



THE DIFFERENCE

CREATE CAMPAIGN INC.'S

2024 IMPACT REPORT



GAME *Changers*



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TOGETHER, WE MAKE THE DIFFERENCE.

CREATE CAMPAIGN BOARD MEMBERS



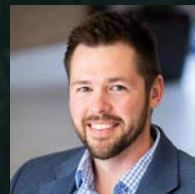
MITCH BINNS
Incoming Board President
Wichita Market Leader
McCownGordon



JOSHUA ENLOW
Outgoing Board President
Owner/Founder
ProTech



FABRICE METAN
Treasurer
Owner/Lead Accountant
Simplify My Numbers



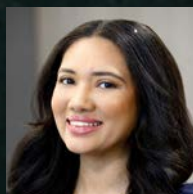
ZACH WIGGINS
Secretary
Attorney
Martin Pringle



GARY OBORNY
Director
President/CEO
Occidental Management



MICHELE VALADEZ
Entrepreneur
Community Affairs Program Manager
Everyg



JENNI HEARTFIELD
Director
Investment Operations Associate
6 Meridian



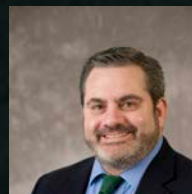
SHAWN WHISENANT
Director
AVP, Commercial Banking, Banking 360
Fidelity Bank



DIOANE GATES
Director
Chief Civic Leadership Officer
Kansas Leadership Center



OLIVIA S. DEMPSEY
Director
Attorney
Martin Pringle



SHAWN BAUMAN
Director
Tax Strategist
Driven Tax Strategies



AARON BASTIAN
President
Fidelity Bank



JAY SMITH
Retired, President
INTRUST Bank



FRANKIE KIRKENDOLL
Director, Operations and Community
Engagement,
Urban League of Kansas



DELL GINES
Vice President
International Economic Development
Corp.



DARRIUS WRIGHT
President
Kansas Business Services, LLC



DAVE SEILER
VP Operations and Compliance
Koch Minerals and Trading



STEVE RADLEY
CEO
NetWork Kansas



JASON HOOD
Director, Human Resources
City of Wichita



COLEEN JENNISON
Kansas Market Vice President
Cox

CREATE CAMPAIGN *Advisory* BOARD MEMBERS



CREATE CAMPAIGN, INC.

OUR MISSION:

Activating urban entrepreneurs in the Midwest
to launch, innovate and grow.

OUR VISION:

To serve as the hub of minority business development,
growth and innovation in the Midwest.

ELITE

Fights

ALONSO DIAZ
THE STUCCO GUYS

ARACELI AMADOR
LAS AVENTURAS DE ARACELI

CHAREONSKI GRAY
TRACES OF FLAVOR

VERONICA MIRELES
CENTRO HAVIVA



The Elite 8 are a representation of what Create Campaign considers enterprise excellence. Through personal investing, proper use of tools and resources, and pure commitment and dedication to their mission, these All Star business owners have proven that they have what it takes to make a difference in Wichita's entrepreneurial ecosystem. How will you help them take their game to the next level in 2025?

TONY JOHNSON
ONE4US BRAND

LATASHA ELEY KELLY
THE MILLENNIAL BLACK PROFESSOR

TERRY TERRELL
ODYSSEY COUNSELING AND
CONSULTING

CHANDALI GULLICK
SKIN IS IN STUDIOS



CREATE CAMPAIGN SERVICES

ACCESS TO CAPITAL

“Create Campaign has been a great asset to me and my company. The network of people who have been established has been invaluable... A big deal that happened for me, we received some funding through Create Campaign and GROWKS and that was bigtime for us. If you go through and do everything that you’re supposed to do, some great things can happen for you.”

-Tony Johnson - One4Us Brand

Create Campaign maintains its own Create Campaign Fund and is a sponsor of NetWork Kansas' Wichita Urban E-Community with the ability to make lending decisions across a variety of gap-financing and no-match lending programs.

All data as of October 31, 2024

CAPITAL STATS

YEAR	APPROVALS	#LOANS	#SUCCESSFUL	#FAILED
2024	\$166.2K	12	12	0
2023	\$397k	11	8	3
2022	\$403k	19	17	2
2021	\$86k	6	6	0
2020	\$134.5k	10	10	0
2019	\$15k	1	1	0
2018	\$122.5K	3	3	0
2017	\$65k	2	2	0
2016	\$0	0	0	0
2015	\$21k	1	0	1

Total %

\$1.4m

65

59 (91%)

6 (9%)

SPARK COMMUNITY BUSINESS ACADEMY

"Spark provided me with the foundational tools to — not only believe that I could be a successful business owner — but to go out and do it. While my business plan has changed since graduating from the program, the lessons learned and relationships built have remained consistent and I'm forever grateful."

- Latasha Eley Kelly - The Millennial Black Professor



Spark provides hands-on business training in planning, financials and management with curriculum and coaching tailored to diverse entrepreneurs. This 12-week program is designed for new and growing for-profit businesses.

SPARK

39

Sessions

669

Registrants

336

Participants

144

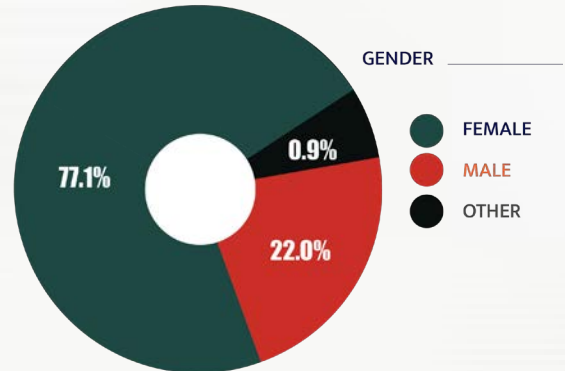
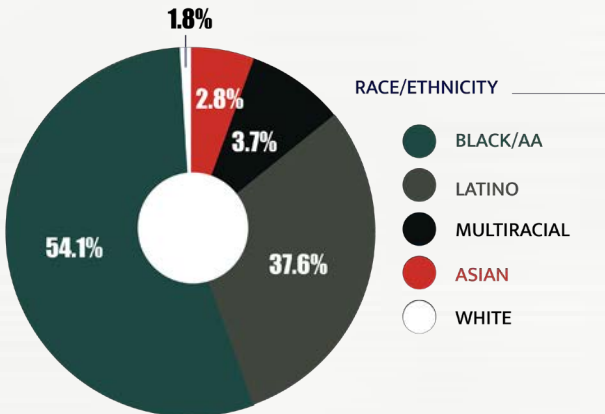
Applicants

119

Accepted

109

Graduated



Of 109 Spark graduates, 91 businesses have been strengthened demonstrated by:



LLC Structurings: 19 new filings

Hiring: 5 businesses reported new hires

Business Capital Approvals: \$128,500

Successful trademark filings through the US Patent and Trademark Office: 2 approvals

New or larger brick-and-mortar space expansions: 14 expansions

Owner's Draw increases reported: 53 percent of graduates reported increases

Long-term effect of Spark: Data collected over two years shows the financial impact of Spark:



Sales increase of 102% or higher: 94 percent of graduates from first two cohorts reported increases

Household income increase: 36 percent average increase reported by first cohort graduates; 38 percent increase reported by subsequent graduates

BUSINESS CONSULTATIONS

Stats

"Excited and grateful for a
fantastic program."
- Veronica Mireles - Centro Haviva



2024

77.5 Hours
155 consultations

2021

31 Hours
62 consultations

2023

52.5 Hours
105 consultations

2020

45.5 Hours
91 consultations

2022

26 Hours
52 consultations

2019

3 Hours
6 consultations

235.5
HOURS | 2019-2024

LLC

STRUCTURING & SUPPORT

STATS

2015-2024 | 62 LLC Filings Total

2024

8 Filings
100% direct support

Jreamify Beauty, LLC, Traces of Flavor, Lara Roofing and Construction, VitaLink Healthcare, LLC, Beyond Lashes Boutique N Apparel, LLC, Real Cleaning, LLC, Drywall Experts, LLC, Iesha Shantee Designs, LLC

2023

14 Filings
100% direct support

Owly, JlongAchieves, Leadership First, Hidden Imperfections Studio, E.J.P Services, Nava Cleaning Services, Denise's House of Goods, Lady Burritos, Odyssey Counseling and Consulting, MJM Diseno & Sublimacion, Precision Exterior Services, Sol Delish, Moyo Creativo, Ad Hoc Language Services

2022

11 Filings
100% direct support

A1 Barbershop, The Selfie Center, LLC, C&C Lawn and Landscaping, PlantTea Therapy, Beaudeeful Day Play Center, LLC, Las Aventuras de Araceli, Estrada Lawn & Landscape, A.R.T. Project, Ty Davis Productions, Charcutistry, Clipperheads Barber Shop

2021

13 Filings
69% direct support
31% indirect support

Brinkley Holdings, LLC, R&J Legacy Transport, LLC, N'Credibly Sweet, Room Esscentials, Reel Photography, We Got This Cleaning Service, LLC, The Embroidery Place, LLC, Community Blessed, Progressive Church Outreach Program

ByDawn Transportation, Brian Black Executive Coaching and Public-Speaking, MNP Enterprises, Lipsey Consulting Group

2020

4 Filings
75% direct support
25% indirect support

Lighthouse Tutoring, LLC, ML Lawn and Fence Services, LLC Kandy B, LLC
Inclusive Growth Strategies

LLC

STRUCTURING & SUPPORT

Stats

2019

0 Filings

*Founders' Grove renovations year

2018

1 Filing
100% direct support

ELT Consulting

2017

6 Filings
83% direct support
17% indirect support

AB&C Bilingual Resources, LLC, Pretty Girls Pound the Rock, LLC, Benitez Counseling, LLC,
Wichita Cheesecake Company, LLC, Freeman Holdings
Simply a Lady, LLC

2016

3 Filings
66% direct support
33% indirect support

Yaujar Painting, Jenny Dawn Cellars, LLC
D&L Eventerprises, LLC

2015

2 Filings
50% direct support
50% indirect support

A Time for Change, LLC
ProTech Learning, LLC

Create Campaign, Martin Pringle and Foreman Law collaborate to support structuring services.

MINORITY SUPPLIER PURCHASES

"Thanks to Create Campaign we're doing this right now. They'll support you and give you the tools for you to keep on growing. We are growing thanks to some of those tools and all that support."

- Alonso Diaz - Stucco Guys



CREATE CAMPAIGN
2017-2018

The Clarice Desk

THE DECLARATION FITCH COMPETITION

Clarice Furniture

CREATE CAMPAIGN

Legacy of Negosi

THE DECLARATION FITCH COMPETITION

THE DECLARATION FITCH COMPETITION

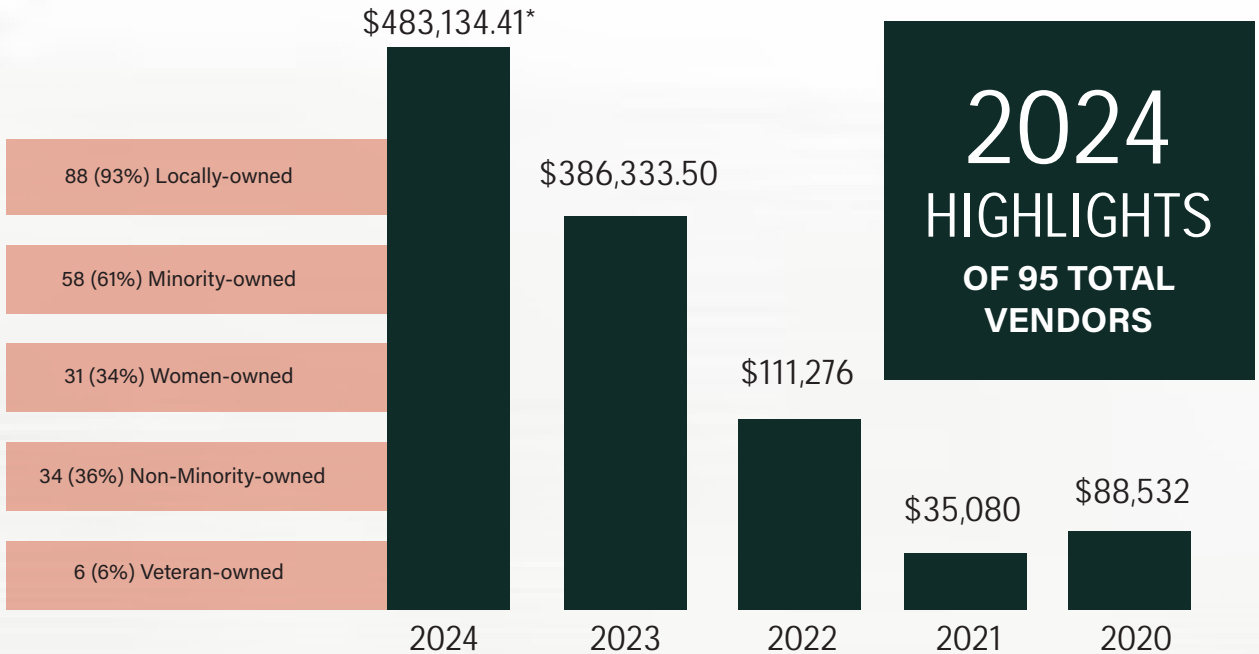
Clarice Furniture



MINORITY SUPPLIER PURCHASING

Stats

\$1,104,355.91
TOTAL 2020-2024



• Vendors may appear in multiple categories. Self-reported demographic used.
 • Purchasing demographic data tracked starting in 2020
 • Create Campaign purchases using a request for proposal process and evaluates proposal on merits including: capability, price, value, demonstrated performance, demographic make-up, local ownership, etc.
 *of categorized spend

REACH

"Create Campaign is necessary for the growth, development, and sustainability of Wichita's entrepreneur community!"
-Camille Turnetine - Unicorn Lane Studios Creative



REACH

Stats



Numbers represent each touch point with entrepreneurs and may duplicate individuals who receive multiple services from Create Campaign.

Since 2015, Create Campaign has helped connect hundreds of minority business owners with the information, strategies and resources to make the journey less intimidating and much more rewarding.



WHAT WE DID...2024



MAXIMIZING OUR EXPANSION

Create Campaign continued adding Spark Community Business Academy cohorts in English and Spanish to our existing program offerings. We launched new services through our A La Carte Kitchen Incubator for food entrepreneurs and introduced new programming at our expanded campus facilities at Founders' Grove.



DRIVING GREATER IMPACT

Create Campaign introduced Culture Compass: Tulsa, where we meet with economic development, philanthropic, entrepreneurial and business leaders as we navigated to create greater inclusive economic opportunity in Wichita.



GENERATING ADDITIONAL ACCESS+CAPITAL

Create Campaign secured even deeper knowledge on capital access, micro lending, philanthropic frameworks that support stronger investment in Black and Brown communities and supplier certification training and technical assistance. We have opened new markets and contracting opportunities for Create Campaigners.

WHAT'S NEXT...2025



EXPANDING A LA CARTE

A La Carte is a service initiative of Create Campaign, Inc. which is designed to provide commercial kitchen space to Create Campaign participants. A first-of-its kind for the State of Kansas, according to the Kansas Department of Agriculture, food-based entrepreneurs gain access to business development education, business growth resources, commercial kitchen space and industry connections.



THE CANOPY AT FOUNDERS' GROVE

Create Campaign plans to activate our new multi-purpose center in several ways. Expect kickback mixers, workshops, networking opportunities and more.

Needing a space to host your next event? Contact us for exclusive access to The Canopy.



CULTURE COMPASS

Create Campaign is coordinating a multi-sector partner network to analyze the feasibility of establishing additional healthy food options in central-northeast Wichita. The work took us to Tulsa and, in 2025, will take us to Omaha to view a model Greenhouse site. Create Campaign is also partnering to create a more connected tech/innovation ecosystem, regionally, starting with an inclusive investor convening followed by a 24-Hour Build Day for tech entrepreneurs.

WHAT OUR PARTNERS ARE SAYING ABOUT CREATE CAMPAIGN



"It is Martin Pringle's honor to have had the opportunity to work with Christina and Create Campaign from the very beginning. Through the formation of Create Campaign, the acquisition of a brick & mortar storefront, and helping urban entrepreneurs formally establish their business, partnering with Christina & Create Campaign has helped our attorneys connect with urban entrepreneurs in an authentic way, and, we hope, make access to legal services a little easier. Create Campaign has expanded its reach by bringing nationally renowned resources to Wichita through the Spark Community Business Academy and expanding into the Kansas City and Omaha areas, and we are excited to see that expansion continue to impact more urban entrepreneurs. We are proud to be a partner of the Create Campaign and look forward to what the future holds for this great organization!"

Kim Doze-Lohmann - Martin Pringle

"We have found the Create Campaign to be one of the most effective ways to connect African American and other under-served entrepreneurs with resources that help them start or grow their businesses."

Steve Radley - President/CEO, Network Kansas

Create Campaign is a positive and caring staple in the community, state and country and we will ALWAYS support what they are doing!

Devin Gourdine - Harmony Charters



THE DIFFERENCE





ACCESS+
Capital

THANKS TO OUR SPONSOR & PARTNER NETWORKS



Tom and Katherine Kirk

