

# Webinar Series: Don't Knock the Hustle: Investing in Survivor Entrepreneurship

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*Made Possible*

By:

**Allstate**  
Foundation



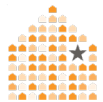
# Thank You to The Allstate Foundation

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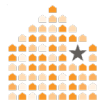
# Community conversations facilitated the creation of DKTH

- Marginalized women felt their creativity was being sidelined.
- Survivors were in the “revolving door” of employment.



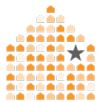
# DKTH invests in the often overlooked everyday entrepreneurship of survivors

- The wealthy are often praised for risk-taking, but the poor are often chastised for doing the same thing.



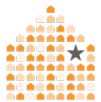
# Types of Entrepreneurship

- Childcare/Eldercare
- Beauty and Wellness
- Cooking/Restaurants
- Web Design
- The Arts



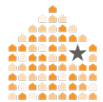
# Supportive Statistics

- Average Income = \$15.79/hour
- Black women are 42% of new business owners, 3x their population size
- Small businesses keep 1/3 more money in the community



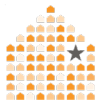
# The Importance of Match Savings

- Invests in their success
- We have a \$100K match fund provided by Allstate and Google.



# Implementing Match Savings

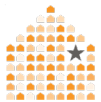
- We intentionally do not over-define entrepreneurship.
- Easy two-step process for enrolment.
- Do not require excessive personal information.
  - SSN
  - Proof of Abuse





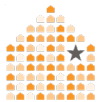
# Administering a Match Program

- Survivors show savings over their named period of time.
- Reimburse or directly purchase items for business.
- Continue to promote businesses of survivors



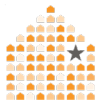
# Intentional Outreach of Match Program

- Coalition Members
- Community Leaders
- Informal Word-of-Mouth
- Related Organizations
  - Formerly Incarcerated
  - Immigrant/Refugee



# Lessons

- Don't Micromanage Their Bank Accounts
- Important to be flexible with forms of matching
- Working closely with financial and administrative coordinators
- Working with Grantors to trust survivors



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