



**MINORITY
ENTREPRENEURSHIP
INITIATIVE**
WE BELIEVE IN YOU AND YOUR BUSINESS.



Change Often®

Project Impact Report

HP EQUITY PROJECT - THRIVEHP

**Change Often - Social
Innovation Firm**

*to improve is to change...
to perfect is to Change Often.*

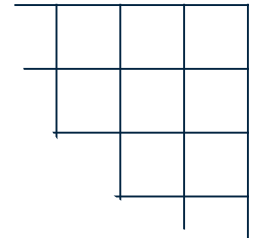
Point of Contact

Cyril Jefferson

Principal,
Change Often - Social
Innovation Firm

Project Impact Report

HP Equity Project - ThriveHP



High Points Challenge:

Being that many challenges are symptoms of economic hardship, we recognized that something would need to be done to address income-based inequalities in our society, giving way to the HPCIC's inaugural 2020-21 initiative: a \$1 million campaign to develop and establish the High Point Equity Project.

Launched in Summer 2021, the High Point Equity Project is a sustainable course of action to support the growth and development of minority-owned and economically-challenged businesses in the City of High Point through the provision of non-traditional business financing, technical assistance, entrepreneurial mentorship, and business coaching.

“Leveraging the rising tide of revitalization means plugging the ‘leaks’ and removing the ‘anchors’ that inhibit many boats from being successful, and thus we must fulfill projects like this to give everyone a fighting chance.”

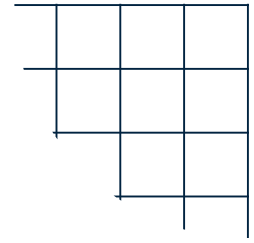


Cyril Jefferson

Founder, Principal Consultant, & City Councilman

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High Points Challenge (continued)

A number of new partnerships help to generate this project's momentum, starting with High Point University's \$500,000 challenge gift and the High Point Community Foundation's agreement to act as the fiduciary agent. These commitments prompted a steering committee of local leaders, facilitated by High Point's social innovation consulting firm Change Often, to identify the National Institute of Minority Economic Development (The Institute) as the best partner for collaborative programming.

The collaboration between Business High Point - Chamber of Commerce, The Institute, and Change Often in executing the High Point Equity Project is working to create the right environment for developing a robust small business scene.

Hear about the process from Cyril:

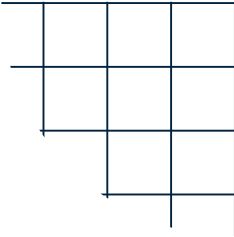
"Our steering committee consisted of the major stakeholders as well as minority business leaders (Stratagon, Welfare Reform Liaison Project, and Mt. Zion Baptist Church in High Point), and individuals from other sectors/organizations (Faith community, NAACP, Philanthropy, Nonprofit, etc.). This was a great cross-section of all necessary collaborators who would have to be involved in order for this project to succeed. "

"By bringing together these stakeholders, we were able to elevate a conversation that catalyzed additional efforts at organizations across the city. Furthermore, by having the major stakeholders to the table, we were able to engage in real conversations about vendor diversity and access to opportunities for communities of color. "

We are thrilled to announce that the High Point Equity Project has evolved into its most sustainable form and is now known as Thrive | High Point, a program of Business High Point: Chamber of Commerce.

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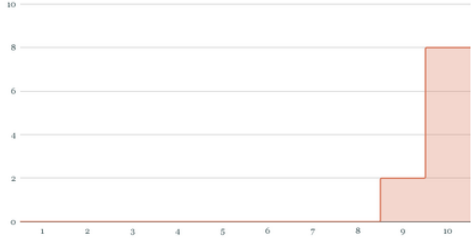


Product Scope | Outcomes

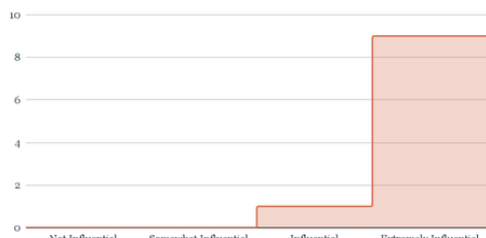
(continued)

Design a sustainable program/initiative that supports the growth and development of minority-owned and economically-challenged businesses in the city of High Point.

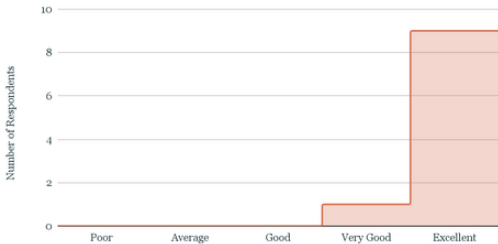
Change Often's Understanding of and Commitment to the Project Mission
Evaluation of Change Often Services



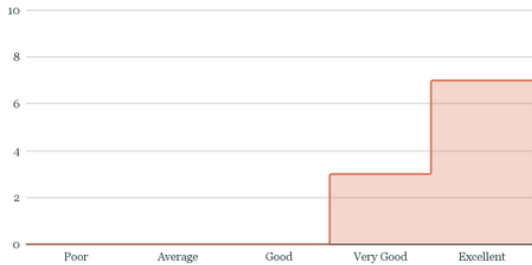
Change Often's Influence of Project Success
Evaluation of Change Often Services



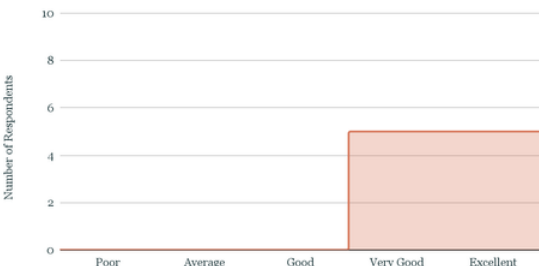
Providing Quality Deliverables
Evaluation of Change Often Services



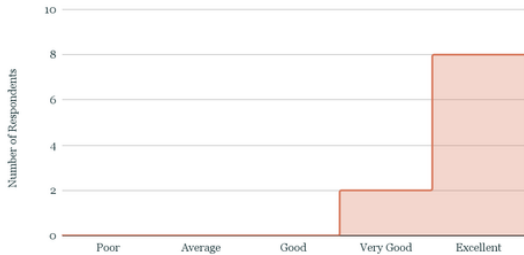
Creative Problem Solving
Evaluation of Change Often Services



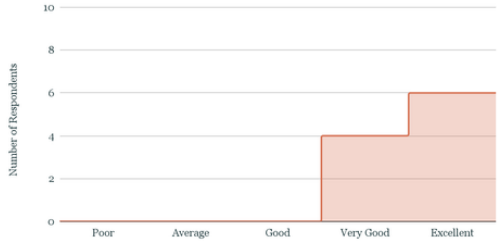
Stakeholder Outreach
Evaluation of Change Often Services



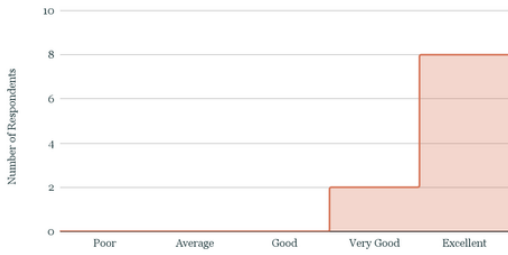
Generating Innovative Ideas
Evaluation of Change Often Services



Strategic Planning
Evaluation of Change Often Services

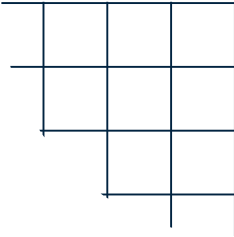


Implementation
Evaluation of Change Often Services



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Represented Organizations



The
**EARL &
KATHRYN
CONGDON**
FAMILY FOUNDATION

**BUSINESS
HIGH POINT**
CHAMBER OF COMMERCE

**National
INSTITUTE** 
Economic Development

THE
HAYDEN-HARMAN
FOUNDATION



**HIGH POINT
UNIVERSITY**

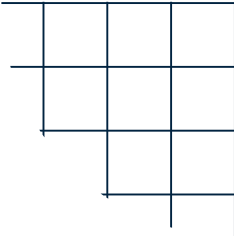


STRATAGON

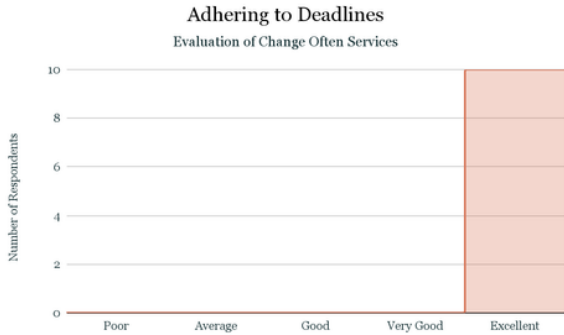
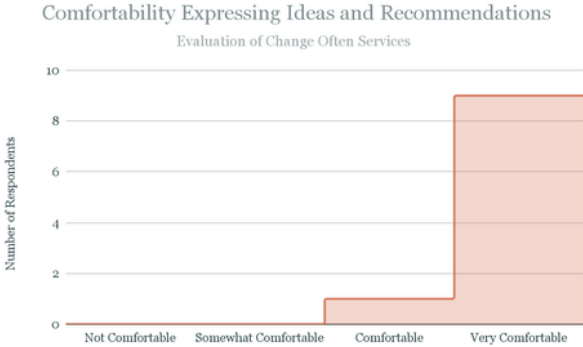
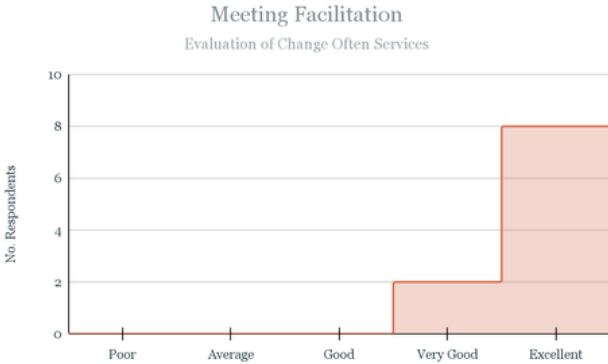


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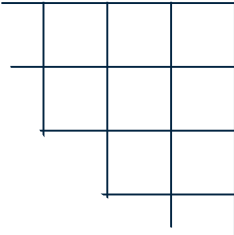


Data below describes the steering committee’s experience with Change Often:



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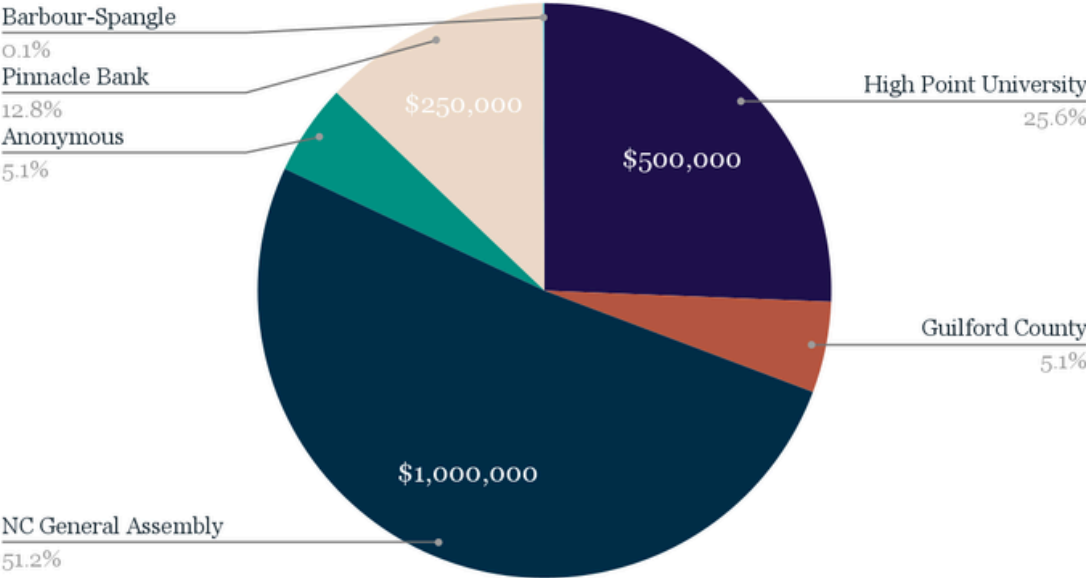
Project Outcome

Lead a \$1 million fundraising campaign to establish the foothold of the program/initiative.

Donations/Donors Secured:

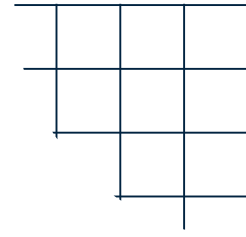
- HPU = \$500K**
 - GuilCo = \$100K**
 - NC General Assembly = \$1 million**
 - Barbour-Spangle = 2k**
 - Anonymous Donor (restricted for microgrants) = 100k**
 - Pinnacle Bank = \$250k**
- Financial Supporters in the Pipeline:**
- City of High Point**
 - Other Banking Institutions**

1.95 Million Raised with More on the Way



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Project Outcome

Action Taken Partnerships secured:

Business High Point - Chamber of Commerce

High Point University

High Point Community Foundation

Guilford County Board of Commissioners

National Institute for Minority Economic Development

YWCA of High Point

Support from Stakeholders:

High Point City Council

Legislator Cecil Brockman

BHP Chamber Members

Philanthropists

Congdon Family Foundation

Nonprofit Organizations & Executives

Business Leaders

Business High Point - Chamber of Commerce

Faith Community

Coordinate the launch of the program.

Timely news release distribution about project updates

Open lines of communication through website registration space at

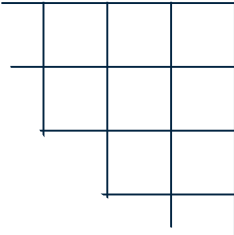
www.ChangeOftenLLC.com

Generation and adherence to a Launch Checklist

The Ribbon Cutting for Thrive | High Point was held on October 14, 2021. 125 guests attended and 17 small businesses registered to receive services that evening thanks to BHP - CC's event planning team

Project Impact Report

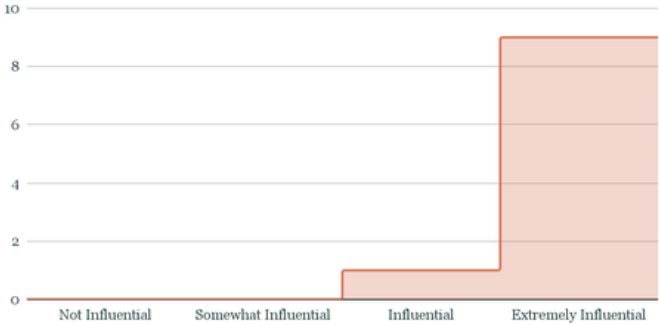
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Project Highlights

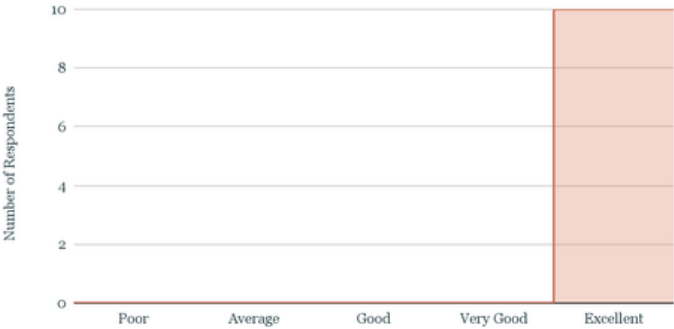
“I thought the entire experience was outstanding. One smaller thing in the scheme of things but I greatly appreciated was the format of meetings and project management. Always consistent. Great team!” - Survey Respondent / HPEP Steering Committee Member

Change Often' s Influence of Project Success
Evaluation of Change Often Services



Collaboration

Evaluation of Change Often Services



Adhering to Deadlines

Evaluation of Change Often Services

