

2023 Impact Report

The AYA Foundation, Colorado’s Black-led and Black-serving community foundation, fosters **Business Success As A Path To Community Wealth** and empowerment. In this report, we showcase our 2023 efforts to provide Black entrepreneurs with the essential tools and networks needed for prosperity.

AYA’S ACTIVITIES IN 2023

91

Community members provided with programming or grants*

509

In-depth touchpoints with entrepreneurs in 2023

\$197k

Total amount granted through 10 unique grants

3

Events hosted, engaging 150+ of individuals

46

Individuals who received warm, personalized **AYA Connections** to other business networks and technical assistance providers, such as the Small Business Association’s SCORE program and Colorado’s Minority Business Office.

41

Entrepreneurs who completed **Jumpstart My Biz**, our intensive 5-week business bootcamp. Participants leave with a completed Business Model Canvas and a 90-day personalized Business Jumpstart Plan.

14

Entrepreneurs who engaged in **Nav to Connect**, our 6-month one-on-one business coaching service. Participants develop ambitious and attainable goals and hold themselves accountable for success.

10

Entrepreneurs who received **Bookkeeping Support & Services**, helping them track better financial data aimed at managing their growth. They leave ready to apply for loans or investments.

10

Entrepreneurs who received **Start-Up Grants**, to launch, stabilize or scale their businesses.

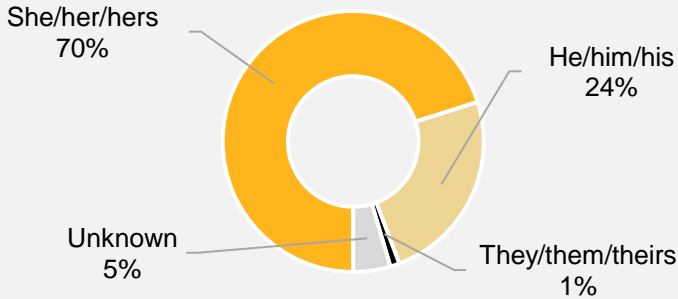
“The JumpStart my Biz program was so motivational, impactful, and educational. I connected with so many, learned so much, and feel more confident to be an entrepreneur.”

- Jumpstart my Biz participant, fall 2023

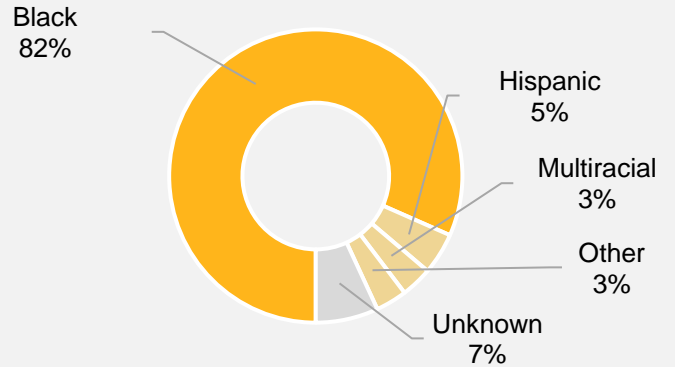
*many Aya entrepreneurs receive multiple kinds of support, including participating in programs and receiving grants



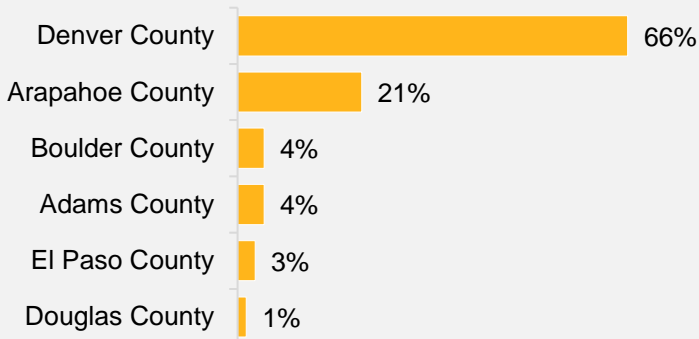
70% of AYA Entrepreneurs Identify as Women
2023 Entrepreneurs by Pronoun



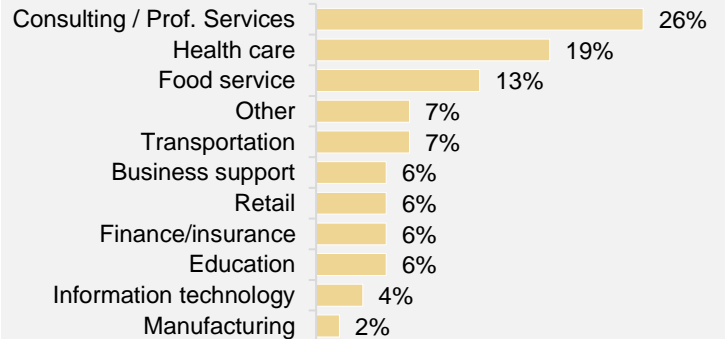
82% of AYA Entrepreneurs are Black
2023 Entrepreneurs by Primary Race/Ethnicity



Most AYA Entrepreneurs are based in Denver County



AYA's Entrepreneurs Represent a Range of Industries

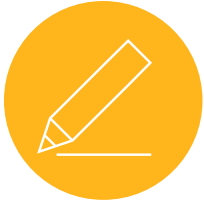


“My experience with the AYA Foundation has been life changing in helping me build my vision and dream. I’m looking forward to my first-year anniversary in spring of 2024. And generating a new plan of scaling and growing my business!”

- Sindra Richards Mo'NifeRe Boutique Trading Company

2023 Impact Report

We start by evaluating **Five Key Aspects Of Each Entrepreneur's Leadership And Business** with our Entrepreneur Baseline Assessment. We then invite alumni to update us on their business growth through an Annual Check-in Survey.



Business Plan



Business Operations



Business Revenue



Entrepreneurial Mindset

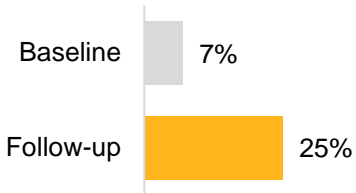


Support Systems

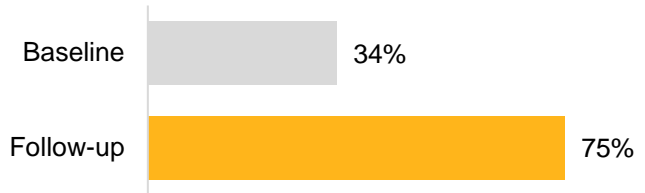
AYA'S IMPACT IN 2023

Our data shows positive growth in four key areas for our entrepreneurs. These insights, while from a small sample (16 out of 28 alumni), point to significant progress that will inform our 2024 strategies.

Business Plan: Entrepreneurs with a business, marketing, and sales plan.



Business Operations: Entrepreneurs hiring employees or contractors.



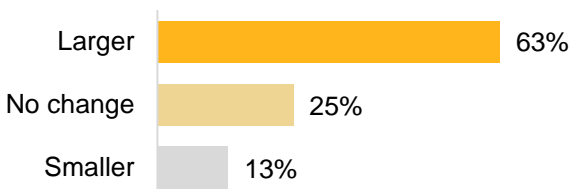
Business Revenue: What is your average monthly business revenue?



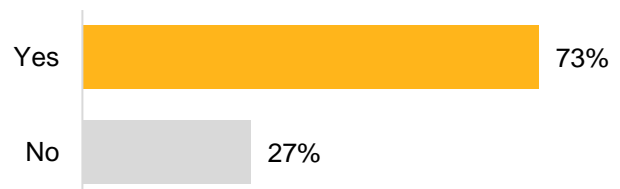
Mindset: Are you confident that this can become your primary source of income?



Support: How has your support network changed since last year? Is it...



Support: Are you still applying skills you learned from Aya today?



2023 Impact Report

The strides made by the AYA Foundation in 2023 are the fruits of years of **Purposeful Capacity-Building**. This report offers a snapshot of the pivotal moments that have shaped our impactful journey.

AYA'S HISTORY

2020

- Achieved IRS nonprofit public charity status.

2021

- Benny Samuels joined as part-time consulting CEO.
- Greeted our first fiscal sponsorship client, NCTF (now DEMI Fund).

2022

- Adopted articles of incorporation and bylaws; formed board.
- Official launch with community meet-and-greet and press release.
- Unveiled our first strategic plan.
- Managed three legacy programs: JumpStart, Nav to Connect Coaching, Vision Board Party.
- Developed program evaluation and tracking system.
- Established accounting systems.
- Secured our first 3-figure, multi-year grant.
- Implemented donor relationship management system.
- Built strong ties with economic stability partners like SCORE, SBA, Colorado Minority Business Office.
- Featured in first media stories.
- Welcomed our second fiscal sponsorship client, BBI.

2023

- Launched our first entrepreneurial grant program.
- Promoted Benny Samuels to full-time FTE.
- Partnered with Colorado Gives for philanthropic administrative support.
- Received 3 multi-year grants.
- Released our first impact report.
- Avi Aliyu joined as a new board member (Treasurer).
- Introduced two new programs: Bookkeeping Coaching and Support Services and What does it Take series.
- Launched our grants management system (Foundant).
- Initiated storytelling campaigns.
- Welcomed our third fiscal sponsorship client, My Skin Global.
- Awarded our first federal grant (Senator Bennett's congressional spending community grant).
- Developed the strategic and scale plan for 2023-2025.
- Established the Eight28 Fund.

HOW TO SUPPORT AYA

Support Building Wealth in Our Community

- [Donate](#) to support building the capacity of our organization.
- [Volunteer](#) your skills and talents, whether it's leading a class or mentoring an entrepreneur.
- [Sponsor](#) our programs and events through Corporate Giving.
- [Join our email list](#) to learn about upcoming events.
- Follow us on [Facebook](#) or [Instagram](#).

Support Black Philanthropy

Contact Benny to...

- Put your Vision into Action [by Opening a Donor Advised Fund](#) with us.
- Create a Lasting Legacy in Our Community through [our Legacy Giving program](#).
- Contribute to our [Eight-28 Fund](#).

Donate to Aya



Get Aya's Newsletter



Contact Benny



Aya's Fall 2023 Jumpstart My Biz Cohort

