



FUND 17

CREATING RELATIONSHIPS,
COMMUNITY & LIVELIHOODS

2015 - 2016 Impact Report

"I KNOW THERE
IS ALWAYS
SOMEONE
I CAN CALL AND
FUND 17 WILL
BE THERE."

- "Khulu" Buckner
Fund 17 Entrepreneur

I've always said my favorite thing
about New Orleans is the people.

And while I was always genuine, for years I was referring to the infamous characters and the friendly strangers on the street. After three years as a student entrepreneur, this past year I finally got the opportunity to put my full-time effort into building Fund 17. It was an exciting and challenging period of trying new things. It was also a year of building relationships with incredible local entrepreneurs that now feel like my family.

Over the last 12 months, we launched our fellowship program and saw the power of when two very different types of people--a university student and a New Orleanian entrepreneur--build relationships. We created a new brand to represent who we are. We established vital partnerships locally and nationally. We saw small and big wins from all our entrepreneurs as they progressed on their business goals. Most importantly, this year we laid down the foundations for a growing community. A community of hardworking entrepreneurs, students who want to learn and take action, and partners in the fight for equality. Now, when I say the people are my favorite thing about New Orleans, I am thinking of this community.

Fund 17 is here for you, New Orleans. We want to see your passions and dreams become reality and we want opportunity to be created for everyone. I am excited to share what we have accomplished this year and even more excited for the future where we will grow and better serve the folks that make this place so special.

Haley J. Burns

FOUNDER & EXECUTIVE DIRECTOR



WHO IS FUND 17?

We create livelihoods by empowering community entrepreneurs

Fund 17 provides training and resources to underserved entrepreneurs in New Orleans. We believe one-on-one, tailored assistance is the key to creating impact within the informal economy. Informal enterprises, or "hustles", operate on relationships within an entrepreneur's community. Fund 17 builds on those values by using relationships as a key to transforming enterprises that support livelihoods. Empowerment, trust, active listening and empathy are all priorities in our approach to business development services. With these values, we use micro-entrepreneurship as a tool for fighting inequality in our community.



FUND 17

Entrepreneur Shelia selling her cookies with her nephew at a Fund 17 event.

OUR PEOPLE

2015 - 2016 Staff & Team Members

Executive Director: Haley Burns

Program Director: Grace Cammack

FELLOWSHIP COHORT

Jeremy Gordon Claire Brown
Zeynep Sheikh Chloe Arnow
Ashley Garcia Ruth Aitken

INTERNS

Jake Gindy Miriam Cohen
Adam Elbendary Taylor Schendel
Sarah Mills Colin Self
Jean Namonywa Tom Murphy
Meaghan Mahoney Greg Tluscik
Yiyang Gu

BOARD OF DIRECTORS

Jennifer McNulty
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Juan Carlos Monterrey

ADVISORY BOARD

Rebecca Otten Rhett O'Keefe
Kim Vu-Dign David Jeanfreau
Molly O'Keefe



2015 summer interns Meaghan Mahoney & Jean Namonywa in the Fund 17 office.



OUR IMPACT

This year in numbers



ENTREPRENEURS SERVED BY
FUND 17 FELLOWS

TOTAL ENTREPRENEURS SERVED
WITH 1-ON-1 ASSISTANCE



STUDENTS ENGAGED IN THE
COMMUNITY

PERCENT OF SURVEYED
ENTREPRENEURS WHO WOULD
RECOMMEND FUND 17 TO A
FRIEND



Entrepreneur Ed with his fellow, Chloe

OUR IMPACT

Technical Assistance with Fund 17 Fellows

SHELIA

"They gave me someone to work with that helped me get on track and stay on track...Thanks to Fund 17, I now have a website, a Square, a Paypal account, and an Etsy. Without Fund 17, I would have none of that. I guarantee you!"

ED

"They were on top of me with everything...Fund 17 was a big help for me and I enjoyed it. I enjoyed spending time with them and it was just fun!"

KHULU

"It's a feeling of helping taking a weight off...all the questions people may have when they are wanting to start a business, it is great to have someone there to answer those questions for you... Fund 17 was there."



Entrepreneur Shelia with her fellow, Claire

2015-2016 ENTREPRENEUR GRADUATES

GRADUATES SUCCESSFULLY COMPLETED 6 MONTHS WITH A FUND 17 FELLOW TO BECOME LEGALLY ESTABLISHED AND TO CREATE BUSINESS PLANS, MARKETING STRATEGIES & ACCOUNTING SYSTEMS.



"KHULU" KEVIN BUCKNER

GARDENER & HOLISTIC
PRACTITIONER



SHELIA HUTCHINSON

BAKER



ED CAMPBELL

LANDSCAPER



ANNA TIMMERMAN

LANDSCAPER

GRADUATE STORIES: KHULU

We met Khulu in the Spring of 2015 while we were conducting community surveying in the 7th ward. Khulu was setting up a table of his preserves and jams in front of a friend's business, a welcoming place for him to sell his homemade products. Soon after, he was working with his Fund 17 fellow, Ruth. Ruth loved learning about his background as an African dancer, his training as an apothecary in Zimbabwe and his long-term vision to turn his home business and urban garden into a viable commercial enterprise.



In return, Ruth helped him create an action plan that included marketing strategy, legal paperwork, price-setting, retail expansion and more. Each meeting was an energizing brainstorming session, with concrete action items set for both Khulu and Ruth to complete in order to progress on goals. After achieving many exciting milestones, Khulu has become a vital partner of Fund 17. Fund 17 brings new staff to his garden for tours, where one can see firsthand what a home-based business looks like. Khulu explains how Fund 17 helped him get organized and plan for the future. Moving forward, Fund 17 will continue to assist Khulu in securing more retail opportunities.

SUCCESSSES

- LLC REGISTRATION
- ACCOUNTING SYSTEM
- NEW MARKET & RETAIL OPPORTUNITIES
- ETSY ONLINE STORE
- SOCIAL MEDIA PRESENCE
- BRANDING AND MARKETING STRATEGY
- INCREASED REVENUE
- KIVA MICRO-LOAN

GRADUATE STORIES: SHELIA



Shelia was referred to us by our partners at Hope Credit Union during the Summer of 2015. She had recently lost the commercial kitchen space she was using to produce her cookies and needed assistance understanding her options to continue business. We walked her through cottage food industry law, which allows micro-enterprises to produce food from their home kitchens. We also helped her build a website and better understand social media marketing strategy. Soon after, she was paired with Fund 17 fellow Claire.

Claire was a creative fellow with professional photography skills. At the beginning of the fellowship, Claire produced a set of Christmas themed product photos for Shelia, which she used in holiday marketing. These photos also helped Shelia become a member of StayLocal, a partner organization that promotes independently-owned businesses in New Orleans. From there, Claire helped Shelia sell at events like PoBoy Fest and increased her online presence by creating a website, online store and Paypal account. Moving forward, Fund 17 will continue to assist Shelia through a Kiva microloan and other retail opportunities.

SUCCESSSES

- NEW MARKET & RETAIL OPPORTUNITIES
- ETSY ONLINE STORE
- SOCIAL MEDIA PRESENCE
- BRANDING AND MARKETING STRATEGY
- BUSINESS BANK ACCOUNT
- PAYPAL + CREDIT CARD PROCESSING
- WEBSITE
- PRICE-SETTING
- PROFESSIONAL PRODUCT PHOTOGRAPHS

GRADUATE STORIES: ED

Ed was referred to us by our partners at Good Work Network during the Summer of 2015. Ed had a landscaping business with sustainable demand, but had trouble organizing his finances and ensuring clients were paying him on time. His fellow, Chloe, first got to work by researching the possible accounting systems for Ed. They decided to use YardBook, a system that allows Ed to manage clients, send invoices, track payments, and organize his jobs. Chloe worked regularly with Ed to help him learn the system with the goal of making sure his customers were paying on time.



During the half-way point of the fellowship, Ed started having problems with his truck that put him out of business. Chloe helped him strategize through this challenge and used the time to focus on business planning for the future. Ed came to Fund 17 wanting a new name and brand. Chloe was taking a graphic design class and used her new skills to create the logo for "Ed's Best Lawn Care". She helped him order business cards, shirts and a car magnet to better advertise his business. Moving forward, Fund 17 will continue to assist Ed as he gets back to business with his repaired truck.

SUCCESSSES

- INDUSTRY-SPECIFIC ACCOUNTING AND MANAGEMENT SYSTEM
- LLC CREATION & CITY LICENSE
- NEW LOGO AND BRAND
- MARKETING MATERIALS
- FACEBOOK PAGE & OTHER ONLINE MARKETING TRAINING
- NEW CLIENT RELATIONSHIPS

GRADUATE STORIES: ANNA

We found Anna while conducting community surveying in 2014. We were surveying her neighbors, who did not own a business but told us to speak with Anna, who had a garden and would often host plant sales. Fund 17 began working with Anna on personal finance issues such as building her credit. Anna struggled to separate her personal and business finances but after a few months with Fund 17, she started using a business accounting software and began paying herself from the business. This also helped her save more each month and plan for homeownership in the future.



The following summer of 2015, while conducting check-in calls, Fund 17 learned Anna was interested in getting further assistance with business planning and other goals. She was paired with Fund 17 fellow, Ashley. With Ashley, Anna completed a business plan that helped her apply for a small business grant from the Junior League of New Orleans. Ashley also helped Anna create a customer satisfaction survey to further engage Anna's landscaping clients. While working with Ashley, Anna secured new client relationships with Xavier University, downtown hotels and WWOOF-USA, an organic farming network that provides volunteer labor. Ashley also shadowed Anna at the community garden at Xavier, Agrowtopia.

SUCCESSSES

- CREDIT BUILDING & PERSONAL FINANCE MANAGEMENT
- BUSINESS PLAN READY FOR GRANT APPLICATIONS
- NEW CLIENT RELATIONSHIPS
- CUSTOMER ENGAGEMENT SURVEY
- PURCHASED NEW EQUIPMENT
- BUSINESS BANK ACCOUNT
- INCREASED PRICES



OUR IMPACT

Kiva Micro-loans

In April 2016, Fund 17 became the Louisiana Small Business Advisor at Kiva. Kiva is an international micro-lending platform that connects entrepreneurs with 0% interest, crowdsourced micro-loans. As Advisors, Fund 17 is a local resource for applicants in Louisiana. We also use our Kiva title and training to connect Fund 17 entrepreneurs to affordable financing.

Fund 17 graduate, Khulu, received a \$1,200 loan in June to buy food liability insurance, new equipment & raw materials in order to increase his retail opportunities for his homemade preserves & juices.

OUR IMPACT

Immersive experience for student fellows



Three fellows + our Executive Director at the 2015 Lend for America Summit in DC.

"You are able to build a relationship, gain communication skills and real-world experience. I've learned to put my passions into action."

-Ashley Garcia

"I've gotten to see different parts of New Orleans and immerse myself in the culture. I would never have gotten those opportunities without Fund 17."

-Jeremy Gordon

"When I was interviewing for a summer internship as a credit analyst, they were really interested in my experience with Fund 17. I ended up getting the internship and now I am also employed with them after graduation."

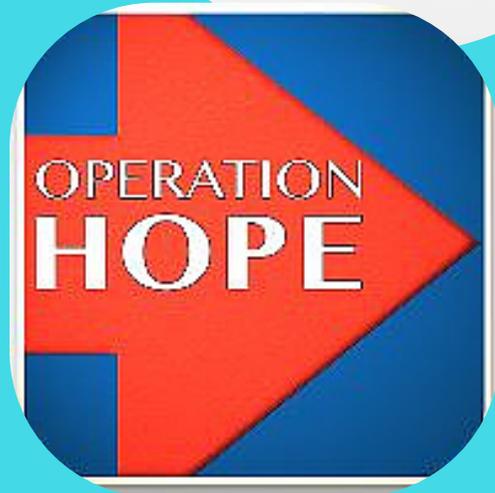
-Zeynep Sheikh

"I really enjoyed gaining skills and experiences that complement my academic studies at Tulane. As an Environmental Studies and International Development major, some hands-on business skills goes a long way in problem solving and change-making."

-Chloe Arnow

OUR PARTNERS

We thank the organizations who join us in creating economic opportunity in New Orleans



OUR REVENUE



Fund 17 is powered by community support!

OUR DONORS

We want to extend sincere appreciation to our many donors.

Their support transforms livelihoods throughout the 17 wards of New Orleans.

Susan Griffey

Susan Matteuci

John Bailey Cox

Ruth Aitken

Clark Williams

Andrew Posner

Tricia Pancoast

Zhiyuan Yang

Jennifer & Kellan McNulty

Julia Lang

Vanessa Carter

Martin Cohen

Lilith Winkler-Schor

Chantal & Tim McBride

Peter Ricchiuti

Loftin Family

Sripriya Navalpakam

Rhett & Molly O'Keefe

Ronald and Kim Marie O'Keefe

Ari Shifman

Jon Atkinson

Kathryn Hall Trujillo

Kathy & Michael Aitken

Virginia Tate

Ben Englander

Rebecca Otten

David Jeanfreau

Juan Carlos Monterrey

LeAnne Cox

Tulane University Taylor Center

Douglas C Beaton Family Foundation

CORPORATE DONORS:

Mayer Building Company

Bertel Construction

Dat Dog

Tchoup Industries

Goods that Matter

New Orleans Jazz Market

WHAT'S NEXT?

After a year of testing new ideas, building relationships and learning how to best impact our community, we are excited for the upcoming year.

Our goals include:

GROWTH!

We are transitioning away from the cohort model & hiring more staff in order to serve a minimum of 5 new entrepreneurs each month.

CAPITAL ACCESS

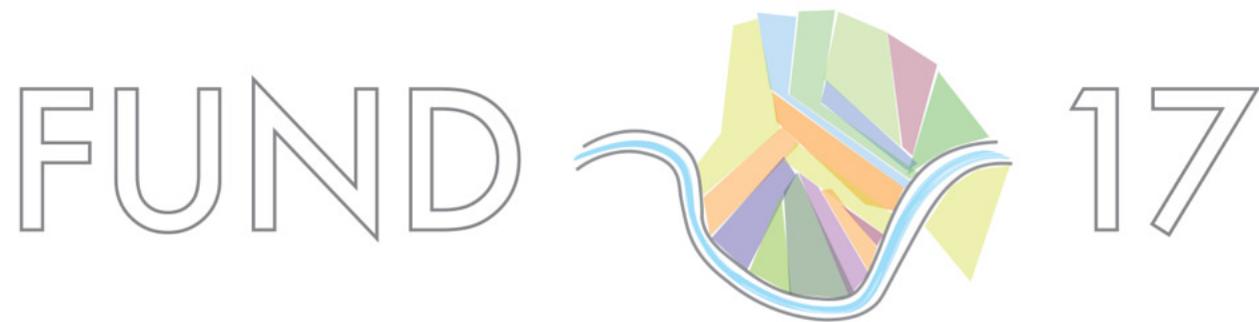
We will be leveraging Kiva to further our impact in connecting entrepreneurs with affordable loans.



MENTORSHIP

We are building a network of small business mentors to build more relationships that can transform local enterprises.





EMPOWERING NEW ORLEANS

**CREATING ECONOMIC OPPORTUNITY FOR
MICRO-ENTREPRENEURS IN THE 17 WARDS OF NEW ORLEANS.**

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