Entrepreneurship for All

2022 IMPACT REPORT

EforAll®
Turning Dreams into Businesses
Dear friends and supporters,

We are so proud to be a part of Entrepreneurship for All (EforAll) whose mission and values speak strongly to us as successful business and nonprofit leaders. EforAll’s work is powerful: we are committed to providing entrepreneurs who are typically under-represented with an easier path forward, and everything we do is in service to them. By lifting up aspiring entrepreneurs, we are changing lives and communities.

2022 was a strong year for EforAll and its participants, despite the lingering effects of the pandemic and challenging economic conditions. We couldn’t be prouder of the positive impact that our entrepreneurs have been able to achieve for themselves, their families, and their communities.

It is your support and commitment that has enabled EforAll to keep growing—launching programs in new communities nearly every year, offering programs in both English and Spanish, and expanding the number of entrepreneurs served within a community whenever possible. In the coming years, we hope to dramatically increase access to our programs nationwide to maximize our impact.

Our ability to help create successful, thriving small businesses will only be possible if we work in tandem and over time with many voices and organizations. We are honored to continue partnering with foundations, communities, corporations, and individuals to help create a better future for aspiring entrepreneurs in communities across the country.

In gratitude and appreciation,

Gail Goodman
Board Chair, EforAll

Changing lives and revitalizing communities, one entrepreneur at a time

OUR MISSION
Entrepreneurship for All accelerates economic and social impact in communities nationwide through inclusive entrepreneurship.
OUR MODEL

We champion diverse entrepreneurs at the heart of local communities.

Support + opportunity for all

New businesses form a vital backbone in our communities, generating jobs and opportunity for many. But launching a startup isn’t easy. Many under-represented business leaders, including women, people of color, immigrants, and Latinx individuals, must contend with systemic barriers to entry as they develop their ventures.

Entrepreneurs of all backgrounds deserve a support system that can help them rise above structural challenges and discover life-changing opportunities. Entrepreneurship for All (EforAll) provides exactly that. We partner with communities to create a more inclusive entrepreneurial ecosystem and provide the training and network needed to launch and grow a business or nonprofit.

Our Programs

EforAll offers accessible, practical, no-cost programs and opportunities for aspiring entrepreneurs.

BUSINESS ACCELERATORS

This one-year program offers immersive business training, mentorship, and professional network access to anyone with a dream to start or grow a business or nonprofit.

- **Months 1–3**
  - Attend twice-weekly online or in-person classes as a cohort.
  - Meet online with a team of mentors every week.

- **Months 4–12**
  - Meet monthly with mentors.
  - Meet quarterly with cohort.
  - Eligible to win modest cash grants.

Celebrate accomplishments at a community showcase.

Opportunity to win modest cash grants.

Our Values

- Always Put the Entrepreneur First
- Proactively Seek Inclusivity and Diversity
- Connect Deeply with the Communities We Serve
- Foster a Collaborative and Supportive Culture
- Embrace Change
- Take the Time to Celebrate

Sites

Since launching in Lowell, MA, in 2012, EforAll has expanded access to programs to dozens of communities across Massachusetts and the country.

2012+

- Massachusetts

2019

- Colorado, Longmont Area

2021

- Arkansas, Northwest Region

2022

- Rhode Island

Programs are also offered in Spanish in over 50% of EforAll communities.
"We would never be where we are today if it wasn’t for EforAll.”

Ray Hamilton and Rajia Abdelaziz, EforAll Merrimack Valley Grads, Winter 2017

After a frightening walk back to her car one night, Rajia Abdelaziz dreamed of a personal safety device that would be stylish, discreet, and functional. Still in college, she and her partner Ray Hamilton started Invisawear, a smart jewelry and accessories line that instantly alerts loved ones and 911. They soon realized they had a viable business idea and decided to focus on this fledging business full-time upon graduation.

Rajia and Ray applied for EforAll to build their idea and make connections. They credit their mentors with helping them take their business to the next level and making crucial introductions to lawyers, investors, and manufacturers.

Since graduating, Invisawear has formed a strategic partnership with ADT and grown into a multi-million dollar business, selling over 70,000 smart devices and employing a local staff of 17. The company has been featured on Good Morning America, The Today Show, Forbes, and in The Wall Street Journal.
EforAll embraced big growth and change.

Hybrid Program Delivery
After successfully pivoting to a fully online program during the pandemic, EforAll determined that the majority of programming could continue to be delivered online, improving efficiency and access without jeopardizing our cohorts’ sense of community and support.

New & Expanded Reach
We launched our first-ever statewide program, EforAll Rhode Island, in February with English and Spanish language (EparaTodos) programs. We also created a regional Merrimack Valley site to more efficiently serve the entire region with a new office in Haverhill, MA.

Significant Grants
We secured our largest federal grant yet—$1M—through the efforts of Massachusetts Representative Lori Trahan. The Walton Family Foundation made a new multi-year grant of $700K to support our Northwest Arkansas programs for an additional two years, bringing its total support to just over $1M.

SPARKFM ONLINE
“EforAll has been my little unicorn because it opened so many doors for me.”
Danielle Johnson
EforAll Roxbury Grad, Summer 2020
Danielle Johnson is the first Black woman in Boston to own and run an all-digital radio station. SparkFM broadcasts 27 weekly shows with a team of 46 volunteers and more than $100,000 in revenue.

DASHBOARD
“EforAll genuinely seeks to support Spanish-speaking entrepreneurs.”
Federico Ulbrich
EparaTodos Longmont Grad, Summer 2022
Federico worked as a cook after moving to the U.S. from Argentina but wanted to get back to his livelihood: advertising. After completing the EparaTodos program, he launched Dashboard, a digital creative agency for small Latino businesses.

MENTOR SPOTLIGHT
Paulette Piñero, EforAll Mentor, Greater Worcester
“My favorite part of being an EforAll mentor is that I get to have fun! We laugh, learn, and collaborate during mentoring sessions because entrepreneurship is hard.”

MENTOR SPOTLIGHT
Frank Santiago, EparaTodos Mentor, Lynn
“EforAll seemed like a natural way to pay back all the support I received during my career.”

2022 HIGHLIGHTS
Hybrid Program Delivery
New & Expanded Reach
Significant Grants
We’re expanding entrepreneurship programs and access nationwide.

EforAll will dramatically increase program access nationwide over the next 10 years through a combination of direct-to-entrepreneur and community-based programs designed to meet the needs of under-represented entrepreneurs.

“Entrepreneurship in the U.S. is increasingly diverse, but our support system is lagging. EforAll plays such a critical role in fostering the next generation of entrepreneurs in our community.”

SETH LEVINE, VENTURE CAPITALIST AND CO-AUTHOR OF THE NEW BUILDERS, EFORALL LONGMONT COUNCIL CHAIR

2022 GIFTS

Thank you to all our supporters

$1 Million+
Anonymous
Jaishree & Gururaj Deshpande*
Goodman-Swindell Family Foundation*
U.S. Small Business Administration
$200,000-$999,999
Anonymous
Cisco Foundation
The Commonwealth of Massachusetts
First Niagara Foundation
Stephen Kaufer
The M&T Bank Charitable Foundation
The Walton Family Foundation
$100,000-$199,999
BankFive
Paul M. English
Esler Family Foundation
Hilligan Charitable Fund
Patrick J. McGovern Foundation
Santander Bank
$50,000-$99,999
Bank of America Foundation
Berkshire Bank
Blue Cross Blue Shield of Rhode Island
The Boston Foundation
Buffalo Niagara Medical Campus
Citizens Bank
Cummings Foundation
Essex County Community Foundation
The Health Foundation of Central Massachusetts
The Kraft Family Foundation
K2 Family Foundation
The Lister Family Foundation
Massachusetts Growth Capital Corporation
MassMutual Foundation
Mill Cities Community Investments - Lowell Community Loan Fund
National Fuel
New Bedford Economic Development Council, Inc.
City of Pittsfield
Rhode Island Foundation
Elmina B. Sewall Foundation
Techstars Foundation
$20,000-$49,999
Anonymous
Anchor Point Gift Fund of Bradley A. Feld & M. Amy Batchelor
BayCoast Bank
The Beveridge Family Foundation
Cape Cod Commission
Earle P. Charlton Jr. Charitable Trust
Cielo Foundation Boulder
Cooper Meadow Fund
Josephine and Louise Crane Foundation
Daugherty Family Foundation
Irene E. & George A. Davis Foundation
Ben Farkas & Meghan Eison
Feigenbaum Foundation
Lincoln & Therese Filene Foundation
Greylock Federal Credit Union
Jampart Charitable Trust
Kenneth King Foundation
Seth Levine
Mill Town Capital
National Grid
1Berkshire Strategic Alliance Foundation
Vincent Osterman
PNC Foundation
Porter Braden Fund
Stanford Lipsey Fund
TD Charitable Foundation
Ultimate Kronos Group
van Beuren Charitable Foundation
Winthrop Rockefeller Foundation
"Entrepreneurship in the U.S. is increasingly diverse, but our support system is lagging. EforAll plays such a critical role in fostering the next generation of entrepreneurs in our community.”

SETH LEVINE, VENTURE CAPITALIST AND CO-AUTHOR OF THE NEW BUILDERS, EFORALL LONGMONT COUNCIL CHAIR
“One of the best ways to help close the opportunity gap and create employment in economically challenged cities is to create change from the inside. The people who live in these communities know what kinds of businesses will work. EforAll was founded to support these entrepreneurs on their journey.”

GURURAJ “DESH” DESHPANDE, PRESIDENT AND CHAIRMAN OF SPARTA GROUP LLC., CHAIRMAN OF TEJAS NETWORKS, FOUNDING SPONSOR OF EFORALL
JOIN US

There are many ways to help lift up these entrepreneurs.

As EforAll moves forward, expanding program access to many more entrepreneurs and communities across the county, we rely on a powerful network of foundations, community and state leaders, corporations, and individuals, who each contribute essential talents and resources to our shared mission of cultivating vibrant and diverse businesses and business leaders. Our work is vital, and there is so much more to do.

- Make a gift
- Become a mentor
- Lead a class
- Attend a community event
- Serve as an event judge
- Sign up for our e-newsletter

Learn how to take all of these steps—and more—at eforall.org

NEW LEADERSHIP APPOINTMENTS

Meralis T. Hood
Chief Executive Officer
Alma Garcia
Regional Director, EforAll/EpataTodos sites
Meralis T. Hood
CEO, EforAll
Adriana Sanchez
Director of Finance
Marcos Marrero
Executive Vice President of Community Development, MassDevelopment

Lisa Archibald
Regional Director, EforAll sites
Vernon Irvin
Chief Revenue Officer, G-P/Globalization Partners
Raj Melville
Executive Director, Deshpande Foundation

Gary Chamberlain
Chief Technology Officer
Jeremiah Hernandez
Director, Strategic Initiatives
Julie Smith
Chief Marketing Officer

Seth Goodall
Executive Director, Corporate Social Responsibility, Santander Bank
Carletta Hill
Human Resources Director
Andres Silva
Director, Program Experience

Vanessa Gallant
Director of Operations
InaMarie Johnson
Former Chief People Officer, Zendesk
David Parker
Former CEO, EforAll

Meralis T. Hood
Chief Executive Officer
Alma Garcia
Regional Director, EforAll/EpataTodos sites
Lisa Archibald
Regional Director, EforAll sites