PROPELLER

2021 ANNUAL REPORT

A FORCE FOR SOCIAL INNOVATION





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LETTER FROM THE CEO

Dear Friends and Colleagues,

Navigating a global pandemic and Hurricane Ida created unique challenges and opportunities for all of us in 2021. Still, our Board and staff remained focused on supporting our community by addressing the inequities in our New Orleans entrepreneurial ecosystem. As our city navigated another year of the pandemic, we continued our work with Thrive New Orleans and Hope Credit Union, cumulatively helping over **200 small businesses** prepare documentation to apply for government relief funding. In 2021 alone, this resulted in an additional \$501,260 in PPP funding from 39 reporting businesses and \$153,732 in Restaurant Revitalization Funds from 5 reporting businesses. The Propeller Social Venture Fund deployment period was completed at the end of 2021 after having made \$605,000 in loans to 10 ventures across Propeller's five focus areas. Fund borrowers were 83.5% Black or African American, 8.25% Asian, and 8.25% Hispanic or Latinx. Nineteen ventures completed the 2021 Impact Accelerator this November. The 2021 Accelerator class was 70% Black, African-American, or Afro-Caribbean, and 30% white. Participating ventures collectively reported a total of \$761,077 in total revenue and financing during the four-month program.

By the end of 2021, we rolled out a new three-year Strategic Plan that reaffirmed our commitment to supporting Black, native New Orleanian entrepreneurs who view their businesses as a catalyst for positive change in their community and those who advance anti-racism initiatives.

Centering Black entrepreneurs is critical to addressing the challenges that create racial disparities across systems and outcomes in New Orleans, a city with a population that is 60% Black-identifying.

We also developed our first Diversity, Equity, and Inclusion (DEI) Accountability Report which documents current demographic representation across the organization, DEI goals we have set across every department, and our progress towards these goals. At the end of this report, you will find a summary of our DEI activities and outcomes.

Another key priority in our new strategic plan is the push for structural and systems change, especially in the areas of capital access and equitable procurement with our private and public institutions and agencies. While we acknowledge the success and importance of our Impact Accelerator, Social Venture Fund, and other technical assistance programming, we recognize that the structural

barriers to Black entrepreneurs succeeding include real access to contract and capital opportunities. We also look forward to reopening our renovated coworking space at Washington and Board to the community in 2022 with new community outreach programming and partnerships, following damage sustained from Hurricane Ida.

Now more than ever, we need allies and partners to join us in our efforts to build a truly inclusive and equitable economy. We invite anchor institutions and companies looking to operationalize DEI in procurement to join us so that we can all push in the same direction. This work cannot be done in silos, and we need all hands on deck to create a city that provides equitable opportunities for all.

We thank you for another year of support and partnership in our work. We look forward to reaching new heights in years to come.

Warmly,

Andrea Chen

Co-Founder & CEO

STAFF & BOARD



PROPELLER STAFF

Biruk Alemayehu, Monitoring and Evaluation Manager
Jessica Allen, Chief of Staff
Trace Allen, Director of Capital & Community Advocacy
Andrea Chen, Co-Founder & CEO
Cierra Chenier, Senior Communications Coordinator
Kristine Creveling, Director of Strategic Initiatives
Elizabeth Eumont, Controller
Patrick Hernandez, Senior Capital Access Manager

Carly Hill, Director of Development
Sean Kline, Coworking Operations Manager
Adele London, Director of Community Development
Erik Paskewich, Director of Entrepreneurship
Anjali Prasertong, Food Programs Manager
Sophia Scarano, Programs Manager
Kir Selert, Senior Storytelling Manager
Amber Tucker, Programs Manager

PROPELLER BOARD

Andreanecia Morris, Chair
Peggy Welsh, Vice-Chair
Kathy Hebert, Treasurer
Calvin Mackie, Secretary
Jonas Chartock
Shelina Davis
Paula Estrada de Martin
Julie Henriquez
Deirdre Johnson-Burel
Ava Rogers
Reuben Teague



2021BY THE NUMBERS



19 VENTURES

participated in the 2021 Impact Accelerator

\$605,000 IN LOANS

disbursed to entrepreneurs of color over the course of the Social Venture Fund

\$686,170 IN REVENUE

generated by the 2021 Impact Accelerator cohort over the course of the program

\$4mm IN GRANTS AND LOANS

secured by entrepreneurs of colors through the Payroll Protection Program (PPP), Economic Injury Disaster Loan (EIDL), and Restaurant Revitalization Fund (RRF)

RESPONDING TO HURRICANE IDA

Hurricane Ida struck New Orleans on August 29, 2021, leaving houses leveled, roofs blown off, and our city without power for weeks. The ventures in our Impact Accelerator cohort and Propeller Alumni mobilized quickly, cooking with gas to provide hot meals, organizing volunteer clean-up and gutting efforts to surrounding parishes, offering free tarp installations, and leading community mutual aid initiatives. Our team also compiled a publicly shared list of local BIPOC (Black, Indigenous, People of Color) contractors with the capacity to participate in Hurricane Ida recovery work. We thank the New Orleans Regional Black Chamber of Commerce, ThriveNOLA, New Orleans Business Alliance (NOLABA), and The Collaborative for their partnership in this work.



SOCIAL VENTURE FUND

The Propeller Social Venture Fund (SVF) completed deployment with loans to **10 ventures** totaling **\$605,000** across Propeller's five focus areas. New loans in 2021 directly aided borrowers in capturing new, timely growth opportunities. Support included relocating and expanding services following COVID-19 shutdowns in 2020 and building capacity to serve customers in need of disaster recovery following Hurricane Ida.

COVID-19 ASSISTANCE

Our team continued our work assisting entrepreneurs in navigating COVID-19 business relief. Assistance included supporting over **200 ventures** in navigating the Paycheck Protection Program (PPP), PPP loan forgiveness, Restaurant Revitalization Fund (RRF), and Economic Injury Disaster Loan (EIDL) in partnership with Thrive New Orleans and HOPE Enterprise Corporation. We specifically supported ventures in navigating application processes through accounting and application technical assistance.

\$501,260 IN PPP

Awarded to entrepreneurs in Round 2, with **39 ventures** reporting. Of this amount, **\$153,141** went to Propeller Alumni. Total PPP support awarded since the beginning of the pandemic was \$1.8MM.

\$153,732 IN RRF

Awarded to entrepreneurs, with **5 Alumni** reporting. The available funds through this highly targeted program were quickly depleted, but advance preparation assistance to ventures allowed for swift action.



Sonjauh V. Green

VENTURE HIGHLIGHT

NOLA ORGANIC SPA

2018 South Broad Business Initiative

Since participating in the South Broad Business Initiative, NOLA Organic Spa opened at Touro Infirmary with expanded service offerings like massage therapy and body contouring. They diversified into a new line of premium organic retail products. A new referral program, "Mommies @ Touro," allow for new mothers to receive NOLA Organic Spa's services after giving birth. NOLA Organic Spa also worked with Propeller to secure a loan from the Social Venture Fund. NOLA Organic Spa's Social Venture Fund loan provided the business with the working capital needed to scale up the staff and capture demand for expanded service and retail offerings.





MEMBER SPOTLIGHT

RE-ENTRY MEDIATION INSTITUTE OF LOUISIANA

Impact Accelerator 2020

In 2021, Re-Entry Mediation Institute of Louisiana (REMILA) expanded their team to increase the number of mediations between incarcerated individuals and loved ones across the state. In addition to bringing their staff to a total of five team members, they trained six mediators in 50 hours of basic mediation training, bringing their mediator pool to 13. The REMILA team also provided community resources to approximately 2,500 individuals affected by Hurricane Ida.

REMILA signed a memorandum of understanding with the Louisiana Department of Public Safety and Corrections and the Plaquemines Parish Sheriff's Office to provide high-quality mediation services to individuals returning from incarceration to 6 parishes in the southeastern region of Louisiana. After presenting on their program to individuals incarcerated in the center, 24 requested mediations with 65 individuals who could help with the transition home from incarceration. The REMILA team also provided community resources to approximately 2,500 individuals affected by Hurricane Ida.

HURRICANE IDA IMPACTS PROPELLER COWORKING SPACE

In the summer of 2021, Propeller's Coworking Space had recently begun to welcome back community members after limiting their operations in response to COVID-19. Then in August, the facility sustained significant damage from Hurricane Ida. Propeller temporarily moved their members and operations to The Beach at the University of New Orleans and aims to reopen the Coworking Space in 2022.





Lindsay Navarro

EL CENTRO

Impact Accelerator 2020

El Centro provides culturally competent financial wellness programming, business coaching and entrepreneurial training to Latinx individuals and entrepreneurs in south Louisiana. Since graduating from the Impact Accelerator, El Centro expanded their impact in the region. Their team supported over 40 individuals in filing their taxes, hosted over 220 consultations in financial and entrepreneurial topics, and received over 23,000 views of their online workshops. In 2021, El Centro was the recipient of the Working Families Grant from WKKF Kellogg. El Centro credits their involvement with Propeller as resulting in a two year commitment from JP Morgan Chase totaling \$200,000.



Joel B. Holton

JB HOLTON AND ASSOCIATES

Impact Accelerator 2021

J.B. Holton and Associates, LLC is a full-service restoration and environmental services firm seeking to expand its services by developing sustainable, healthy, and resilient affordable housing using industrial hemp-based building components. The firm successfully secured a loan from Propeller's Social Venture Fund in 2021 to capitalize on increased demand for services following Hurricane Ida.

"THE BIGGEST THING I THINK I LEARNED DURING THE PROPELLER INCUBATOR WAS MORE THAT IT TAKES A REAL TEAM TO BE SUCCESSFUL. LIKE GROWING UP, I ALWAYS PLAYED TEAM SPORTS, SO I UNDERSTAND THE TEAM CONCEPT - BUT FINDING THE RIGHT PLAYERS TO BE PART OF YOUR TEAM IS PIVOTAL. YOU CAN'T JUST THINK YOU CAN DO IT ALL YOURSELF. YOU REALLY HAVE TO TRUST OTHER PEOPLES' JUDGMENT AND THOSE THAT HAVE BEEN THERE BEFORE YOU WHO CAN GUIDE YOU THROUGH THIS PROCESS. I FOREVER FFFLLIKF PROPFILER IS FAMILY AND LLOOK FORWARD TO CONTINUING TO WORK TOGETHER."





Christine Neely & Melanie Richardson

"AS ALUMNI OF THE START-UP ACCELERATOR PROGRAM. WE CONTINUE TO BENEFIT FROM ALUMNI SUPPORT PAIRING US WITH STUDENTS FROM LOCAL UNIVERSITIES PROVIDING BUSINESS AND LEGAL ASSISTANCE. THIS HAS BEEN CRITICAL FOR US TO GROW AS A NONPROFIT."

TRAININGGROUNDS

Startup Accelerator 2016

During the program, TrainingGrounds developed programming to equip early childhood providers with the tools to handle behavioral issues in students, expanded board membership, and partnered with NORDC and health organizations. They also launched a new Facebook page and website, restructured the budget for board approval of \$50,000 projections, and developed a pitch deck with impact tracking mechanism through 2018.

Since completing the program in 2016, TrainingGrounds opened the first free WE Play Center in 2017 and has reached over 35,00 adults and children since opening its doors. TrainingGrounds built organizational capacity with the addition of new board members to expand the We Play center operations; most recently expanding the wraparound service offered by opening the WE Connect Family Resource HUB in 2022. Traning Grounds has secured various multiyear grants from local and national funders to support programming and continued growth and has contracted for the past 4 years with the local CCR&R to provide professional development workshops for Early Childcare providers. In partnership with Kaleidoscope (Early Partners), Training Grounds held multiple screenings of the No Small Matter documentary that reached over 200 viewers nationwide. TrainingGrounds most recently was selected as a Promise Venture Fellow and received capacity building from the Center on the Developing Child at Harvard University and Sesame Street.



Toure Folkes

TURNING TABLES

Impact Accelerator 2021

Turning Tables is a nonprofit that advocates for equity in the hospitality industry by providing mentorship, educational tools, and platforms for exposure in a system of support for the Black and Brown communities of New Orleans. Its Founder and Program Director, Touré Folkes, holds close to his core principles of equity and belonging in all of his endeavors in the hospitality industry.

Post-Hurricane Ida, Turning Tables quickly mobilized with Another Round Another Rally to provide over \$50,000 in hurricane relief microgrants to displaced New Orleans bartenders and service industry workers. To further expand their relief efforts, Turning Tables landed a partnership with Tales of the Cocktail Foundation as a part of their 2021 charitable initiative. In addition to their Ida relief work, Toure has also been working with his Propeller Lead Mentor at trepwise to develop a customer relationship management system to track partnership cultivation in the 2021 program.

"THERE'S A LOT OF PEOPLE OUT THERE DOING GOOD THINGS. A LOT OF TIMES WHEN YOU'RE AN ENTREPRENEUR OR AN INNOVATOR, IT'S EASY TO THINK THAT YOU'RE ONE OF... TUNNEL VISION IN TERMS OF WHAT YOU'RE DOING AND WHAT YOUR IMPACT IS. THEN YOU LOOK AROUND AND SEE THAT THERE'S LITTLE MOVEMENTS HAPPENING ALL AROUND YOU, AND THESE OTHER GREAT PEOPLE. THE GREAT THING ABOUT THIS IS THAT YOU GET TO CONNECT WITH PEOPLE WHO ARE DOING SOMETHING COMPLETELY DIFFERENT FROM WHAT YOU'RE DOING. THERE MIGHT BE ROOM FOR COLLABORATION, THERE MAY NOT. BUT JUST TO KNOW THAT THERE'S A WORLD OUTSIDE OF YOURS THAT YOU CAN TAP INTO AND PEOPLE MAKING IT HAPPEN."





Vance & Julie Vaucresson

VAUCRESSON'S SAUSAGE COMPANY

Impact Accelerator 2019

Since participating in the Impact Accelerator, Vaucresson's transitioned its business from being a sausage distributor to the inclusion of a restaurant/deli concept that incorporates affordable housing opportunities. The restaurant opened in 2022 and was named one of the hottest openings by Eater. Vaucresson's was also honored as a 2021 Louisiana Tradition Bearer by the Louisiana Folklife Commission and Louisiana Endowment for the Humanities for his legacy in creole sausage-making preservation.

"WHILE GOING THROUGH THE PROPELLER PROGRAM, THE STAFF
WAS SO INFORMATIVE, SO WELL VERSED IN SO MANY ASPECTS
OF BUSINESS. THEY WERE ABLE TO HELP ME TRULY CREATE A MAP,
PLAN AND PROPOSE AN OPPORTUNITY TO TRANSFORM THIS
WONDERFUL BUILDING WE'RE STANDING NEXT TO, INTO WHAT
IT WILL SOON BE AND WILL COME INTO FRUITION BY THE END
OF THIS YEAR 2020. I COULDN'T HAVE DONE THIS WITHOUT THE
GUIDANCE OF PROPELLER."



Ericka Lassair

DIVA DAWG

Impact Accelerator 2020

Diva Dawg successfully launched a plant-based etouffee sauce and etouffee spice while participating in the Impact Accelerator. Her products have since been approved to be sold on Walmart.com and sold at the Southern Food Museum. Essence Magazine, Cosmopolitan Magazine, and BuzzFeed Tasty also recently featured Chef Diva Dawg.

"MY CUSTOMERS' LOVE FOR MY SAUCES PUT THE IDEA IN MY HEAD THAT I SHOULD START A SAUCE LINE, BUT I HAD NO IDEA WHERE TO START. THANKS TO THE PROPELLER ACCELERATOR PROGRAM, I WAS PAIRED WITH A MENTOR AND AN AMAZING PROPELLER FOOD ADVISOR TEAM TO HELP CULTIVATE AN IDEA I HAVE HAD FOR OVER SEVEN YEARS. THEY WERE A WEALTH OF KNOWLEDGE AND RESOURCES THAT HELPED TO REFINE MY VISION INTO A PLANT BASE CREOLE SAUCE LINE FOR ALL. FOR THE FIRST TIME IN RUNNING A BUSINESS, I DID NOT FEEL ALONE. IT WAS THE SUPPORT I NEEDED ON MANY LEVELS FROM RESOURCES, FINANCIAL ADVICE, AND EMOTIONAL SUPPORT. I AM FOREVER GRATEFUL AND I LOOK FORWARD TO EXPRESSING THE BIGGEST THANKS I CAN GIVE TO PROPELLER ON THE LAUNCH OF MY PRODUCT CHEF DIVA FOODS."



Firdaws Ashiru & Vondero Weir

SOBA HIBISCUS TEA

Impact Accelerator 2021

Soba Hibiscus is a bottled hibiscus tea brand founded by Firdaws Ashiru. Longing for the deep, flavorful hibiscus beverage she drank growing up in Nigeria and unable to find a similarly shelved beverage, Firdaws collaborated with Baton Rouge native Vondero Weir to create the authentic experience she sought. The resulting drink appeals to both hibiscus tea aficionados and those unfamiliar with the beverage, but attracted to its health benefits.

With support of their lead mentor, a brand marketing export, Firdaws and Vondero overhauled their brand identity to focus on what is unique to their brand and important to consumers. They further worked on plans to hire part-time Historically Black College and University (HBCU) students for their Baton Rougebased field marketing team and successfully applied for a Kiva loan in hopes of gaining additional capital to expand.

"MY BUSINESS PARTNER AND I ARE SO GRATEFUL TO HAVE BEEN PART OF THIS IMPACTFUL ORGANIZATION. WE HAVE RECEIVED SO MUCH SUPPORT AND RESOURCES DURING OUR PROGRAM. WE CAME IN NEEDING TO STRENGTHEN OUR BRAND STORY AND ARE GRADUATING FROM PROPELLER WITH A STRONG BRAND STORY, NEW LABEL DESIGN, AND TRADEMARK IN PROGRESS. THANK YOU PROPELLER FOR BEING THE HAND THAT GIVES."





Ebony Evans



Nicole Goldin

BLOSSOMING MINDS

Impact Accelerator 2020

Blossoming Minds provides counseling for teens and adults with emotional and behavioral challenges. Their goals during the Impact Accelerator included building out their team and developing new group therapy options, including those that provide mental health support for teen girls. Since participating in the program, Blossoming Minds has brought on another clinician and office manager, expanded office space, established an accurate payroll system, and updated their website to attract a diverse clientele. Blossoming Minds now offers virtual and in-person psychotherapy.

CORE LOUISIANA

Impact Accelerator 2021

CORE Louisiana Counseling & Recovery Center is a private group practice of licensed mental health and substance abuse providers proudly serving all of Louisiana. During their time in the Impact Accelerator, they focused on growing their company through an innovative marketing campaign and an SEO optimized website. In 2021 alone, their client base increased over 40 percent. Today, they offer counseling and therapy services to over 400 people from two new locations.

"PROPELLER'S ACCELERATOR PROGRAM IS THE MOST AMAZING FREE RESOURCE TO BRING YOUR BUSINESS TO THE NEXT LEVEL. IF YOU HAVE NOT APPLIED, YOU ARE TRULY MISSING OUT!"



Dr. Rueben Carter

NOLA SPINE CARE

Impact Accelerator 2019

NOLA Spine Care (previously named Integrative Spine Care & Wellness LLC) helps people from all walks of life achieve their desired level of health by co-creating a healing space, state, and relationship that optimizes the human body's ability to adapt and to heal. Since participating in the Impact Accelerator, NOLA Spine Care introduced a successful pricing system and achieved 90% patient satisfaction scores. They continued growing their business in a more prominent location in the Lower Garden District and contracted with the New Orleans Musicians Clinic to provide free and reduced care to local musicians.

"AS A PROPELLER ALUMNUS, I HAVE BEEN ABLE TO MAKE CONNECTIONS WITH OTHER PROPELLER VENTURES TO FURTHER ENHANCE MY COMPANY'S VISIBILITY AND WORD-OF-MOUTH REFERRAL NETWORK. WITH PROPELLER'S HELP, MY COMPANY IS BECOMING THE CITY'S PREMIER CHOICE FOR CHIROPRACTIC SERVICES BASED ON QUANTIFIABLE REVIEWS AND PATIENT OUTCOME ASSESSMENTS, AND IS PROVING A MODEL THAT IS PROFITABLE AND SUSTAINABLE WHILE ALSO SERVING A POPULATION WITH INCREASED BARRIERS TO HEALTHCARE."





Atianna Cordova

WATER BLOCK

Startup Accelerator 2018

WATER BLOCK™ is an urban design and creative studio that works to advance racial and environmental justice in our built environment through design, community engagement and planning. While participating in the Impact Accelerator, their team solidified their product and service offerings and planned their first WATER BLOCK™ presents BLOCKparty, a community focused painting and educational event centered on stormwater management at the neighborhood block level.

In recent years, WATER BLOCK™ developed and launched WATER BLOCK Kids™, teaching youth about design through educational programs and products. WATER BLOCK Kids™ programs and products focus on four design elements including architecture, landscape architecture, urban planning and real estate.



Franziska Trautmann

GLASS HALF FULL

Impact Accelerator 2021

Glass Half Full (GHF) worked on plans for operations including moving to a new location and franchising. Additionally, GHF determined their access to capital strategy, diversifying their pickup consumer base, and did some market research into new neighborhoods. During the program, they completed a 1, 3, and 5 year operation plan that included the purchase of larger equipment, a location move, and a franchising plan.

Since completing the Impact Accelerator program, GHF has diverted over 2.2 million pounds of glass from the landfills and partnered with Propeller alum, Addis NOLA, on a limited recycled wine bottling program for the holidays. Additionally, GHF expanded curbside glass recycling pickup services to Metairie, Kenner, Harahan, and River Ridge.

"MY EXPERIENCE WAS AMAZING OVERALL. I THINK THE BIGGEST THING I'M TAKING FORWARD ARE THE CONNECTIONS I'VE MADE...SO I HAVE JUST LONG LISTS OF CONNECTIONS, RESOURCES, AND WEBSITES. FOR ANY PROBLEM THAT I MIGHT HAVE, I HAVE A RESOURCE FOR THAT."



Propeller collaborated with staff, Board members, and Propeller Alumni to set the three-year vision of the organization through its strategic plan. Our vision is for an inclusive and equitable New Orleans economy, and we are tackling the economic disparities that exist through our work and in collaboration with our team, our entrepreneurs, and our community. Key strategies reflected in our strategic plan include:

CAPITAL ACCESS

Deepen efforts to connect Propeller Alumni and other Black, native New Orleanian entrepreneurs with the financial resources they need to succeed, from expanded capital access services within our organization to supporting capacity building to pursue procurement opportunities and secure contracts.

ALUMNI SUPPORT

Strengthen the success of our 300+ Propeller Alumni by expanding our program offerings to address the most significant challenges in sustaining and growing their businesses, including fundraising, talent pipelines, and more.

VIBRANT COWORKING

Activate our facility to serve as an inclusive entrepreneurship hub through the increase in utilization of the space by Black-led organizations and leveraging facility contracts to advance equitable procurement practices.

OPERATIONALIZING RACIAL EQUITY & INCLUSION

Continue to align all aspects of our organization with our racial equity commitment by centering Black, native New Orleanians in our work and pursuing collaborative fundraising opportunities to resource our ecosystem partners and Propeller's mission.

PROPELLER

RACIAL EQUITY AND INCLUSION AT PROPELLER

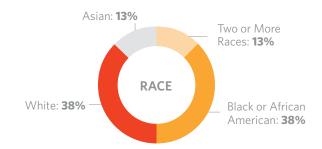
As our team continues in our journey towards becoming an anti-racist, multicultural organization, we share our work in the past year for transparency and accountability to our community, and we invite others to join us in the work. Continue reading for a brief overview of 2021's work.

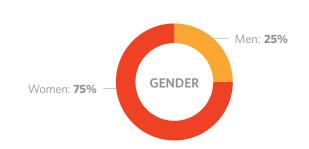
- We reaffirmed our commitment to center Black, native New Orleanian entrepreneurs and the support and resources needed to grow and sustain their businesses through the development of our three-year strategic plan. The Strategic Planning Steering Committee represented vital stakeholders across the organization, including Board, staff, and Propeller Alumni, with majority representation of Black, native New Orleanians across stakeholder groups.
- Our Board of Directors approved our organization's equitable hiring policy to codify best practices to ensure the applicant and finalist pools represent Propeller's commitment to centering Black, native New Orleanians. We hired four team members this year who identify as Black or African American, with one team member also identifying as native New Orleanian.
- We contracted with the Center for Restorative Approaches for training spanning four months to improve our team members' competencies in restorative justice, emphasizing how to nurture healthy relationships proactively and collaboratively address needs in ways that prevent and repair harm.
- We continued supporting our team's professional development and individual racial equity work plans while utilizing our Racial Equity Competency Framework as a guide.
- We refined our recruitment processes for our business consultants in our Impact Accelerator to continue to diversify our roster of Lead Mentors and Subject Matter Experts.
- Our Board approved our equitable procurement policy to begin tracking the demographics of our contractors and to increase the diversity of our vendors. We exceeded our current policy of spending a minimum of 2% of our budget on racial equity and inclusion initiatives.

DEMOGRAPHICS

PROPELLER STAFF

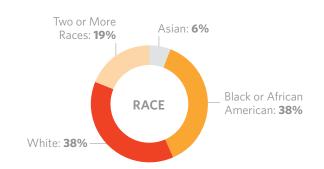
Leadership (Director-level and above)

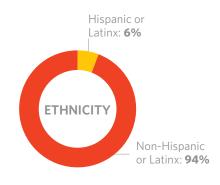


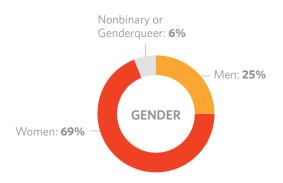


PROPELLER STAFF

All Team Members

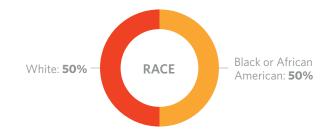


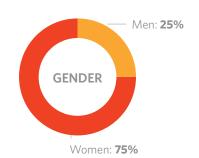




PROPELLER BOARD

Board Officers

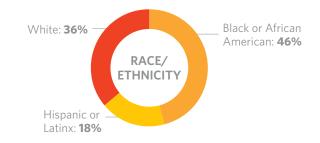


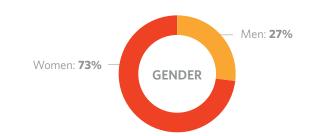


^{*}The percentages below have been rounded and may not add up to 100.

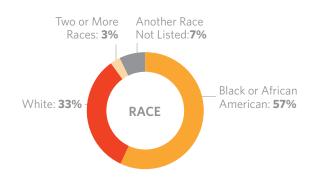
PROPELLER BOARD

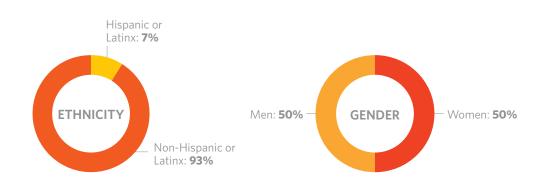
All Board Members



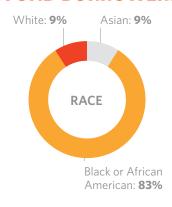


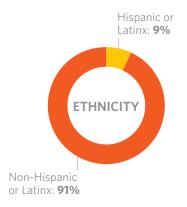
IMPACT ACCELERATOR PARTICIPANTS





SOCIAL VENTURE FUND BORROWERS





FINANCIALS

BALANCE SHEET

ASSETS

| Cash and Cash Equivalents | \$1,621,836 |
|---------------------------|-------------|
| Accounts Receivables | \$536,016 |
| Other Current Assets | \$9,913 |
| TOTAL CURRENT ASSETS | \$2,167,765 |
| TOTAL FIXED ASSETS | \$1,323,509 |
| TOTAL ASSETS | \$3,491,274 |

LIABILITIES AND EQUITY

| Accounts Payable | \$18,713 |
|------------------------------|-------------|
| Other Current Liabilities | \$183,229 |
| TOTAL CURRENT LIABILITIES | \$201,942 |
| Notes Payable | \$1,146,526 |
| TOTAL LONG-TERM LIABILITIES | \$1,146,526 |
| TOTAL LIABILITIES | \$1,348,467 |
| | |
| Equity | \$107,265 |
| Net Assets | \$1,909,829 |
| Net Income(loss) | \$125,713 |
| TOTAL EQUITY | \$2,142,806 |
| TOTAL LIABILITIES AND EQUITY | \$3,491,274 |

INCOME STATEMENT

INCOME

| GROSS PROFIT | \$1,988,718 |
|----------------------------|-------------|
| TOTAL INCOME | \$1,988,718 |
| PPP Revenue | \$231,250 |
| Membership Revenue | \$84,257 |
| Earned Revenue | \$2,166 |
| Special Events Revenue | \$2,261 |
| Revenue From Other Sources | \$412,903 |
| Government Revenue | \$112,500 |
| Corporation Revenue | \$582,500 |
| Foundation Revenue | \$560,881 |

EXPENSES

| Operational Expenses | \$598,584 |
|---------------------------|-------------|
| Facility | \$163,565 |
| Program Expenses | \$97,148 |
| Education | \$109,298 |
| Food | \$278,870 |
| Health | \$118,112 |
| Water | \$133,354 |
| Alumni | \$7,119 |
| CED | \$193,238 |
| Social Venture Funds | \$91,712 |
| Impact | \$14,338 |
| Income and Property Taxes | \$15,279 |
| TOTAL EXPENSES | \$1,820,617 |
| NET OPERATING INCOME | \$168,101 |
| OTHER INCOME | |
| Investment Income (Loss) | \$10,797 |
| TOTAL OTHER INCOME (LOSS) | \$10,797 |

OTHER EXPENSES

| NET INCOME | \$125,713 |
|----------------------|------------|
| NET OTHER INCOME | (\$42,388) |
| TOTAL OTHER EXPENSES | \$53,184 |
| Interest Expense | \$53,184 |



The Times-Dicayune NewOrleans Advocate

Entrepreneurs navigate the consumer-packaged goods industry through Propeller's program

"Propeller's 2021 Impact Accelerator program features four Black food entrepreneurs navigating the consumer-packaged goods industry."

Local organizations promote BIPOC contractors assisting in Hurricane Ida recovery

"The comprehensive list is created to lead recovery efforts while combating inequity by promoting BIPOC small business contractors in the Greater New Orleans area and connecting them with those aiming to prioritize BIPOC-owned businesses."

Southern Living

Food Is A Language of Belonging For These Asian-American Southern Women

"We actively work to tackle biases...through our communications, programming, and amplification of the long history of successful entrepreneurship—especially Black-owned and immigrant-owned businesses—in New Orleans."

The Washington Post

Vaccines for crawfish: How New Orleans is luring critical tourism back

"[Propeller] wants to do our part because our mission is working with small businesses and nonprofits in the city and we need our local economy to come back..."



Weighing Big Tech's Promise to Black America

"Propeller, working together with a nonprofit called Thrive New Orleans, sent out an email [about PPP loans] to entrepreneurs of color across the city. About 100 responded within 24 hours."

CINT BUSINESS

Propeller Entrepreneurs Talk Business: Providing mutual aid in Louisiana

"Doing mutual aid gives you the awareness and understanding to better connect with the issues in your community."



PLATINUM | \$100K+

Capital One

Entergy

New Orleans Business Alliance (JP Morgan Chase Advancing Cities)

W.K. Kellogg Foundation

GOLD | \$50K+

Blue Cross and Blue Shield of Louisiana

City of New Orleans

United States Small Business Administration

SILVER | 10K+

Greater New Orleans Development Foundation

Jones Walker LLP

Keller Family Foundation

Kabacoff Family Foundation

Leslie Jacobs

RosaMary Foundation

BRONZE | \$1K

Baker Donelson Law Firm

Clif Bar Family Foundation

Giueseppe deCadia

Hsin-Lee Lin and Ling Huei Lin

John Frazee

Linda Usdin

Peter Ricchiuti

Regions Bank

Summit Concepts Corporation

The Weishaupt Family Foundation

FRIENDS

Alison Robertson

Alvertha Penny and Associates

American Family Insurance Dreams Foundation

Amy Goodson

Andre Feigler
Andreanecia Morris

/ transarreera / viorris

Andy and Andrea Kopplin

Anthony Brown April Ogban

Ava Rogers

Barton Ramsey

Brianne Rome

Candes Carter
CommonFuture

Cynthia Chen

Dale Howey

Daniel Bronfin

Darrell Mathis

David Muth

Davita Pytowski

Davita i ytowski

Deirdre Johnson Burel Donald St. Pierre

Emily Lucas

Felice Kelly

Frank and Leah Paskewich

Hannah Paulding

Heather Beasley

Jack Eumont

Jacqueline Cassady

Jaime Traverse

Janet Schmidt

Janice Hill

Japan Society

Jawad Shakir

Jay Addison

Jennifer Braaten

Jessie Gaskell

Joceyln Harrison

John Elstrott John Eumont

Jonas Chartock

Julie Henriquez Aldana

Karen Celestan

Kevin Wilkins

Kristopher Khalil

Lila Turner

Lisa Amoss

Lisa Atia

Marah Morris

Margaret Welsh

Margo Maeder

Melissa Kroninger

Melissa Manuselis

Oji Alexander

Paula Estrada de Martin

Piper Kamins

Reuben Teague

Ron Gubitz

Russ Daniels

Russell West

Sandra Baptie

Scott O'Connor

Steve and Melanee Usdin

Susan Gundlach

Terrill Baskin

Timothy Palmer

Tina Freeman and Philip Woollam

Tory Burch LLC

Tricia Teason

William Welsh

Xiuhui Lim

MISSION

We grow and support entrepreneurs to tackle social and environmental disparities.

VISION

Our vision is an inclusive and thriving entrepreneurial ecosystem in New Orleans that responds to community needs and creates the conditions for an equitable future.

CONTACT

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GOPROPELLER.ORG