

Sunshine Enterprises | Contact: Shandra Richardson, Development Associate | Shandra@sunshineenterprises.com

Overview of Sunshine Enterprises

Sunshine Enterprises (SE) started in 2013 as a division of Sunshine Gospel Ministries (SGM). SE is a non-sectarian economic development tool developed by SGM whose mission is to empower local entrepreneurs in underserved areas to grow their business and transform their communities through economic enhancement and strengthened families. SE addresses the critical need for sustainable economic activity by strategically partnering with individuals in the community who are operating or seeking to start a business. SE serves hundreds of unique entrepreneurs throughout the Chicago area in four business hubs (Woodlawn, Englewood, West Evanston and North Lawndale). Each of these hubs has been strategically placed in underserved areas suffering from a lack of jobs, marketplace resources, and growth opportunities. These hubs provide an economic stimulus to the communities by supporting local entrepreneurs.

Core Competencies

Our core competency is that we provide high quality technical assistance accompanied with personalized, ongoing coaching and mentoring. The entrepreneurial events we facilitate for our clients help to cultivate their social capital and access to networks that extend beyond the boundaries of their local communities. A real-life example of this at work includes the recent success of one of our clients Tyrone Crowder, Owner of Bucktown Maid Service. Tyrone came into the program as an ex-offender looking to grow his idea into a profitable business. Since joining the Community Business Academy and participating in our coaching and mentoring, he has increased his revenue and has contracted with one of Evanston's largest youth development organizations, Y.O.U. Our clientele's needs call for stability in multiple areas, as such, we employ a holistic approach, which includes offering aid through our partnerships in various services such as housing, workforce development, additional education, etc. Please see our attached infographic for a complete list of our programs offered.

Project Team

Joel Hamernick, Founder & Executive Director. Joel serves as the Executive Director of Sunshine Gospel Ministries and SE. Joel's recent work includes the development of Sunshine Enterprises. Joel has completed several entrepreneurial ventures, leading to his involvement in the establishment of Greenline Coffee in Woodlawn, Chicago. Joel is a sought after speaker on a number of community development topics. In 2016, he presented at the Tedx series in Grant Park on the [absence of work and the presence of violence](#).

Shelby Parchman, Managing Director (Project Lead). Shelby is a seasoned entrepreneur who, with a long track record of establishing and growing new businesses, has parlayed this experience into a career focused on assisting start-up and existing business ventures. Shelby had the distinguished opportunity to develop reentry programs for the Federal Bureau of Prisons. His reentry program A&O for the World, developed for Duluth FPC, became a model for reentry programs throughout the BOP. After development of those reentry programs, he was tapped to develop the Basic Entrepreneurship Support and Training Program (BEST) for JVS Chicago through a grant from the City of Chicago. The BEST Program was an entrepreneurship training program designed specifically for returning citizens. This program included instruction, coaching, soft skills training, and its own loan program exclusively for the participants. Many of those participants are still in business today.

Robin Simmons, Program Manager II (Senior Instructor/Coach). Robin currently serves as SE's lead program manager for the Evanston site which serves West Rogers Park as well. Robin has coached and trained ex-

offenders on entrepreneurship. She has effectively helped clients to connect to marketplace opportunities.

Overview of Recruitment Strategy

Our recruitment strategy is based upon two main components: (1) engaging prereleases and (2) funneling entrepreneurs. At each stage we will use the resourcefulness of our staff and our network of city-wide partners in order to identify the best candidates for our reentry entrepreneurial program.

Engaging Prereleases

Our research indicates that the most effective reentry programs begin engaging individuals during the incarceration stage extending throughout their reintegration process. As such, we plan to do the following:

- Host CBA information sessions at correctional facilities.
- Collaborate with organizations currently offering entrepreneurial training within the facility in order to pre-identify and strategically prepare for candidates upon their release.
- Work with the appropriate parties to customize a specific action plan for the client based upon the data received on their class performance and case. **Please see our attachment for an example action plan.**

Funneling

We plan to “funnel” prospective entrepreneurs into our application system through activities such as working with reentry support centers, partnering with Chicago’s Probation Department, participating in entrepreneurial events and establishing an Ambassador Program.

- a) reentry Support Centers: We will provide operating reentry centers promotional material on the CBA and work alongside program officers to recruit clients.
- b) Chicago’s Probation Department: In concert with the programs of the city’s probation department, we will provide customized information sessions for those interested in entrepreneurship.
- c) Entrepreneurial Events: As frequent participants of Chicago’s Small Business on the Road Expo, we will continue our recruitment of entrepreneurs by presenting our offerings at the expos.
- d) Ambassador Program: As mentioned above, we have a rich network of clients who have either been formerly incarcerated or know those who are incarcerated. We intend to work with these individuals to become ambassadors as well as mentors for future CBA clients.

Description

The Community Business Academy (CBA) consists of 12 consecutive, three hour-long sessions taking place once a week on weekday evenings or Saturday mornings for maximum convenience and accessibility to applicants with full-time jobs or weekend obligations. Classes are taught twice per year from March through May and from September through December. Every applicant accepted into the Community Business Academy receives a full tuition waiver worth \$3,000 thanks to the generosity of our funding partners. Our students' only financial responsibility is a nominal registration fee based on household income.

CBA Methodology

Our curriculum includes twelve courses designed around best practices in adult participatory learning methodology, with a focus on management skills necessary to start and grow a successful, small business. This approach emphasizes experiential problem solving, allowing us to ensure that complicated concepts, like financial management, are easily understood by individuals with varying educational backgrounds. Each portion of our curriculum consists of new concepts, definitions, real-life examples, class exercises, discussion, homework and assessments. At the end of the course, participants will have completed an executive business plan and will be prepared to our customized mentoring program known as The Exchange. For a complete curriculum overview with a full description for each class, please see our attachment.

Augmented Segment: Customized Workshops

For the purposes of serving the target audience, we will supplement the material with an offering of life-skills workshops. These topics will include, time management, professional expectations, public speaking, taking advantage of contracting opportunities, cross-cultural skills training*, civic engagement and a case-study seminar.

*Note on the cross-cultural skills training: This training is a series of workshops and experiential sessions designed to help the client explore cultural elements beyond their own context. The objective of the series is to develop the knowledge, skills and values necessary for integration, civic engagement and dialogue with a diverse group of people. The notion being that not all customers, clients, vendors, bankers, or business associates will embrace the same cultural norms as the client. The exploration of the arts, business principles, and various topics that others embrace will give them a leg up in communicating in the business environment. Shelby's previous work implementing this proved to be effective as the program was able to place those who didn't start a business in jobs at a higher rate than those programs designed to place them in jobs.

Mentoring

Clients will be matched with mentors through our program called The Exchange. This program brings together business professionals, industry experts and entrepreneurs for a collaborative exchange in which the seasoned professional and entrepreneur can partner to grow their business and build their respective community. Each exchange is structured as a mentor-mentee relationship in which the professional partners with a small business owner who has been matched according to Sunshine Enterprises' compatibility standards. For the purposes of this particular group, we will include our network of graduated clients who have experience with the correctional system. Likewise, our program trains mentors before matches are made to ensure that mentors are equipped to share their knowledge and experience relevant to the mentee's needs. The overall objective is to foster a mutual relationship in which both the mentor and mentee will benefit. In order to accomplish this we will integrate the following approaches:

Mentor-to-Mentee Exchange Model

As expressed, this program will bring together business professionals and trade skills man who will be trained to work with the specified demographic.

Peer-to-Peer Model

A network of formerly incarcerated individuals who have completed the programs and successfully started their business will serve as peer mentors.

Community Connections

As expressed in our program overview and recruitment strategy, we depend upon our robust network to supplement our offerings to our clients. We have identified the following partnerships as key resources for the successful implementation of training this specific demographic.

Partner	Type	Resource Connection
Chicago Cook County Workforce	Workforce Development	Workforce workshops
Cabrini Green Legal Aid	Legal Assistance	Expungement Helpdesk Support
Chicago Neighborhood Initiatives	Micro-lending	Micro-loans
City of Chicago reentry Support Centers	Reentry Support	Referrals for housing, health care and case management
Accion	Micro-lending	Micro-lending support
John Marshall Business Enterprise Law Clinic	Legal Assistance and Education	Legal aid and support for small business owners
Safer Foundation	Reentry Support	Housing support, transitional programs, education services
SCORE Mentoring (Peoria Chapter)	Small business services	Prerelease entrepreneurial recruitment
The Private Bank	Micro-lending	Access to capital workshops; credit-repair

		consultation

Reentry Support Centers

Howard Area Community Center

Phalanx Family Services

Westside Health Authority

Teamwork Englewood

Access to Micro-Lending

Navigating the process to obtain financing can be both daunting and intimidating for business owners. We work with our clients to gain access to the capital and credit needed for their business operation. Our small business opportunity center is recognized as one of the best in the city. We actively introduce our clients to our network of bank lenders, financial experts and investors who are committed to the success of small business growth. For example, both The Private Bank and Accion hosts office hours weekly in our main business hub. During office hours, a representative from the bank meet with clients to conduct one-to-one consultation on how to access capital.

Connection to capital and funding opportunities

Through our annual entrepreneurial events, we provide creative and dynamic opportunities for our clients to develop both formal and informal relationships with donors, funders and industry experts. The events feature relevant our clients as vendors of their products and services, relevant workshops, industry experts, keynote speakers, networking opportunities and most notably a pitch competition. The following descriptions are an example of two annual events in which the stated objective has been met.

Year End Summit: In 2016, we hosted our first year-end summit in partnership with the University of Chicago and South East Chicago Commission. This summit brought together over 75 entrepreneurs from Chicagoland. The theme of the summit was Resolution 2017 which focused on strategic planning for the current year. During the summit, clients were given an opportunity to vend their products and services in an expo.

Women in Business Summit: This past year was our 2nd annual WIBS. Over 100 women gathered to explore what it takes to win in business and win together. The theme of the Summit was “Triumphant” highlighting personal testimonies on the power of overcoming obstacles throughout one’s journey of entrepreneurship. Workshops were presented by expert business strategist. Sunshine also hosted 10 businesses who marketed and sold unique products and services during the Vendor Expo. In addition, a dynamic Pitch Competition was held in which seven out of 40+ contestants presented a 3-minute pitch on their business before the audience. Three finalists walked away with up to \$2,500 to be invested into their business. During an era in which the rate of female incarceration is on the rise, our WIBS has been the most empowering and uplifting event we host according to our clients.

Other Investment Opportunities: A Taste of Sunshine

A Taste of Sunshine is Sunshine Enterprises’ sample product box designed to help our clients market their products and services through a monthly subscription program. Each month a box of products will be sent to donors and supporters giving them a chance to sample and purchase merchandise. We are partnered with the University of Chicago to develop marketing and branding for the box.

