

C2 Your Health Women's Initiative Inc.
1st Source Bank Startup Report – Mentoring Grant

Dear Ms. Fleming,

On behalf of the C2YHWI, we are thankful and pleased to report on the Women Entrepreneurship Summit, which we conducted in Nov 2019 and the Women Entrepreneur Mentoring Project with your generous support of \$2,500 grant. The project purpose was to provide summit and post-summit participation scholarships to 30 struggling women small business owners and those interested in starting small businesses so that they can improve their level of awareness, use and application of local business resources in South Bend community. Following the feedback from the participants, we believe that the summit was a big success, providing a positive experience and important resources for the participants as they make their plans to start and grow their small businesses which will improve local economic development, as well as the entrepreneurial vibrancy of the community.

Introduction

This report provides a summary of one-month progress since the women entrepreneurship summit that took place on November 19th, 2019.

With support from 1st Source Foundation, C2YHWI awarded 30 scholarships to low income women who had business start-ups or have interest in starting their own businesses. This was an opportunity of its own kind for such a group of women to develop their knowledge and skills, connect with their peers and successful business resource persons they direly need to successfully launch and operate small businesses. The one-day summit was attended by 106 women (45.3% African American, 43.4% Caucasian, 1.9% Asian, 1.9% Hispanic, 1.9% Native American).

Part of the 1st Source Foundation grant helped to meet the expenses during the women entrepreneurship summit and the rest of the funding is currently supporting the ongoing post-summit activities including post event evaluation, mastermind and business mentoring sessions.

As an organization, we believe that as a result of this project there will be a significant momentum for small business growth in the city hence creating more jobs in low income areas, reduce crime and help South Bend city to continue shining as a model of small business success in St. Joseph County, especially now that South Bend-Elkhart Regional Partnership idea for diversity, business and talent attraction is being emphasized.

Planned Activities and Accomplishments:

Application and selection process:

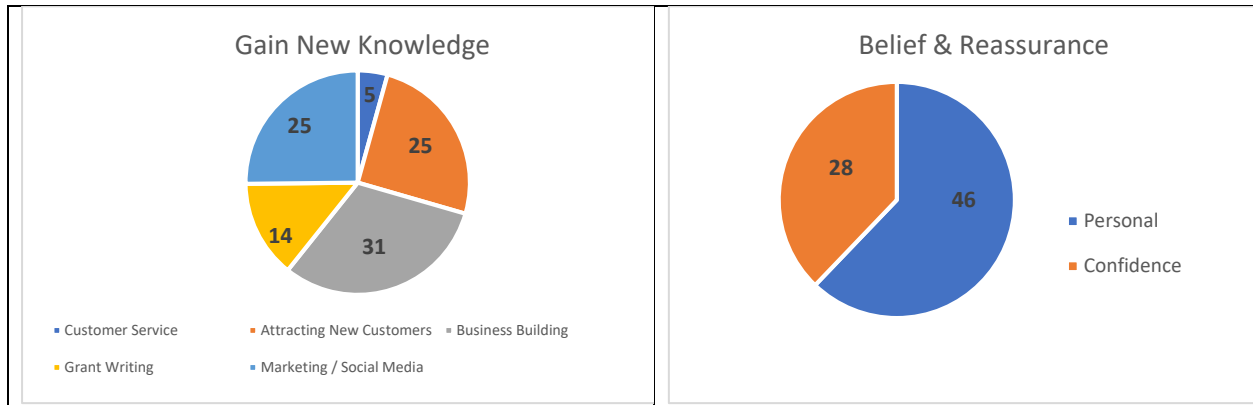
Applicants were evaluated on the basis of their potential value in terms of experience, fresh ideas and ability to contribute to economic growth and alleviation of poverty through education, resource gathering, mentoring, support of women entrepreneur owners of micro- and small enterprises and willingness to participate in community activities. **Thirty-five (35) scholarships were successfully awarded** to women prior to the summit with the stipulation by accepting the women selected would be entering into the ongoing mentoring sessions following the summit. The chart below explains participant the activity.

Participation	Number	Comments
Total Scholarships recipients	35	New start-ups, seasoned entrepreneurs
Recipients unable to attend the summit	10	4 reported personal issues 3 daycare issues 2 transportation issues 1 unable to get off work
Recipients who attended the summit	25	Summit attendance required for scholarship participation
Recipients dropped November 2019	5	4 Too big a time commitment 1 Accepted in graduate program – dropped mentoring
Recipients added December 2019	5	New start-ups, seasoned entrepreneurs
Total participants as of January 2020	20	

As of January 2020, a total of (20) women joined the 12-month women entrepreneur mentoring concentration based on the entry questionnaire, individual initial interviews, individual needs assessment, individual commitment levels, time constraints and psychosocial considerations.

Post event evaluation revealed that 32.1% of the participants that responded to the survey were interested in starting their own businesses.

When we asked the participants to share about the impact of the summit, they reported that this was an opportunity for them to make connections with mentors, role models, community business resources, and discover new business strategies. Further they were able to increase their confidence in different business leadership, sales and marketing, digital skills and creativity that will see them succeed in their future business endeavors.



Project Description:

PHASE A: SELECTION OF SCHOLARSHIP BENEFICIARIES

PHASE B: SUMMIT EVENT

The sponsored beneficiaries attended the entrepreneurship summit that took place on November 19th, 2019 which is simultaneously designated National Women Entrepreneurship Day¹. The focus of the Women's Entrepreneur Summit was to connect women with an entrepreneur spirit, new start-ups and seasoned entrepreneur to role models, mentors, business building resources and confidence building activities. The target is to attract women from a variety of ethnic backgrounds, those from low income neighborhoods, and limited resources from a variety of ethnic backgrounds.

The summit enabled participants to have access to nineteen (19) peer business minded women and community business experts/resource persons from 1st Source Bank, Mishawaka Business Association, One Million Cups, North Central Indiana SCORE, WSBT and North Central ISBDC resources shared their technical business skills and knowledge. These resource persons focused their presentations on the challenges and strategies of business success for small business owners. Seven Successful women entrepreneurs presented on exciting topics such as *Get Dressed for Life*, *5 Essentials for Starting a Business*, *Anyone Can be Great How About You*, *The 5 W Factors to Becoming an Entrepreneur*, *Brand Yourself Like a Boss* and 2 Panel Discussions featuring six seasoned women entrepreneurs. The day also included twenty-two (22) local businesses sharing the spotlight, professional headshots, health screenings and a delicious healthy breakfast, lunch and snacks at the after-hours event and presentation hosted by Greater Niles Chamber of Commerce.

To evaluate the summit, we conducted one on one interviews with participants, distributed survey market survey, event evaluation forms after which data was analyzed to get the feedback from the participants. A complete 2019 Women's Entrepreneur Summit market survey is available.

Project Outcomes

¹ <https://nationaltoday.com/national-entrepreneurs-day/>

The following gives a summary of the progress:

Outcome	Project target	Progress
Report improved business knowledge skills	60%	81% of the summit participant reported improved business knowledge skills
Improved peer connections	60%	100% of the women confirmed to have met and established connections with peer women entrepreneurs they did not know.
New startups	60%	This will be reported in the course of the year as the women entrepreneurs go through the mentorship program.
Improved awareness of resources	80%	100 % of the summit participants reported improved awareness of the community resources for small businesses. The utilization of these resources is being tracked during the mentorship check-in meetings.
Demonstrate increased knowledge of success business strategies	60%	This will be reported in the course of the year as the women entrepreneurs go through the mentorship program.
Increased confidence in startup and run their own small business	60%	This will be reported in the course of the year as the women entrepreneurs go through the mentorship program.

+ initial summit survey results collected

These outcomes will be measured through monthly surveys, one on one interviews and data analysis tracking participants progress and sharing their growth testimonials/success stories. Mentors and experts working with participants will be interviewed on the progress of the participants and their feedback (challenges, lessons and best practices) documented to inform project improvement, future design of C2YHWI summits.

NEXT STEPS

PHASE C: POST-SUMMIT EVENT

In light of the project goals, the next phase of the project will focus on mentoring the selected mentees and conducting small group mastermind circles.

Needs Assessment Results:

To inform the mentorship process we used post-summit individual meetings, small group mastermind circles to distribute surveys and identify the needs/ barriers to launching and growing own small businesses. Frequency of mentoring sessions were also assessed. From the surveys, thirty-seven (37) areas were identified by 70% of the mentoring participants in the areas of Business Mindset, Business Strategy, Business Marketing, Business Financing, Personal and Business Wellness. Participants proposed to meet at various time intervals for mentorship. 50% meet once per week, 30% twice per week and 20%

monthly. The diagram below shows the main areas that mentorship sessions will focus on.



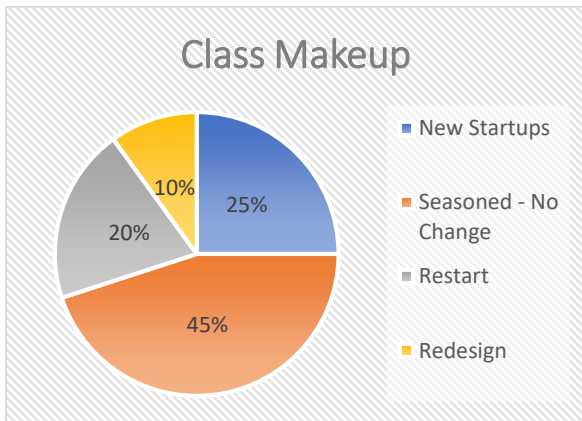
Progress of Mentoring Class as of Feb 2020:

To meet the class, go to: womensentrepreneurmentors.com

OUTCOMES 1ST QUARTER STARTUP

The current mentoring class has 20 participants. They fall in the following category:

Number	Description
5	New start-ups
9	Seasoned – no change in design
2	Redesigned current business
4	Restarting the business



Women Entrepreneur Hub Gatherings

Based on the start-up assessments the needs of the women entrepreneur participants the business assistance needs are much greater than anticipated which further substantiates the high women entrepreneur business failure rate in our region. To meet these needs the mentoring program was adjusted to better meet these needs of the participants. Weekly online connection meetups are held for class material review, additional learning needs, problem identification and utilization results within each participants business. All classes are recorded and hosted on the mentoring group Facebook Page and a website recording storage site since each women entrepreneur has a variety of time schedules. Following each class, a survey is collected evaluating the mentoring participants' reaction, learning, behavior and business utilization.

Minimum participant commitment includes quarterly meet ups, identifying continuing evaluation of needs, and monthly survey of business progress.

Community Resource Utilization

Collaboration with One Million Cup program² – C2YHWI along with Mishawaka Business Association³ individual face-to-face appointments, online education and face-to-face seminars provided to support participants in presenting at One Million Cups. Currently five (5) mentoring participants have presented in 2019, fifteen (15) women mentoring participants are waiting to be scheduled. Women who attended the summit along with the greater community invited to attend the One Million Cups Part 1 & Part 2 prep workshops.

Connections with Other Community Resources - Participants are setting meetings with Mishawaka Business Association, Greater Niles Chamber of Commerce, South Bend Chamber, Project Impact, North Central Indiana SCORE, and North Central ISBDC, 1st Source Bank to assist with business foundational support, goal setting, business planning and up-scaling.

Awesome Foundation⁴ Support - 2 mentoring participants have applied to the South Bend Awesome Fund.

Testimonials

December 2019 was utilized to meet with participants, compile and analyze data. In January, we began creating women entrepreneur community, encouraging networking, resource gathering online and offline, confidence building, and set up mentoring peer-to-peer mentoring classes, facilitating local business resource connections. The mentoring participants are already reporting utilization of business strategies, connections and resources. Some of the participants had the following testimonies to share:

"I am so excited, I have my mission, vision, purpose and website ready to go more than I have been able to do all year." Paula Spart, Paula's Friendship Designs

² One Million Cups South Bend Elkhart – Kaufman Foundation www.1millioncups.com/southbend

³ Mishawaka Business Association www.mishawakabusiness.org

⁴ Awesome Foundation South Bend Community Grants \$1,000 www.awesomefoundation.org

“One of women’s struggles is trying to do everything on our own, it’s great to have a community that’s working together as a community to rise each other up.” Ylonda Scott, Women Breaking All Barriers

“I always wanted to start my own daycare. Now I feel like I have the support and gaining the knowledge I need to get started this summer.” Laura’s Rise and Shine My Little Ducklings Daycare

“I have been a realtor for years and for the 1st time I sold 3 houses in one week.” Ronda Chris, Realty Plus

Respectfully submitted,

Cindy Cohen RN

Cindy Cohen RN, BS BA
Certified Workplace Wellness Consultant
WELCOA Well Workplace Faculty
Certified Health Coach
Founder, President, C2 Your Health Women’s Initiative Inc.