

# Giving Voice & Driving Change

Fund 17 is a 501c3 community development nonprofit based in New Orleans.

We provide accessible entrepreneurship programs, support, capital and resources to community members often left out of traditional business opportunities--especially low income individuals and people of color. We believe it is vital to invest in the unique culture and people of our great city.

Our goal is to turn hustles into livelihoods throughout the 17 wards of New Orleans.



# GlobalGiving

OPPORTUNITY FOR CHANGE:

## Support Micro-Entrepreneurs in New Orleans



### MISSION

To catalyze a global market for ideas, information, and money that democratizes aid and philanthropy.

### VISION

Unleashing people's potential to create positive change

### THEORY OF CHANGE

Individual acts of generosity and communities acting for the public good are connected on GlobalGiving and given tools to grow and become more effective.

As the networks of generous individuals and effective communities grow, we create social impact at scale.

### Get In Touch

EMAIL US  
help@globalgiving.org

CALL US  
US Office +1 202.232.5784  
Toll Free 877.605.2314  
UK Office +44 (0) 207.242.8079

VISIT US IN DC  
1110 Vermont Avenue NW  
Suite 550  
Washington, DC 20005 USA

VISIT US IN LONDON  
6 Great James Street  
London WC1N 3DA UK



## GlobalGiving

Designed by Rachel Epps



**Disaster  
Recovery  
Network**  
at GlobalGiving



# Support Micro-Entrepreneurs in New Orleans

## Summary

In times of crisis, entrepreneurship rates surge as folks work to build sustainable livelihoods and support their local community. Hurricane Katrina and the 2008 financial crisis are past examples (The Data Center); COVID-19 is today. Fund 17 is growing our capacity to provide free advising, education, and loan assistance to more under-resourced entrepreneurs in New Orleans as they start and grow their businesses.



## Challenge

About 60% of businesses in New Orleans are owned by people of color. These businesses consistently collect only 4% of receipts. Black and low-income entrepreneurs often operate under-formalized businesses leading them to be excluded from accessing resources. The COVID-19 pandemic has further devastated communities around the world, caused record job losses, and has highlighted and exacerbated racial and economic disparities in New Orleans.

**LOCATION:** New Orleans, LA - USA  
**WEBSITE:** <https://www.fund17.org/>  
**FACEBOOK:** @fund17nola  
**TWITTER:** @fund\_17

## Solution

Fund 17 provides free and radically accessible business advising, workshops, and capital access assistance to 500+ entrepreneurs since we were founded in 2012. We work with micro-entrepreneurs making under \$150k in revenue, prioritizing Black and low-income entrepreneurs who have historically been denied resources and are at risk of displacement. We provide 1on1 expert advising to support entrepreneurs with legal filings, marketing, finance, and strategy to achieve their goals.



## Long-Term Impact

When we provide an entrepreneur with the tools, education, and resources to organize and grow their business, they are empowered to generate a sustainable income, contribute to a resilient and diverse local community, strengthen the local economy, preserve New Orleans' cultural heritage, and ultimately combat economic inequity.



Fund 17 opened a door that I didn't think was available to someone such as myself... I am honored to have been chosen for such an amazing program that has helped my business to grow. I've also grown as a person.

- Courtney Evans  
Unbounded Int'l Dance Theater  
2020 BenchMarks Graduate



FUND 17	
total goal	\$5,000
remaining	\$2,040
donors	62
months	2

