

Startup Assets for Economic (SAFE) Opportunity Overview:

The [Startup Assets for Economic \(SAFE\) Opportunity](#) entrepreneurship grant program is a new initiative administered by the Community Capital Fund (CCF), in partnership with the City of Kansas City, Mo. Health Department. SAFE Opportunity is awarding microgrants ranging from \$500 to \$2,000 to residents of Kansas City's 64128 zip code area.

Rooted in an asset-based approach to community economic development, SAFE Opportunity is providing funds to grantees to directly support expenses related to starting a small business venture. From supplies and equipment, training and certification expenses, to startup expenses like registration and business license fees, the program is supporting the development of new and aspiring entrepreneurs, while lowering individuals' risk for involvement in violent activities, and increasing individual wealth and financial stability.

2020 Application + Review Process:

CCF officially launched the SAFE Opportunity program on July 23, 2020. Considering quick delivery and aggressive marketing, CCF set an application due date of August 24, 2020 (33 days). During this period, CCF team members – Michael Carmona, Hanan Alabdalla, Carolyn Kovar (intern) – visited more than 50 businesses and organizations in and around the targeted zip code, sharing information about the program, and dropping off applications throughout the area.

Applications for the SAFE program were available in an online format, fillable PDF, and printed version. CCF hosted three separate info sessions (via Zoom) to share more about the program and walk through the grant application. The second session (August 5) was recorded and publicly made available.

Following the grant application deadline, SAFE Opportunity program administrators Michael Carmona and Hanan Alabdalla reviewed all applications received, checking for eligibility and scoring applicants' narratives. Scores were based on applicants' clarity in answering the questions in the application narrative: defining business goals and purpose, resources and skills to move business forward, and use of funds – among others. Final scores help set a baseline for awardees, as they seek to strengthen their ideas to meet their goals of starting and growing a business.

2020 Round 1 Funding:

The first SAFE Opportunity grant cycle received 19 applications from individuals seeking support for their business ideas. Total funding request for these projects was \$37,000.00. After careful review, the applications recommended in this round total \$27,500.00 to 14 residents representing the Kansas City 64128 zip code area.

Award Recommendations

- 1. Name:** Davis, Darrian
Business: LIFT BRANDS, LLC – Agriculture
Neighborhood: Knoches Park
Amount Requested: \$2,000.00
Summary: Darrian is seeking support for his Black-owned Hemp company, LIFT BRANDS, LLC. Established in April 2019, LIFT BRANDS, LLC seeks to be a leader in environmental innovations, advocating for lean, hyper-sustainable production practices. Darrian will use funds to support marketing and communications activities of LIFT BRANDS, LLC. Darrian's commitment to his community includes donating 10% of LIFT BRAND LLC's profits to local non-profits and community organizations.
- 2. Name:** Green, Beverly
Business: Contrive Home Care Solutions LLC – Home Care Assistance
Neighborhood: Ingleside
Amount Requested: \$2,000.00
Summary: Beverly Green is seeking support for her personal care company, Contrive Home Care Solutions LLC. Contrive Home Care hopes to serve the growing senior population facing functional disabilities and physical challenges. Services will support clients so they can complete their basic needs. Beverly hopes to support her neighborhood by supporting the elderly and their families.
- 3. Name:** Hale, Keionna
Business: All Care Complete Services LLC – Home Care Assistance
Neighborhood: South Roundtop
Amount Requested: \$2,000.00
Summary: Keionna Hale is seeking support for her personal home care company. All Care Complete Services LLC provides non-medical assistance to clients. By assisting clients with daily household tasks, All Care Complete Services LLC seeks to create living spaces that are functional and comfortable. Keionna has over 18 years of experience in this industry and hopes to bring these services to her neighborhood, noting the role she plays as a business owner in setting a positive example for her family, and providing economic opportunities through job creation.

4. **Name:** Martin, Dacia
Business: Community Resource Directory
Neighborhood: Santa Fe
Amount Requested: \$2,000.00
Summary: Dacia Martin is seeking support to start an online community resource directory. UrbnHub will empower community members by connecting them to resources and organizations to enhance their lives and communities. Community members of UrbnHub can join and create their own personal directory of resources and events as well as download and connect to applications from area organizations. Dacia hopes to limit the barriers that exist for families seeking resources to improve their lives.

5. **Name:** Miller, Kimberly
Business: Consulting Services
Neighborhood: Oak Park
Amount Requested: \$2,000.00
Summary: Kimberly Miller is seeking support to start her consulting company, Empire Dreams Planning. Empire Dreams will provide planning, strategy, and consulting support to urban entrepreneurs, nonprofits, and small businesses. It will assist in developing and writing business plans, crafting innovative strategies, and accelerating implementation of their ventures. Empire Dreams will support the creation of small pools of economic development in Kansas City that become catalysts for community transformation

6. **Name:** Miller, Michael
Business: Community Renewal Housing – Real Estate
Neighborhood: Oak Park Neighborhood
Amount Requested: \$2,000.00
Summary: Michael Miller is seeking support for his real estate company. Community Renewal Housing seeks to build a holistic model of community stabilization and empowerment through homeownership in all steps of the housing process, acquiring and restoring abandoned and dilapidated properties in the urban core of Kansas City.

7. **Name:** Moorning, Rashad
Business: Rashad Moorning Landscaping – Landscaping Services
Neighborhood: Palestine
Amount Requested: \$2,000.00
Summary: Rashad Moorning is seeking support for his landscaping company. Rashad's company already has 20 regular customers. Rashad's landscaping business hauls, mow yards, cleans garages and basements, and shovels snow and rakes leaves. Rashad hopes that moving forward as an entrepreneur will attract other young males to start businesses and seeks to hire people within his community.

8. **Name:** Nealy, Staroyce
Business: Star's Healing Solutions – Holistic Treatment
Neighborhood: South Roundtop
Amount Requested: \$2,000.00
Summary: Staroyce Nealy is seeking support for her holistic treatment company, Star's Healing Solutions. The company will provide relief for people with mental health concerns and other conditions using fresh grown herbs and massage therapy. With more than 10 years of experience as a Licensed Therapeutic Massage Therapist, Staroyce hopes to create products that aim to teach the community the benefits of holistic healing through herbs/aromatherapy, massage therapy, and the benefits of producing organic grown healing herbs. She hopes her work will reach residents, helping raise health levels in low-income communities.
9. **Name:** Patterson, Damon
Business: Design and Remodel KC LLC – Residential Remodeling
Neighborhood: Knoches Park
Amount Requested: \$2,000.00
Summary: Damon Patterson is seeking support for his residential remodeling and landscaping company. Design and Remodel KC remodels homes, builds furniture, and provides landscaping services. Funds will support Damon's goal in working towards earning his general contractors license, enabling Design and Remodel to grow and serve Damon's community.
10. **Name:** Ray, Tracey
Business: Phionixx LLC – Personal Chef Services
Neighborhood: Blue Valley
Amount Requested: \$1,500.00
Summary: Tracey Ray is seeking support for her personal chef company, Phionixx LLC. Phionixx LLC travels to clients' homes, preparing affordable meals. Tracey, who graduated from Guadalupe Centers' culinary program, hopes that Phionixx LLC will offer employment and donate to areas across Kansas City.
11. **Name:** Riley, Jonathan
Business: Handyman Services
Neighborhood: Oak Park Neighborhood
Amount Requested: \$2,000.00
Summary: Jonathan Riley is seeking support for his general property maintenance support company. Funding will support Jonathan's goal of purchasing tools and equipment for construction, maintenance, and property work. Jonathan's business will help beautify the community and seeks to provide work opportunities for neighbor.

12. **Name:** Singleton, Juanita
Business: Regal Health and Wellness, Inc. – Social Assistance
Neighborhood: Oak Park
Amount Requested: \$2,000.00
Summary: Juanita Singleton is seeking support for her community development program. Women's Empowerment Outreach Hub seeks to eliminate poverty and empower women in under-served communities. The mission is to provide motivation, education, entrepreneurship, and training in Healthcare Careers and beyond. Juanita hopes to benefit the neighborhood through these efforts.
13. **Name:** Smith, Monecia
Business: Pride Community Developmental Resources LLC – Social Assistance
Neighborhood: Santa Fe
Amount Requested: \$2,000.00
Summary: Monecia Smith is seeking support for her female support initiative. The female transition home is meant to support women who lack resources. It will support them by providing education opportunities, childcare support, and mental health support. Monecia's goal is to help women get back on their feet so they may be able to support themselves.
14. **Name:** Taylor, Marquita
Business: Consulting Services
Neighborhood: Santa Fe
Amount Requested: \$2,000.00
Summary: Marquita Taylor is seeking support to start her consulting company. With more than 20 years of experience in building fundraising strategies, Marquita wants to position herself in educating non-profits on the keys to success. Marquita hopes her company will consult non-profit organizations across the nation in building strategies to that will help them develop.