva Lesonsky, "Black Entrepreneurs Face Their Challenges and Feel Optimistic", Score.org, February 8, 2022

