

I am excited to submit the attached business plan on behalf of Red Sprinkle, LLC in support of the 2015 InnovateHER Business Plan competition. As the Program Coordinator of the Ward 7 Small Business Development and Leadership Academy, we have worked with Red Sprinkle and other ward 7 businesses, providing technical assistance and capacity building programming to strengthen the work of these businesses. Since its inception, the Ward 7 Small Business Development and Leadership Academy has been empowering the Ward 7 business community to become more self-sufficient through integrated and collaborative community based services.

Red Sprinkle, LLC recently completed our 12 week Small Business Development training. The academy works with Ward 7 small business owners to grow and strengthen their capacities to compete competitively in the current global market economy. The academy serves as a hub of resources for business owners as well as provides technical assistance and guidance around: the requirements and regulatory process of launching a small business in the District of Columbia, Organizational Board and Staff Development, Strategic Planning and Organization Mapping, Developing a targeted marketing plan, SWOT analysis, program evaluation and assessment.

We believe that the services offered by Red Sprinkle not only impact the lives of women and their families, but the Red Sprinkle Fashion Boot Camp for Youth help to provide valuable workforce development and training for youth and young adults within Washington, DC. On behalf of East River Family Strengthening Collaborative, it is my hope that you will strongly consider funding this proposal and forging a rewarding partnership with us.

Sincerely,

Latisha R. Atkins