





from  
**Joel Hamernick**

Executive Director

At our recent Sunshine Enterprises Alumni event, held at the Gallery Guichard on 47th Street, I stepped away from the crowds of inspiring entrepreneurs as they laughed, dreamed, networked, and enjoyed themselves. I wandered the Gallery looking at the wide variety of artwork displayed. As I examined one painting, I wondered, which brush stroke was first? Had I viewed the painting at its first blue smear, I would not have imagined what it would become; the artist alone had that vision. Perhaps not even the artist, though, could envision the end, but she persevered, and it was beautiful-- and valuable. I realized that this same path is what lies ahead of our entrepreneurs. Just like the artist, they all see something no one else can. They all have to articulate and "own" their story and move forward to realize their aspirations. They all must persevere. There is power in that realized vision both for the artist and the entrepreneur. Standing in that room I was reminded that this is the role that Sunshine Enterprises plays in helping our courageous, visionary entrepreneurs realize their visions. We provide this support with a long-term view in mind.

We build 3 forms of capital:

- Knowledge capital
- Social capital
- Financial capital

The building of these forms of capital becomes an investment in these entrepreneurs forming a community of learning and of leaders.

Think of this story as one of creating a gallery. This is our dream: to see the growth of this community- which grows from the margins - to transform lives, families, and communities through the creation of businesses, jobs, income, wealth, and local vitality. Our story dovetails with those of our clients as we create a gallery of entrepreneurial works. Our gallery is represented by each Chicago community we serve, and each entrepreneur's business is a masterpiece on display. For those of you who have already contributed to this work, thank you. Your encouragement, challenge, support, and advocacy are critical. If you wish to join us and watch the gallery of community-changing businesses emerge, please read on and let us know how you can participate in advancing these masterpieces.

# Who We Are

Sunshine Enterprises' mission is to empower high-potential entrepreneurs living in under-resourced neighborhoods to grow their businesses and transform their communities.

Sunshine Enterprises' vision is to establish 5 neighborhood-based business hubs catalyzing free enterprise in Chicago's under-resourced neighborhoods. Currently, we serve hundreds of unique entrepreneurs throughout the Chicago area in three main business hubs servicing neighborhoods such as Woodlawn, Englewood, West Evanston, Rogers Park and North Lawndale.



# Our Approach

We foster economically viable communities through training, coaching and connecting high potential entrepreneurs.

## Training

We offer practical business management training using a rigorous adult-participatory learning model.

## Coaching

We provide expert coaching in product development, marketing, access to capital, and procurement.

## Connecting

We create and foster networks that lead to social, intellectual and financial capital such as creating a channel of exchange between industry experts and entrepreneurs.

# PROGRAMS



**Community Business Academy (CBA)** is a twelve-session (36-hour) course in basic business planning and management which includes training on credit, marketing, negotiations, cash-flow analysis and other topics essential to managing a business.

**Business Accelerator Services (BAS)** provide one-on-one business coaching and mentoring to develop and implement strategic action plan.

We have supplemented this by providing co-working and rented office space, industry-related mentoring, marketplace readiness and access preparation, loan assistance through our Small Business Opportunity Center and entrepreneurial events featuring workshops and a pitch competition.

## HANDS-ON BUSINESS TRAINING AND MENTORING



# Where We Serve

This past year we've hyper focused on deepening our relationships with community-based partners and leaders within our existing hubs. Each hub serves a range of neighborhoods.

In 2017, we continued a strong partnership with the Community Investment Corporation to provide business management training for real estate and property management businesses.

EVANSTON

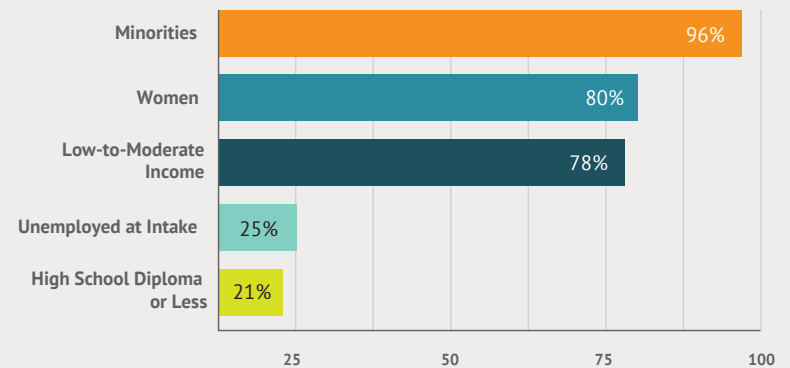
WEST SIDE

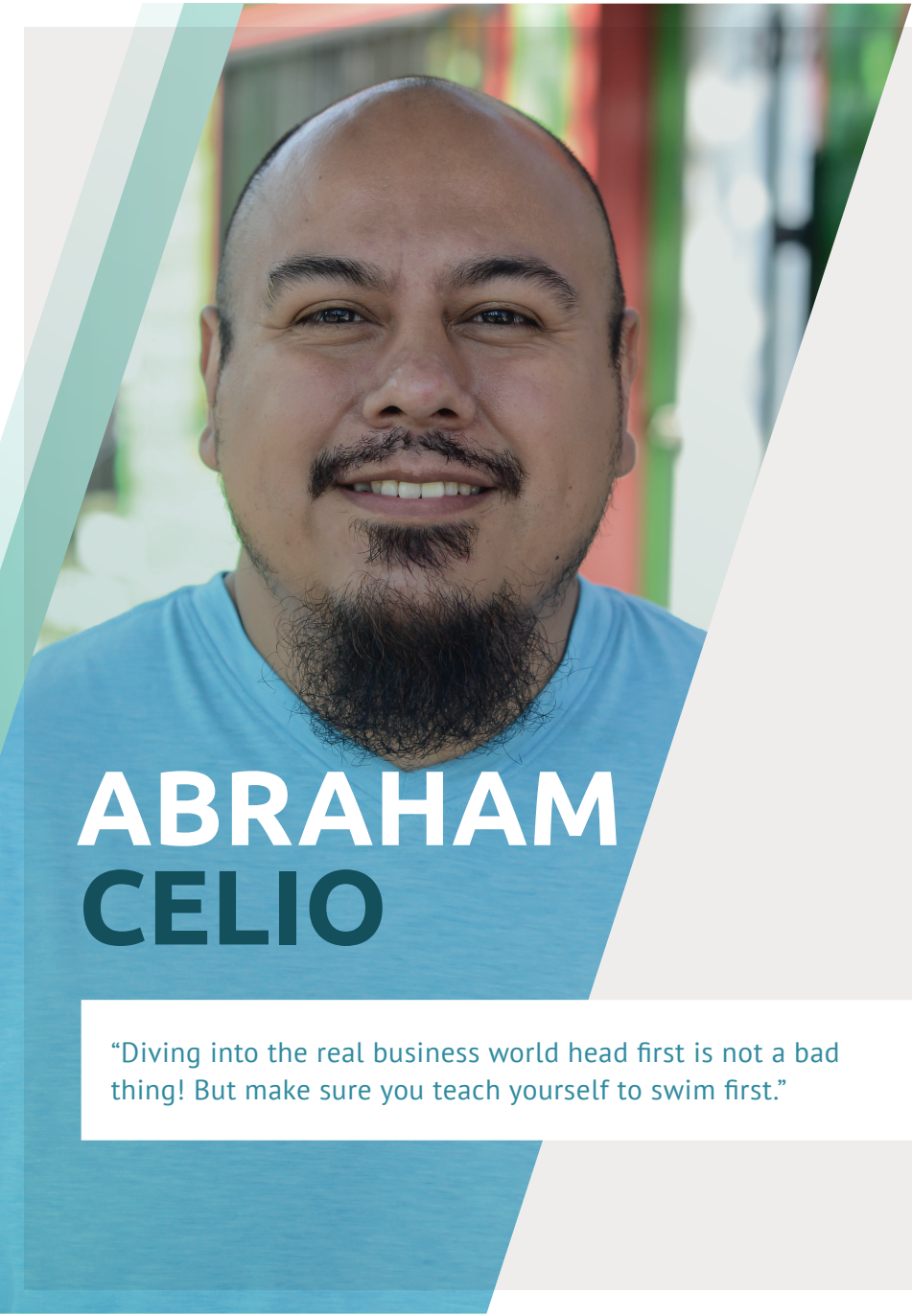
SOUTH SIDE

Chicago

# Who We Serve

The average entrepreneur at Sunshine Enterprises is a African-American woman with a 2-year college degree who is employed part-time earning less than **\$30,000.**





# ABRAHAM CELIO

“Diving into the real business world head first is not a bad thing! But make sure you teach yourself to swim first.”



“The Family” at Yolis Tamales runs a true family business. In developing a family business, part of the goal was to provide long-term financial stability for all members of the family. The family had a unique path to involvement with Sunshine as they had a more informal business, operating a local community tamale food cart for over 12 years before joining the CBA. Working with Sunshine Enterprises through the Community Business Academy helped to formalize the family’s business structure and operations. Learning to make more strategic projections to generate profit and minimize losses was the biggest practical lesson the family took from the CBA. In order to do this effectively, they were supported in gaining financial literacy to gain a better hold on day-to-day operations. Although they have experience in their field and community, making the leap to a more formal business structure was still a new challenge. The advice they would

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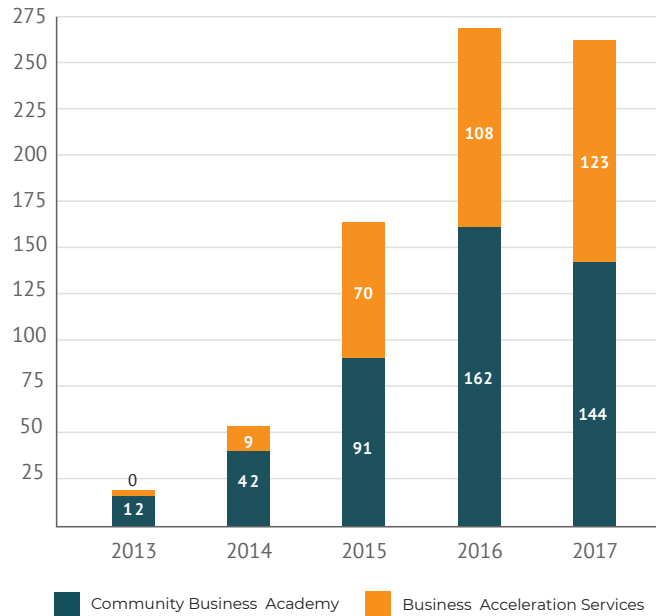
“Abraham was extremely devoted and determined to learn and grow in his current business. He and his wife have worked extremely hard to achieve their entrepreneurial goals. Abraham is an excellent example of someone with great determination, dedication, and tenacity.”

Loren Williams, Program Manager

give to entrepreneurs in similar situations is that “diving into the real business world head first is not a bad thing! But make sure you teach yourself to swim first.” The family also hopes to help other community food-based entrepreneurs by developing a shared kitchen. “Our vision is to provide leadership and guidance with accessible kitchen space for low-income food entrepreneurs to step out of the shadow economy.” Their commitment to helping other entrepreneurs is typical of the community focus of many Sunshine program graduates. Over the next three years, they plan to focus on becoming a “powerhouse” in the food incubator space helping low-income Chicagoans. They believe Sunshine provides a service that helps often vulnerable first-time entrepreneurs succeed.

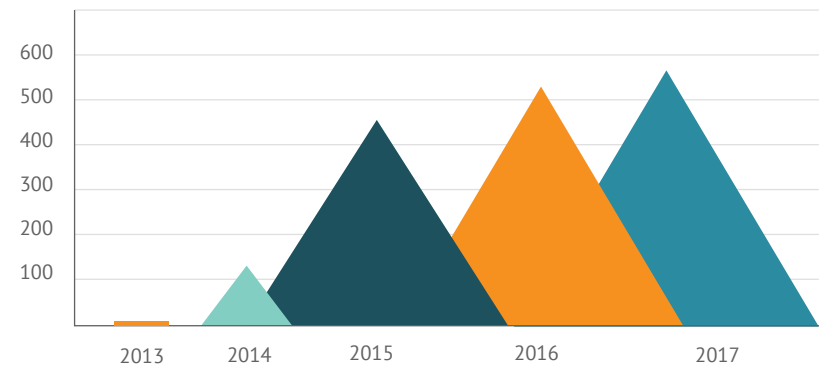
# Growth of Programs

Unique Entrepreneurs Served by Year



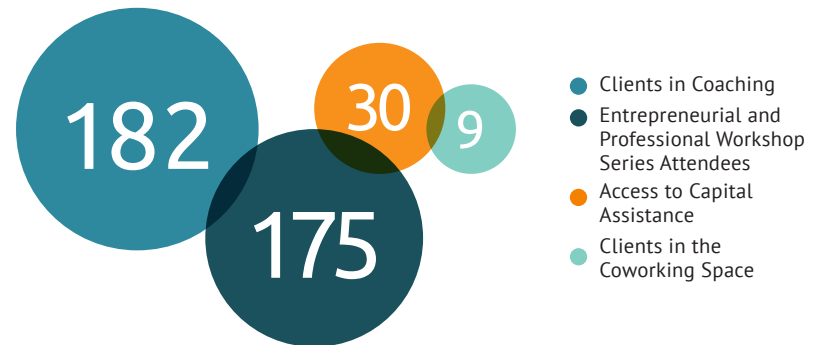
# Growth of Business Acceleration Services

Coaching (Number of Hours)



## SINCE WE STARTED IN 2013

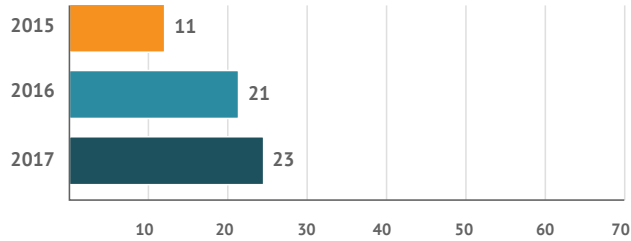
<b>631</b> Entrepreneurs served	<b>240</b> Graduates in business
<b>139%</b> Increase in average revenue	<b>23%</b> Increase in average household income
<b>105</b> FTE jobs created	<b>\$1 million+</b> in loans accessed



# 2017

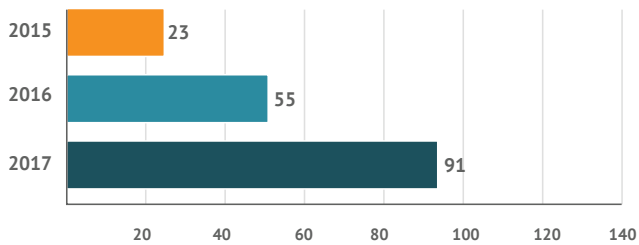
## Business Outcomes

### Business Starts (2015-2017)



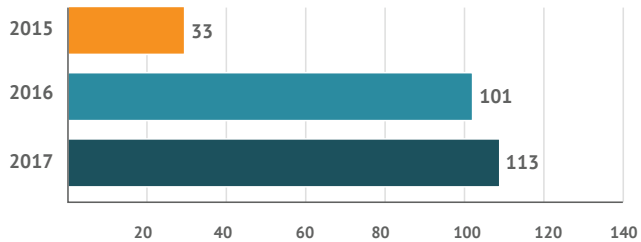
**23**  
Businesses Started

### Business Expansion (2015-2017)



**91**  
Businesses Expanded

### Business Strengthening (2015-2017)

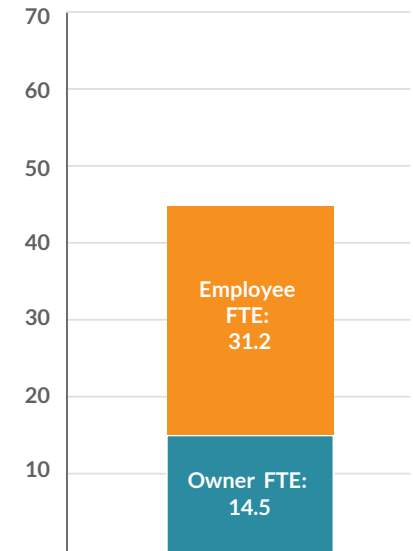
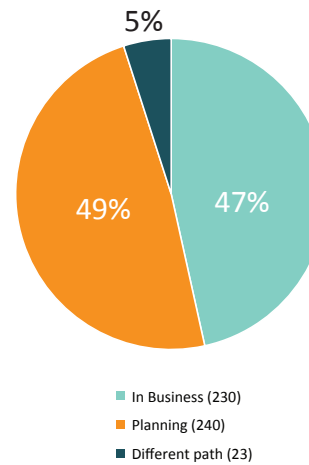


**113**  
Businesses Strengthened

# 2017

## Business Outcomes

### Jobs Created (FTE): 43.7



### Footnotes:

Data is based on 184 respondents to our 2017 Annual Survey.

Businesses Expanded: We count a business expansion as any business that increased sales or staff or moved to a retail space.

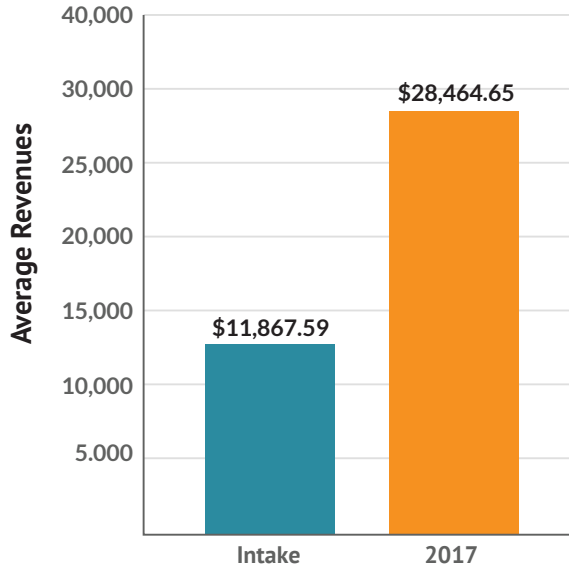
Businesses strengthened: We consider a business strengthened when it achieves one or more milestones in the categories of marketing, initial setup, operations, employees, professional services and access to capital. These activities include but are not limited to; incorporating one's business, obtaining insurance, obtaining financing, launching a website and securing a contract.



## Financing Obtained

26 clients accessed \$242,900 in financing, an average of \$9,342 per loan.

## Increase in Revenue



**139% Increase**

Based on survey respondents reporting in business

## Highlighted Successes

**37**

clients doing business with larger institutions  
(schools, universities, non-profit institutions, hospitals, government)

**15**

clients placed products in retail

**4**

clients opened brick & mortar establishments

**5**

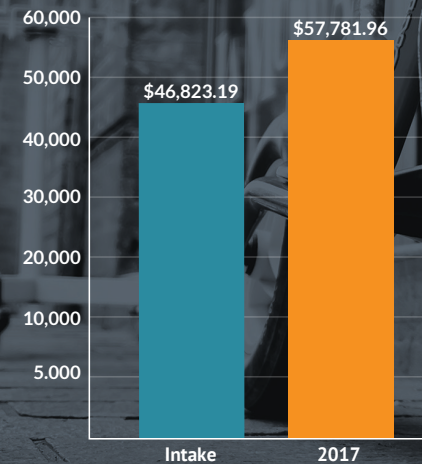
clients in commercial kitchens

# Individual & Family Impact

We measure indicators of both individual and family impact because strengthened individuals and families provide an important foundation for the start of a successful business and directly enhance the community.



## Household Income



# Bridging Pathways for Entrepreneurs

We believe that entrepreneurs have a unique opportunity to become both economic catalysts and change agents in their respective communities. In order to realize this potential, we intentionally foster pathways for business owners to social, knowledge, and financial capital that connect them to networks beyond their own.

**Entrepreneurial Events:** We hosted our 3rd annual business summit, newly branded as the Connect Summit. The conference featured expert presenters (including speakers from the City of Chicago), a pitch competition, and a breakfast, during which entrepreneurs had the opportunity to network and connect with Sunshine's supporters.

**AudaCITY:** We hosted our first annual thought-leadership lunch called AudaCITY. AudaCITY brings a diverse group of stakeholders and

community members together in order to explore what it means to foster an inclusive economy.

**NextLEVEL Exchange:** In 2017 we launched a multi-collaborative mentoring program with the Chicago Urban League, Jewish Black Business Alliance, and Butterfield & Sons Construction. This program connects our entrepreneurs to mentors in a variety of industries such as Healthcare, Financial, Food, Construction, Manufacturing, Legal, Engineering, Retail, Marketing, Entertainment and Professional Services. This past year, there were 12 entrepreneurs who were paired with mentors.

**Industry-Specific Training:** This upcoming fall will feature our first cohort designed for entrepreneurs in construction trades.



# Outcomes From Our Property Management Cohort



Building on our partnership with Community Investment Corporation, 28 students graduated from our second Property Management and Real Estate themed Community Business Academy in Fall 2017.

## Business outcomes\*

- Businesses expanded\*\*: 8
- Jobs Created: 5.1 FTE
- \$1.03 M in rental income across 15 businesses generating income (\$68,807 average)

## Real Estate outcomes

- Acquisitions: 8 buildings totaling 20 units
- Rehabs: 8 buildings totaling 16 units
- Financing: \$632,000 from 4 loans

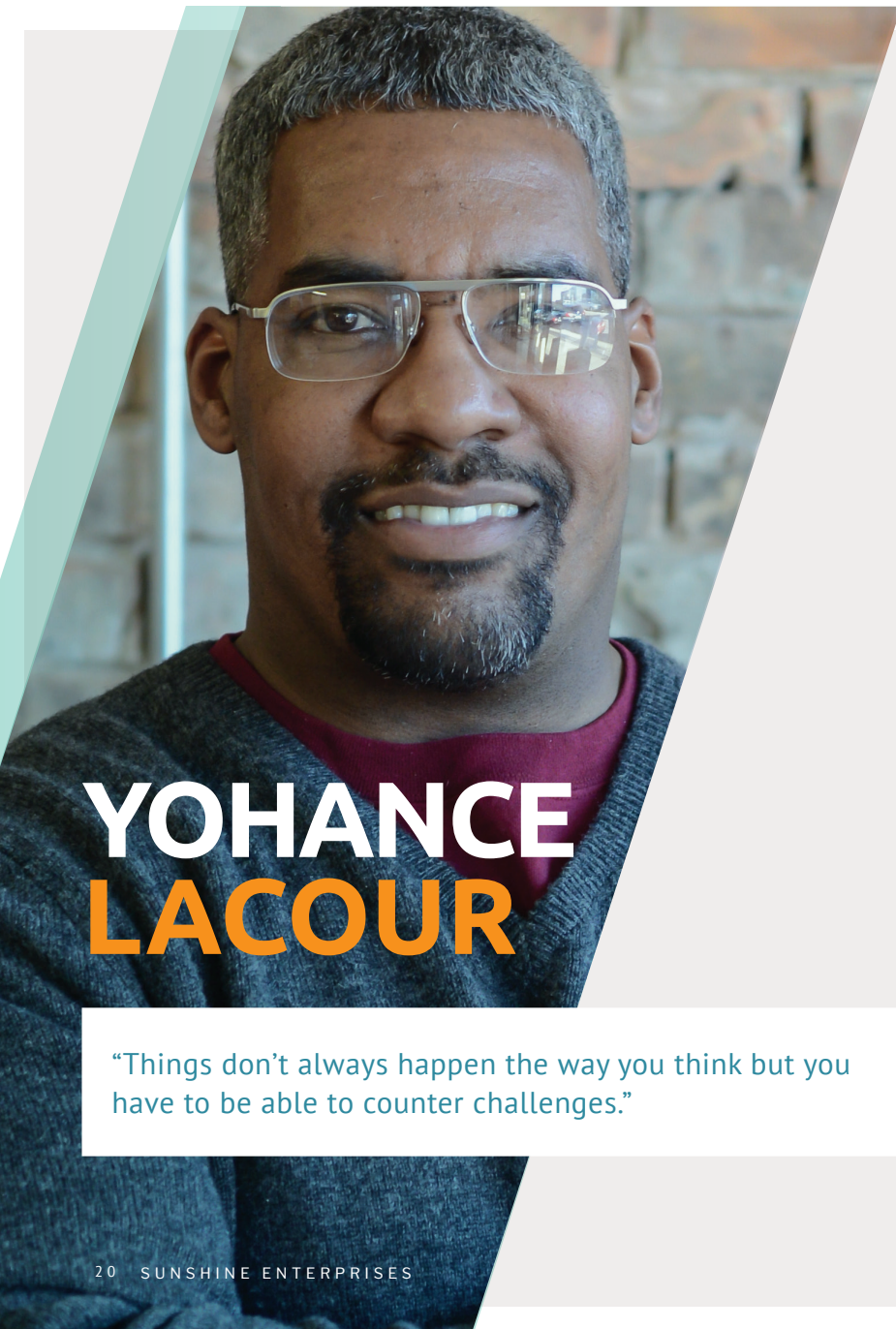
## Personal outcomes

- Improved credit score: 8
- Increased HH income: 8
- Bought a home: 6

## Footnotes

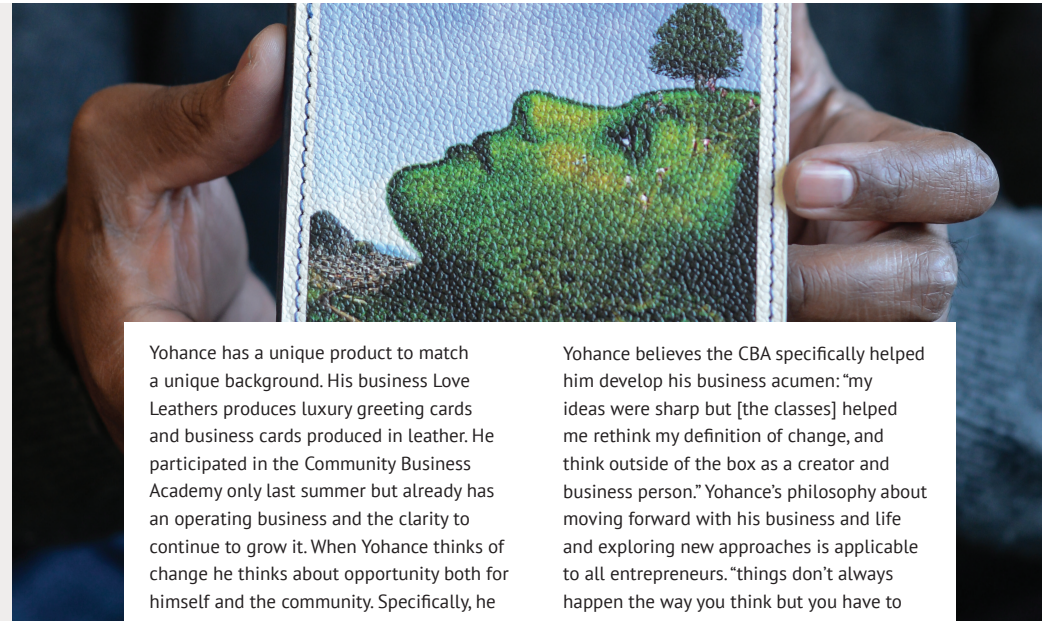
- \* 1: 26 annual survey respondents reported outcomes from 2017. Those outcomes should grow substantially once the 28 graduates from Fall 2017 have more time to implement their learnings from the Community Business Academy
- \*\*We count a business expansion as any business that increased sales or staff or moved operations to a retail space.





# YOHANCE LACOUR

“Things don’t always happen the way you think but you have to be able to counter challenges.”



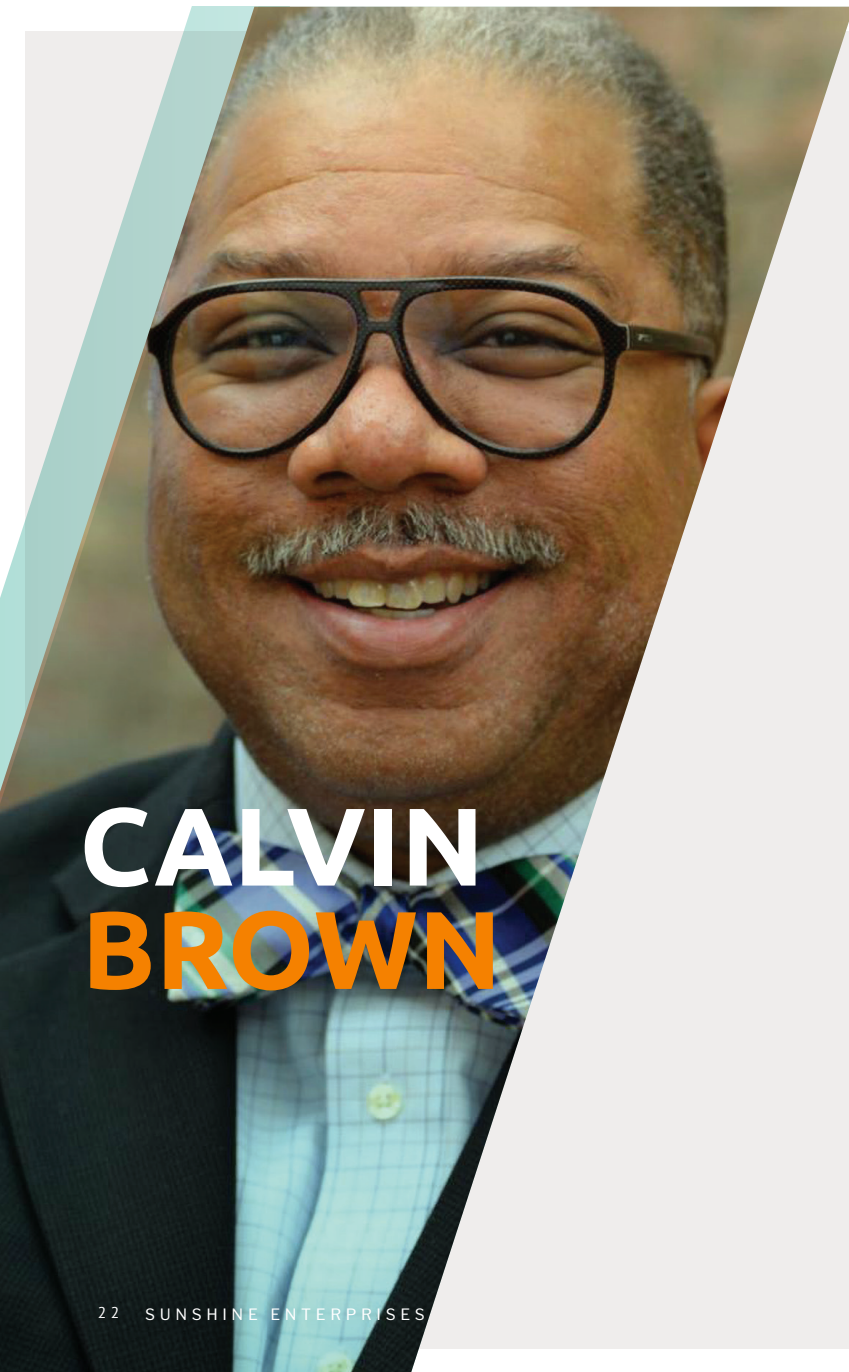
Yohance has a unique product to match a unique background. His business Love Leathers produces luxury greeting cards and business cards produced in leather. He participated in the Community Business Academy only last summer but already has an operating business and the clarity to continue to grow it. When Yohance thinks of change he thinks about opportunity both for himself and the community. Specifically, he would like to grow his business Love Leathers by producing more cards in a sustainable way. Change to Yohance means “trying to alter the business model when trends move in a different direction or things don’t pan out as hoped, it also means trying to sustain the business without giving up.” He is also beginning to develop new products such as handbags and shoes to help sustain the business card product line.

His goals include getting his business cards into the hands of the right influencers.

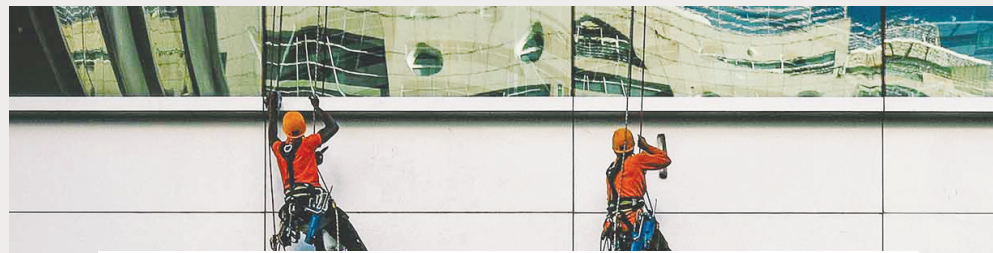
Yohance believes the CBA specifically helped him develop his business acumen: “my ideas were sharp but [the classes] helped me rethink my definition of change, and think outside of the box as a creator and business person.” Yohance’s philosophy about moving forward with his business and life and exploring new approaches is applicable to all entrepreneurs. “things don’t always happen the way you think but you have to be able to counter challenges.” Yohance’s values are reflected as an entrepreneur in a surprising way, “yes- there are leather goods, yes- there are greeting cards, I want to do something that hasn’t been done and introduce something new to the market. I want to be creative.” His ultimate goal is to start several businesses under a larger umbrella. He particularly enjoys bringing an idea to fruition and hopes to be able to do this more quickly and decisively in the future, as he grows as an entrepreneur.

“Yohance was refreshingly honest and was open about his incarceration and his current path forward. He was quite passionate about the idea of entrepreneurship and all that it entails. He felt that a typical 9-5 job would be impossible for him to maintain and that entrepreneurship was perfect for his personality type. The leather-work skills he acquired while incarcerated gave birth to his greeting card idea. Greeting cards made of leather would be timeless keepsakes and a customizable product as well. Yohance brought a great spirit and energy to the classroom that was invaluable!”

Karim Dure, Program Manager



# CALVIN BROWN



Calvin Brown is a quintessential Chicagoan actively engaged in the building of the community. As a real estate investor and clergyman, Calvin's love for Chicago is demonstrated through his concern about the neighborhood's economic and holistic development. He has a special concern for the aesthetics of the community. It is this focus that inspired him to start Crystal Clear Window Washing & Janitorial Service in 2012. In May of 2012, the company was established and served primarily residents throughout the Southside offering both window washing and janitorial services for commercial and residential properties. Today, the business services commercial businesses in Chicagoland, Indiana, and Wisconsin.

The company's successful reputation has yielded Crystal Clear premier clients such as CIBC Bank, City of Chicago, Starbucks Coffee, Giordano's Pizza, The Federal Aviation Administration, and several others.

The journey towards success is something that Calvin considers a phenomenon as

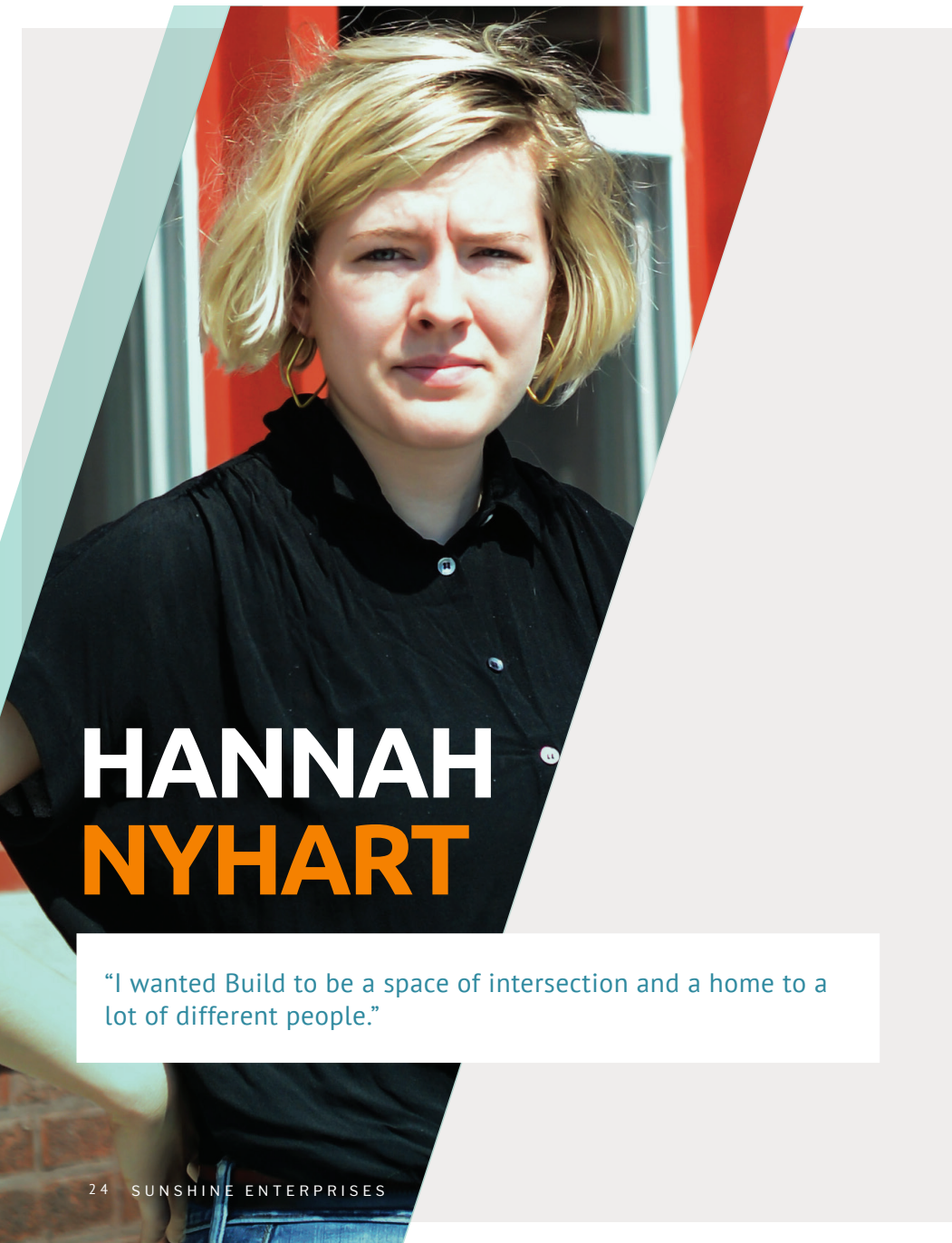
"Calvin's dedication, ingenuity, and tenacity have been a tremendous inspiration for not only Sunshine entrepreneurs, but the entire organization and the surrounding communities. It is fitting that he is a charter member of the Community Business Academy. I am sure he will continue to be the 'first' of many great endeavors."

Shandra Richardson, Managing Director of Development & Communications

key connections and circumstances aligned to grow the business in a fortuitous way. Sunshine Enterprises plays a unique part in Crystal Clear's story. Calvin was one of the first members of Sunshine's Community Business Academy.



The CBA opened up a world of knowledge and business opportunities for Calvin. Within the course, he learned how to effectively manage the finances of the business and learned what it would take to transition his business from sole proprietorship to a subchapter corporation. His relationship with Sunshine Enterprises has continued since attending his first class. He has since completed the DBE certification process with coaching from Sunshine Enterprises' facilitators. He has also been awarded financing through loan programs from Sunshine partners, which allowed him to forge contracts to expand his operations.



# HANNAH NYHART

“I wanted Build to be a space of intersection and a home to a lot of different people.”



Hannah Nyhart and Bea Malsky had a clear vision of creating a community before opening Build Coffee, a coffee shop in Chicago's Woodlawn neighborhood. Enrolling in Sunshine Enterprises' CBA and ongoing programs helped Hannah with hard skills such as profit and losses accounting. Hannah says the CBA “forced me to do my own homework” before attending the focused classes each week.

She also found that it helped to have a peer cohort for ongoing support because entrepreneurship meant she was responsible for being her own taskmaster.

Community impact is fundamental to Build's



mission: “I wanted Build to be a space of intersection and a home to a lot of different people.” Her business is uniquely positioned to help bridge community divisions as people share the space that Build provides. The goal is to “eventually fade into the background, as people are comfortable in the space and use the space. We want the space to be a home and a platform for collaboration.”

“Hannah's commitment to building a welcoming community through her business was evident throughout her time in the CBA.”

Ryan Pederson, Managing Director of Programs

# Our Team

Joel Hamernick, Executive Director  
 Shandra Richardson, Managing Director of Development & Communications  
 Ryan Pederson, Managing Director of Programs  
 Robin Simmons, Program Manager  
 Loren Williams, Program Manager  
 Karim Dure, Program Manager  
 Debbie Ferrill, Program Coordinator  
 Lejia Johnson, Program Associate  
 Ennie Bayowa, Data Analyst

# Thank you 2017 Supporters and Program Partners



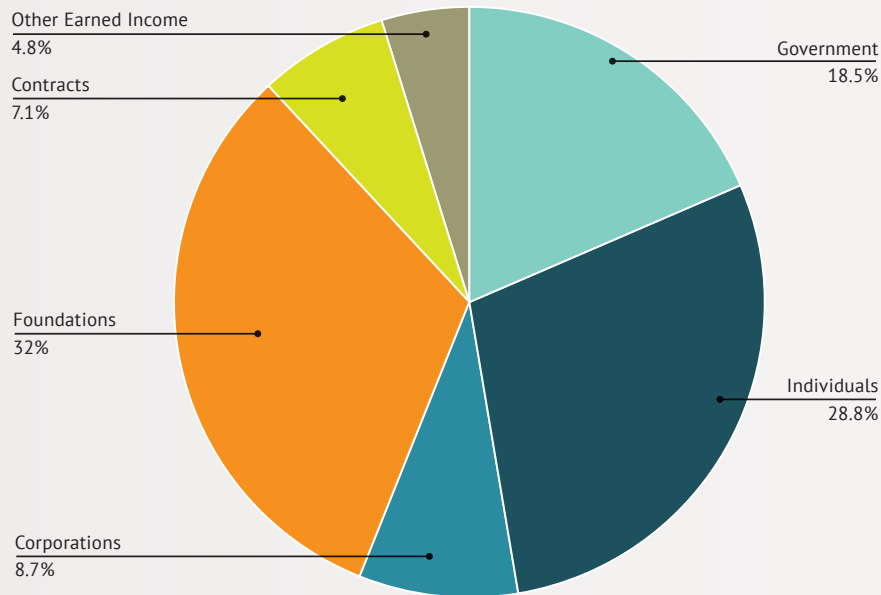
# Institutional Partners



# Financials

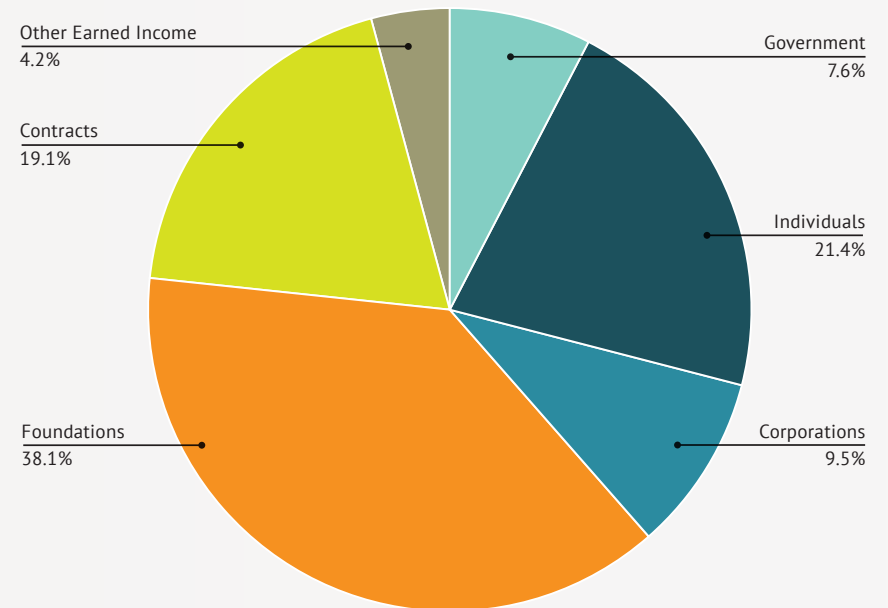
## 2017 Actual Income

INCOME	
Government	\$ 153,000
Individuals	\$ 238,000
Corporations	\$ 72,000
Foundations	\$ 264,000
Contracts	\$ 59,000
Other Earned Revenue	\$ 40,000
<b>Total:</b>	<b>\$ 817,000</b>



## 2018 Budgeted Income

INCOME	
Government	\$ 80,000
Individuals	\$ 225,000
Corporations	\$ 100,000
Foundations	\$ 400,000
Contracts	\$ 200,000
Other Earned Revenue	\$ 39,000
<b>Total:</b>	<b>\$ 1,044,000</b>

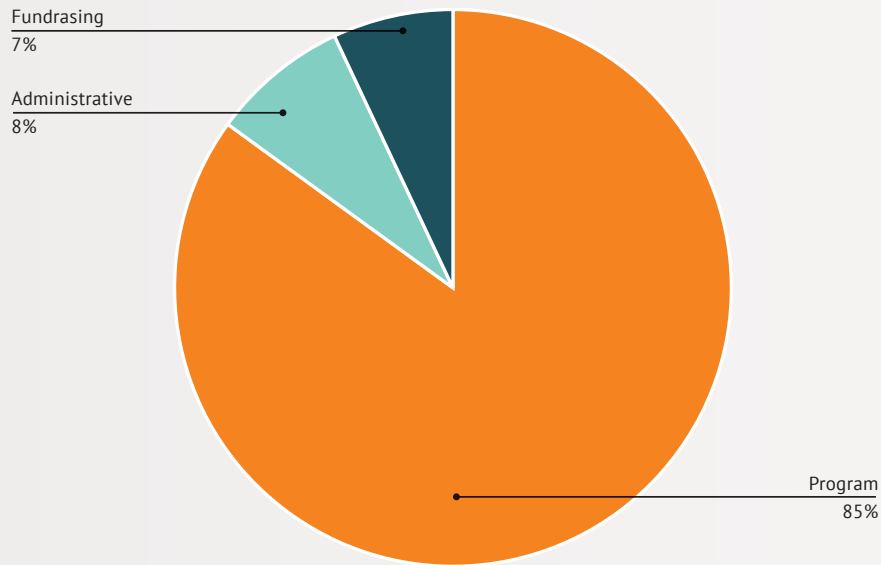


# 2017 Actual Expense

## EXPENSES

Program	85%
Administrative	8%
Fundraising	7%

**Total amount: \$789,000**

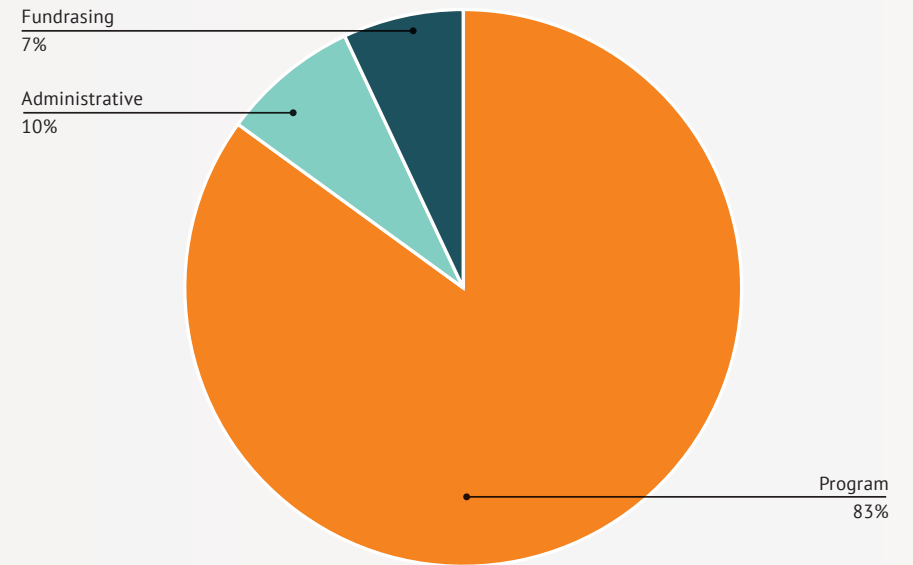


# 2018 Budgeted Expense

## EXPENSES

Program	83%
Administrative	10%
Fundraising	7%

**Total amount: \$964,000**







**sunshine**  
ENTERPRISES