

Organizational Decision Making

1 Million Dollar Donation Project

Jenny Borja



RISING TIDE

CAPITAL

This Non-Profit Organization - RISING TIDE CAPITAL - makes a difference in thousands of lives. As well established organization with high impact in the community.

THE MISSION

Rising Tide Capital is a non-profit organization whose mission is to transform lives and communities through entrepreneurship.



THE VISION

Inclusive communities of resilient entrepreneurs catalyzing a thriving and sustainable economy for all.





ALFA DEMMELLASH

CEO/Co-founder

Alfa Melesse Demmellash was born and raised in Ethiopia. She came to the United States at the age of twelve with a keen interest in poverty alleviation and conflict resolution. Alfa graduated cum laude from Harvard University in 2003, where she majored in Government. During her time at Harvard, her interest in conflict resolution brought her to Rwanda. Recognizing the role economic poverty played in fueling conflicts, Alfa turned her focus to economic empowerment as a strategy to achieve peaceful societies.

Named as a Young Global Leader by the World Economic Forum in 2015, Alfa co-founded Rising Tide Capital in 2004 to empower underserved urban entrepreneurs in northern New Jersey to start and grow successful businesses. RTC's signature program is the nationally-recognized Community Business Academy – an intensive business training program coupled with year-round consulting and management support, which equips entrepreneurs to better operate their small businesses.

Alfa is actively building a community of funders to support RTC's national replication through a network of licensed partners, enabling many cities seeking to invest in the existing entrepreneurial energy of their communities to get a head start.

Alfa has received a number of awards and recognition for her work with Rising Tide Capital. In 2009, she was selected and profiled as a CNN Hero, and recognized by President Barack Obama during a speech at the White House. She was recognized as one of Forbes' Most Powerful Women Changing the World with Philanthropy in August 2012, and has been awarded honorary doctorates from St. Peter's University and New Jersey City University.

Major media features include the Suze Orman Show, The Larry King Show, *O, The Oprah Magazine*, [Inc.com](#), [BusinessWeek.com](#), *The Star-Ledger*, [Entrepreneur.com](#) as well *Essence Magazine's* 40th anniversary edition where she was recognized as a "40 under 40 Dream Maker."


Alfa currently serves on the boards of St. Peter's University and Business Alliance for Local Living Economies. She is passionate about social entrepreneurship, education, conflict resolution, and the environment.

Programs



THE COMMUNITY BUSINESS ACADEMY

This 12-week course offers hands-on training in business planning and management:

- **Teaches business fundamentals like budgeting, marketing, bookkeeping and financing**
 - **Classes are taught in both English and Spanish**
 - **Consecutive 3-hour sessions - once per week**
 - **Offered twice per year, with 14 concurrent classes in February and September**
 - **Classes are currently held in Jersey City, the City of Orange Township, Union City, Elizabeth, and Newark.**
- 

BUSINESS ACCELERATION SERVICES

Business Acceleration Services provides a range of year-round, wraparound support services for entrepreneurs, but the best way to maximize these opportunities lies in our individualized business support services.

People can work one-on-one with a coach to set objectives, create a plan, and take meaningful steps towards accomplishing their goals.

A coach will help them focus, prioritize, remain accountable, and connect you to other RTC services that will help them move their business forward.



CREDIT TO CAPITAL



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As a business owner, at some point people will need access to capital to keep their business momentum growing. They might need to invest in equipment, inventory, or staff to take business to the next level.

In the Credit to Capital program people will work one-on-one with a business coach to acquire the source of capital that best suits their needs.



THE IMPACT

Since 2004, RTC has grown from a local neighborhood organization working with 15 entrepreneurs per year, into an institution which now serves more than 1,000 entrepreneurs per year in both English and Spanish, operates in 6 New Jersey cities, and has partnered with an organization on the South Side of Chicago to successfully adapt the core model.



Crecimiento del Programa 2010-2012

PROGRAM ACTIVITY

No. entrepreneurs served in yr *

434 ▲ +10%

Who were in business at time served in yr *

35% ▲ +5%



COMMUNITY BUSINESS ACADEMY (CBA) 11wk entrepreneurial training course

No. entrepreneurs graduating CBA in yr *

156

Total no. of CBA graduates to date (all time) *

648

Who we serve (all time)



Graduation rate (all time)

85%

Industry standard graduation rate (per Microtest) is ...

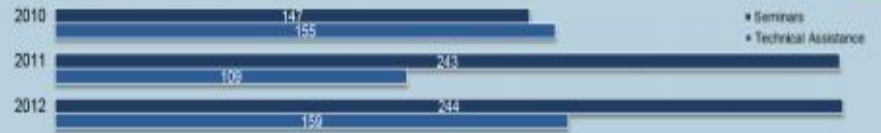
75%

Average Age at intake 40.1

BUSINESS ACCELERATION SERVICES (BAS) Seminars & Technical Assistance

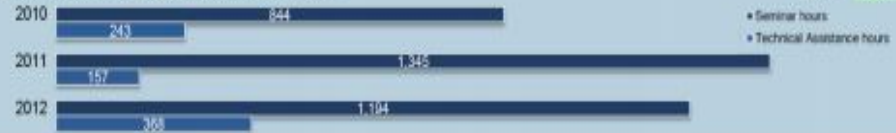
No. entrepreneurs using BAS in yr *

326 ▲ +7%



Total hours BAS service provided in yr *

1,562 ▲ +4%

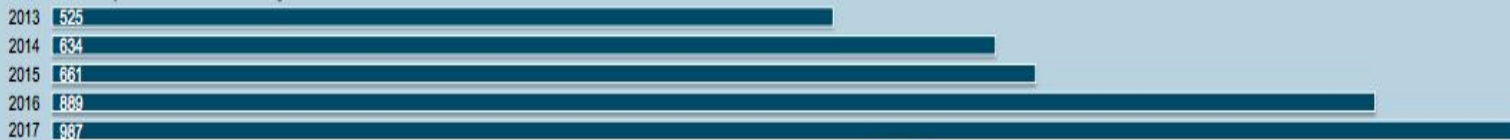


Crecimiento del Programa 2013-2017

PROGRAM ACTIVITY

Number of entrepreneurs served in year *

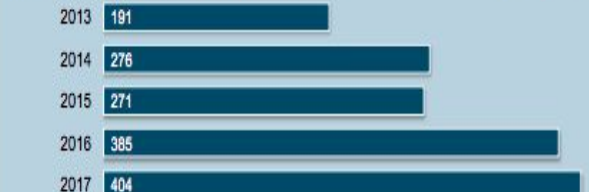
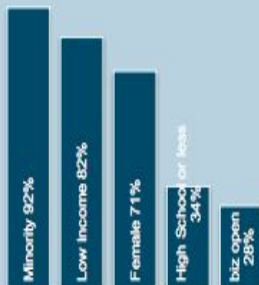
987 ↑ +11%



COMMUNITY BUSINESS ACADEMY (CBA)

Total no. of CBA graduates to date (all time) *	2,174
No. CBA Classes held in yr	27 ↑ +23%
No. entrepreneurs enrolled in CBA in yr *	541 ↑ +13%
No. entrepreneurs graduating CBA in yr *	404 ↑ +5%

Who we serve (all time)



Graduation rate (all time) **81%**

Average Age at intake 40.5

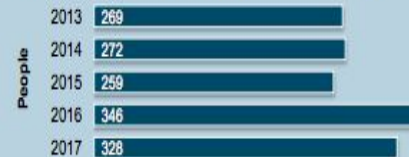
BUSINESS ACCELERATION SERVICES (BAS)

Total no. entrepreneurs using BAS in yr *

Total 623 ↓ -2%

Seminars & Masterclasses

No. seminars held in yr	41 ↓ -2%
No. attending seminars in yr *	328 ↓ -5%



Coaching & Consulting

Hours of coaching provided in yr	2317.2 ↑ +19%
No. getting coaching in yr *	431 ↓ -2%



Action Planning

No. action plan steps completed in yr	1753 ↑ +3%
No. people completing Action Steps in yr*	373 ↓ -37%

Impact - Business Development

BUSINESS DEVELOPMENT

Graduates Business Status (served in last 3 years)



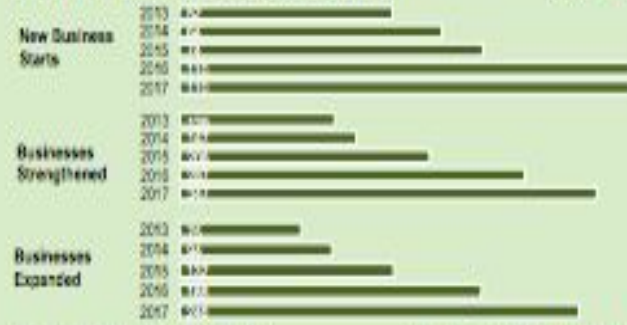
- In business
- In planning stages
- Different Path

No. client businesses currently operating (served in last 3 yrs) *

0

Total Biz Starts/Strengthens/Expansions in yr *

573 ↑ +29%



Secured loans assisted in yr *

No. 37 Totaling \$738,605 ↑ +68%

IMPACT ON THE INDIVIDUAL

Change in business sales (for people in business at intake)



Change in household income



Change in use of public assistance programs



IMPACT ON THE COMMUNITY

FTE Job Creation this yr 223.9



We generate **\$3.80** in economic impact for every **\$1** invested in our programs

* Owner jobs FTE - Employee jobs FTE

Form **990**

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

Do not enter social security numbers on this form as it may be made public.

Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2018

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

A For the 2018 calendar year, or tax year beginning _____ and ending _____

B Check if applicable:
 Address change
 Name change
 Mailing address change
 Initial filing
 Extension filing
 Multiple filings

C Name of organization
RISING TIDE CAPITAL, INC.

D Employer identification number
11-3720098

E Telephone number
201-432-4316

F Name and address of principal officer: **JAY SAVULICH**
SAME AS C ABOVE

G Gross receipts
3,698,042.

H(a) Is this a group return for subsidiaries? Yes No

H(b) Are all subsidiaries included? Yes No
If "No," attach a list. (See instructions)

I Tax-exempt status: 501(c)(3) 501(c)1 501(c)(29) 4947(a)(1) or 527

J Website: **WWW.RISINGTIDECAPITAL.ORG**

K Form of organization: Corporation Trust Association Other

L Year of formation: 2004 **M** State of legal domicile: NJ

N(c) Group exemption number

Part I Summary

1 Briefly describe the organization's mission or most significant activities: **RISING TIDE CAPITAL, INC. IS A NON-PROFIT ORGANIZATION COMMITTED TO THE ECONOMIC EMPOWERMENT OF**

2 Check this box if the organization discontinued its operations or disposed of more than 25% of its net assets.

3 Number of voting members of the governing body (Part VII, line 1a) **7**

4 Number of independent voting members of the governing body (Part VII, line 1b) **7**

5 Total number of individuals employed in calendar year 2018 (Part V, line 2a) **30**

6 Total number of volunteers (estimate if necessary) **107**

7 Total unrelated business revenue from Part VII, column (C), line 12 **0.**

8 Net unrelated business taxable income from Form 990-T, line 38 **0.**

	Prior Year	Current Year
8 Contributions and grants (Part VIII, line 1h)	5,776,840.	3,573,705.
9 Program service revenue (Part VIII, line 2g)	96,132.	103,674.
10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	9,444.	15,135.
11 Other revenue (Part VII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11a)	5,467.	5,528.
12 Total revenue—add lines 8 through 11 (must equal Part VII, column (A), line 12)	5,887,883.	3,698,042.
13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)	0.	0.
14 Benefits paid to or for members (Part IX, column (A), line 4)	0.	0.
15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	1,889,462.	2,358,816.
16a Professional fundraising fees (Part IX, column (A), line 11a)	0.	0.
16b Total fundraising expenses (Part IX, column (B), line 25) 496,163.		
17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24a)	2,179,517.	2,485,077.
18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	4,068,979.	4,843,893.
19 Revenue less expenses. Subtract line 18 from line 12	1,818,904.	-1,145,851.

	Beginning of Current Year	End of Year
20 Total assets (Part X, line 16)	6,648,576.	5,551,981.
21 Total liabilities (Part X, line 26)	254,761.	304,017.
22 Net assets or fund balances. Subtract line 21 from line 20	6,393,815.	5,247,964.

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Signature of officer _____ **Date** _____

Signature **JAY SAVULICH, CHIEF OPERATIONS OFFICER**

Name _____
Type or print name and title

Prepared by **RON MATAN** **Date** **11/13/19** **Preparer's signature** _____ **PTIN** **P01277732**

Preparer **SOBEL & CO., LLC CPA'S** **Preparer's ID#** **22-1430039**

Preparer's address **293 EISENHOWER PARKWAY** **Phone no.** **973-994-9494**

City **LIVINGSTON, NJ 07039-1711**

May the IRS discuss this return with the preparer shown above? (See instructions.) Yes No

INVESTORS

Rising Tide Capital exists because of a wide array of supporters from every socio-economic background.

From financial support and event sponsorships by large institutions to monthly donations by individuals and alumni entrepreneurs.





JPMORGAN CHASE & CO.

NoVo Foundation
create. change.

Stand+together



Grace & Mercy
FOUNDATION



PIMCO



The Russell Berrie Foundation
Making A Difference

CORE SUPPORTERS

GARFIELD FOUNDATION



F. M. Kirby
Foundation

The Robert and
Marion Schamann
Brozowski
Foundation

SILVERMAN
WILSON PATTERSON LLP



*Cabot Family
Charitable Trust*

The MCJ
Amelior
Foundation



M&T Bank

BENECARD®

Why Rising Tide Capital deserves a \$1MM donation?

- They have systematized their organization to service any individual in need of help to start or grow their business. .
- Constantly Helping the Community, whether it's a person who needs education in business area of a mentor without any inversion they can start their program.
- They honor diversity and provide services with sensitivity to differences in race, culture, gender, language, age, religion, disability, and sexual orientation.
- They established their organization with solid foundations, continually learning, adaptive, and innovative, always expanding services to meet challenging community needs.



How this donation will impact the community ?

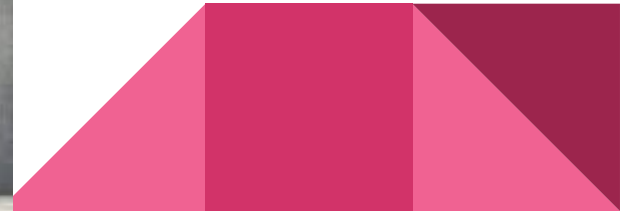
- **Help people get education in business, education is a key for breaking the cycle of poverty.**
- **By helping this families become self-sufficient, providing with business education,mentorship, coaching and many other services, this donation will help the community itself heal and grow for many many years and will have an impact in their generations.**



Conclusion

In conclusion, with a \$1MM donation, Rising Tide Capital will continue supporting the community with different programs such as coaching, credits, education and more.

At this moment, they are concentrating on North Jersey, but with your donation we will be able to expand all services to Central and South Jersey, touching and improving thousands of more lives.



References

<https://partnerships.risingtidecapital.org/>
www.Census.gov
<https://www.risingtidecapital.org>
www.njspotlight.com

