



**HUSTLE**  
PHX

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# **IMPACT REPORT**

## **2020 ANNUAL REPORT**

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### **AT HUSTLE PHX,**

At Hustle PHX, we want to let the hustlers hustle - for the common good. Some of the best natural entrepreneurs in the United States are in underserved urban communities. They are called hustlers - visionary risk-takers who seize the opportunity to move product and turn a profit. They have the God-given skills, attributes, and talents of an entrepreneur, but they lack key resources needed to create sustainable businesses that benefit the broader community. Through our program, we provide a limited number of carefully selected entrepreneurs with three essential kinds of capital: intellectual capital, social capital, and financial capital.



### **VISION**

Some of the best natural entrepreneurs in the United States are in underserved urban communities. They are called hustlers - visionary risk-takers who seize the opportunity to move product and turn a profit. These Hustlers have the God-given skills, attributes, and talents of an entrepreneur, but they lack key resources needed to create sustainable businesses that benefit the broader community. At Hustle, we believe that by equipping, empowering, and activating entrepreneurs in urban, inner city communities across the US with the intellectual, social, and financial capital to start businesses that glorify God and serve their neighbor, we can uniquely change the spiritual, relational, and economic conditions of inner city communities throughout the United States.



### **MISSION**

To empower men/women in urban/inner-city communities with the intellectual, social & financial capital to start businesses that glorify God and serve their neighbor!

## Letter from the Hustle PHX CEO



Thank you for supporting Hustle PHX in the development of entrepreneurs throughout urban communities in our city. This past year (2020), was extremely challenging. On January 1st, 2021, I took some time to reflect on the mission statement of Hustle PHX. Our mission statement says, “Motivated by Christian faith, we encourage the creation of sustainable business ventures that affirm the dignity of people and lead to the flourishing of all communities in Phoenix.”

Ultimately, in my reflection, I was struck by how the Lord has opened doors and brought strategic partners, donors, and volunteers to support and serve entrepreneurs in under-served communities throughout Phoenix.

This past year we have done so many things to support the entrepreneurs. We have supported the entrepreneurs in getting \$500 cash assistance to over 50 entrepreneurs in our network. We were also able to lend 10 entrepreneurs loans totaling \$12,500; each entrepreneur successfully paid their loan back despite the pandemic!

Lastly, we were able to provide immediate business support to entrepreneurs by connecting them to grants provided by the City of Phoenix and other foundations. This support helped entrepreneurs navigate the PPP loan process, and secure PPP funding to keep their businesses open.

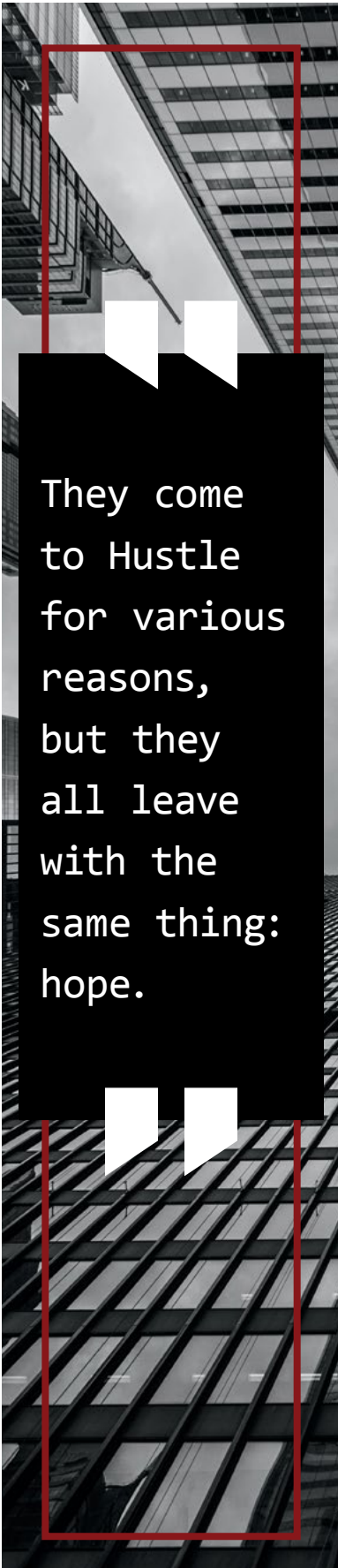
In 2021, we are looking to accomplish even larger goals in support of our entrepreneurs. Many of our businesses are looking to come out of the pandemic strong. It is more critical than ever for us to be empowering the businesses that we are serving! Thank you for your partnership and your commitment to our entrepreneurs and the community.

It is our faith in Jesus Christ that drives us “to be a blessing” by using our gifts/ talents to love people through serving!

Thank you,  
Oye Waddell

It is  
our faith  
in Jesus  
Christ that  
drives us  
“to be a  
blessing”

## Letter from the Board Chair President



They come to Hustle for various reasons, but they all leave with the same thing: hope.

I am proud of the year 2020 that Hustle has had and humbled to be a part of the team. Hustle has strengthened its ability to deliver its mission. Hustle continues to bring Social Capital, Intellectual Capital and Financial Capital to entrepreneurs and to teach them what it is to glorify God through our work.



By providing social capital, Hustle and its volunteers provide a deep and wide network to entrepreneurs, outside of where they were placed in life. The Intellectual Capital provides access to knowledge, delivered by experts in our community. Entrepreneurs can also obtain Financial Capital to help their business grow. In 2020, Hustle has continued to stretch to provide more ways and access points for entrepreneurs to achieve these three.

Thank you for your support of Hustle. Thank you for the late nights working with entrepreneurs. Thank you for the generosity in your financial gift. Thank you for praying for our team. On the following pages you will see detail of what impact Hustle has made in 2020. We can measure impact in dollars, in new jobs created, in lives that have been touched. Each of these is something tangible and measurable that can be reported on and tracked. As you read further, I encourage you to look behind the numbers that you see. Each one has a story behind it.

Each person who comes to Hustle - in the 101 intro class, 202 as a budding business or in the 303 program - enters at a unique time in their life. They come to Hustle for various reasons, but they all leave with the same thing: hope. Not just a renewed hope in humanity and a bolstered hope in what they can accomplish, but a true hope. They come through the Hustle program and get a chance to see the hope that only God can give them. My prayer for each person in the Hustle program, or connected by volunteering or by financially supporting Hustle is Romans 15:13. "May the God of Hope fill you with all joy and peace in believing, so that by the power of the Holy Spirit you may abound in Hope."

Thank you,  
Jeremy Veatch

## Board of Directors



Jeremy Veatch  
Board President  
Chair



Luke Bobo  
Board Member  
At Large



Cheri Bond  
Board Member  
At Large



Greg Ellena  
Board Member  
At Large



Frank Kitchen  
Board Member  
At Large

# HUSTLE PHX IS EXTREMELY GRATEFUL FOR YOUR PARTNERSHIP IN 2020. DURING THIS PAST YEAR, HUSTLE PHX HAS COMPLETED THE FOLLOWING MILESTONES:

Supported and helped

**120+**

**ENTREPRENEURS**

start businesses in under-served communities throughout Phoenix

Recruited

**50+**

**NEW VOLUNTEERS**

to support entrepreneurship

Secured over

**\$450K**

**IN PROFESSIONAL SERVICES**

donated to entrepreneurs throughout the Hustle PHX family

Partnered with

**15**

**CHURCHES**

to support entrepreneurs by mobilizing volunteers throughout the city

Secured up to

**\$100K**

**IN MATCHING GRANTS**

and completed our fourth successful fundraiser

Developed

**5**

**NEW LOCAL PARTNERSHIPS**

with non-profit community organizations to support

## WE ALSO...

- Established Hustle USA to begin expansion efforts in cities outside of Phoenix.
- Curated and designed our new Hustle 101 Curriculum
- Launched our monthly giving program
- Launched the Hustle USA Community Development Loan Fund
- Created two new strategic partnerships with National Bank of Arizona and the Stand Together Foundation



Hustle PHX has relaunched the Hustle PHX 202 Program to better support entrepreneurs as they grow and scale their businesses

Please read a recent article by The Phoenix Business Journal in regards to the program:

“To position our business development programs to better scale with the organization, we needed to perform some serious development on our Hustle PHX 202 program.

The former Hustle PHX 202 model required intensive staff time to execute the program and it required volunteers to recreate workshop materials for 12-14 workshops each cohort! This model was not scalable.

To solve this problem, Acton University gave us their online MBA curriculum and we hired a recent graduate of the W. P. Carey School of Business to help us create our own curriculum for the Hustle PHX 202 program.

This curriculum will give us pre-made materials that volunteers can use to facilitate our workshops (instead of needing volunteers to remake the materials over-and-over again). Additionally, we’ve restructured the program so that our Hustle PHX staff members are not needed to run the workshop on a weekly basis; they will now be run by volunteers.

This frees up our staff time to invest into other important areas of the organization, like partnership development and discipleship of our entrepreneurs and volunteers.”

This article can be found at:  
<https://www.bizjournals.com/phoenix/news/2020/10/15/hustle-phx-ceo-offers-loans-to-entrepreneurs.html>



## List Services / Programs



### **HUSTLE PHX 101**

Hustle PHX 101 provides entrepreneurial and business development training to entrepreneurs aspiring to launch or grow their business. Participants explore their purpose in starting their business, understand who God created them to be, and how to develop a successful business that brings restoration to individuals and communities.

### **HUSTLE PHX 202**

Hustle PHX 202 continues the business development process for entrepreneurs who have graduated from the 101 program by providing access to business mentors who walk alongside the participant during the course of the program. Additionally, participants attend weekly workshops designed to help validate the participant's business concept.

### **HUSTLE PHX 303**

Hustle PHX 303 is a one-year advisory program for select entrepreneurs who have completed 101 and 202. Each participant is provided with a team of expert advisors in the fields of sales, marketing, finance, operations, legal, and risk management and is also given access to \$20,000 in low-interest loans. Participants will walk away from the program with the proper understanding, tools, and routines to scale their businesses for the purpose of providing value to their customers and bringing restoration to the lives of those impacted by the participants' businesses.

### **HUSTLE PHX AFFINITY LOAN PROGRAM**

Provides microloans in a group setting which serves as a networking and credit building space for small business owners who have close ties to each other. The program also provides business consulting and monthly workshops. The payments are reported to the credit bureaus over a 12-month period.

# OYE WADDELL - FOUNDER AND CEO

is the Founder and CEO of Hustle Phoenix. Fueled by his visionary style of leadership and the belief that all people have dignity, Oye knows that some of the most innovative entrepreneurs in the United States are in underserved, urban communities.

Prior to moving to Phoenix, Oye served as Executive Director of Eternal Sports Outreach in Los Angeles, which sought to empower young athletes to become business and civic leaders. There he recruited volunteer coaches/administrators, evaluated the effectiveness of development programs and utilized evaluation data to revise instructional objectives and methods.

Once in Phoenix, Oye founded and served as CEO of Gameplan AZ—an athletic consulting company dedicated to providing student-athletes and their families the tools to navigate and dominate the athletic recruiting process. While Oye’s long track record in urban education and entrepreneurship began as a teacher in both Compton and Los Angeles, he continues to invest in students by serving on the American Enterprise Institute with the Ideas Council where he invests in student leaders at universities across the nation. His influence is also present at Arizona State University where Oye is a Venture Mentor for student-athletes who aim to start businesses.

Oye served as a pastor at New City Church, leading members and the broader community to understand, embrace, and accomplish their mission to develop disciples locally and globally, as well as engage followers in worship, community and ministry.

More recently, Oye Waddell served as pastor of Sojourn Village PHX—a community dedicated to seeking the flourishing of an urban community known as South Phoenix. With this same passion for families, Oye is also the CEO of the Hustle Real Estate Investment Fund which is designed to serve as a pathway to homeownership for low-income individuals, helping to stabilize low-income neighborhoods and bring stability to families.

Oye was selected by the Phoenix Business Journal as among the city’s Top 40 Under 40 Business Men and Women for 2018. He is also a member of the Camelback Society, an association of men called to the marketplace who intend to live all aspects of their lives before Christ.

Conscious Capitalism is a movement that focuses on businesses that have a purpose beyond profit. Oye Waddell has also been a Ted Style Talk Speaker on topics such as “Hustling for the Common Good” at Purdue University as well as a business conference speaker for Balle, an organization that fights for the flourishing of local businesses.

Oye attended the University of Washington on a full athletic football scholarship. He later earned a Master of Public Administration from the University of Southern California and a Master of Education from Arizona State University.

Oye, his wife Crys, and their four young children, Chariot, Clover, Crescent, and Oye II currently reside in Phoenix, Arizona.



### **CRYS WADDELL** **CREATIVE STRATEGIST AND COO**

Crys Waddell is the Creative Strategist & Chief Operating Officer for Hustle PHX. She has a remarkable history of surpassing ambitious goals and delivering creative strategies that are innovative in leading the culture of Hustle PHX as a whole. She has a consistent record in positioning the organization for

success by building a strong team that demonstrates a profound dedication to operational excellence. Crys demonstrates entrepreneurial and inventive spirit. She has an innate ability to quickly identify and actualize valuable ideas, employing ingenious strategies that maximize organizational capabilities, service offerings and staff performance.



### **RICHARD WINNE** **DIRECTOR OF OPERATIONS**

Richard (Ricky) Winne is the Director of Business Development for Hustle PHX. He's been serving the organization on staff for 3 1/2 years! Ricky leads high-level volunteer business professionals, including business owners, marketing and sales professionals, accountants, and others, to help develop the businesses in our programs. Ricky has also helped create our business development programs,

including creating our Hustle PHX 101 curriculum and designing the Hustle PHX 202 and 303 programs. He will be transitioning into a new role with the Hustle USA Loan Fund to help small business owners from low to moderate income communities receive the financial capital they need to start and grow their businesses. Ricky recently married in October, 2020 to his beautiful bride, Jackie. The common thread for Ricky's work is that he's passionate about helping people fulfill the work God has called them to!



### **SHANNON GNAM** **DIRECTOR OF BUSINESS DEVELOPMENT**

Shannon Gnam is the Director of Business Development for Hustle PHX. In this role, Shannon is responsible for building relationships within the community, assessing organizational needs and identifying partners and volunteers who can help meet those needs. Shannon comes to the team with 14 years as a learning and development professional special-

izing in facilitating, training, leadership development, project and program management in both community banking and the nonprofit industry. Shannon is passionate about building community and empowering volunteers and entrepreneurs with tools and resources that lead to transformational experiences during their time at Hustle PHX. Shannon, her husband Chris and their three teenagers currently reside with their Vizsla puppy in Surprise, Arizona.



### **NANCY CASTANEDA** **PROGRAM DEVELOPER, PUBLIC ALLY**

Nancy Castaneda joined the Hustle PHX team in September 2020 and she will be serving with Hustle PHX for 10 months through the AmeriCorps Public Allies apprenticeship program. Nancy recently graduated from Arizona State University with a bachelor's degree in Public Health.

She is passionate about community development and assisting underserved communities in achieving a healthy and equitable life. Nancy is looking forward to learning more about business development and providing resources for small business owners during my time at Hustle PHX.



### **GABRIELLE CLARK** **DIRECTOR OF ADMINISTRATION**

Gabrielle Clark is the Director of Administration for Hustle PHX. In her role, Gabrielle supports the Hustle PHX team and communities we serve by managing all administrative tasks. She is passionate about serving underserved communities by providing resources to people that may not otherwise have them.

Gabrielle recently completed our Hustle 101 program as the owner of TRUCE Basketball Academy, an organization that believes all girls should have access to quality, competitive basketball and leadership development. Gabrielle is excited to bring her administrative skills to Hustle PHX while also learning more about what it takes to grow and sustain an organization.



### **PEDRO PEREZ** **INTERN**

Pedro Perez is an Intern for Hustle PHX. He is currently a student at Phoenix College studying entrepreneurship. His love for business and innovative solutions has been a passion since childhood. He is currently enrolled in the Hustle 202 Program and the owner of Parcphx Mobile Photobooth, a

repurposed 1965 Shasta camper that has been restored to be a vibrant Photobooth. Hustle PHX has played a huge role in his leap of faith and following his journey as a business owner. It has given him a great opportunity to intern and continue to learn ways that he can be a light to my community.



### **PAMELA COLEMAN** of **MS. C'S HOME-STYLE**

"People want real food, the tastes they grew up on, the foods that make them remember good times. The memories of the Mom's, the Grandma's, Auntie's, Sister's and Cousin's who prepared the meals with love."

### **FOOD FOR THE HEART -**

"Cooking real food, for real people" is Pam's business motto, for Ms. C's is a staple in her community. She is a firm believer that when people break bread, restoration happens. Her vision is to impact our Arizona communities one dish at a time.

Ms. C's is more than a catering company. Pam is restoring her communities one dish at a time. Her hope is to create space for families to sit at the dining table like once before. Genuine conversations, laughter, and good food can make any situation better. Pam is fueled by her love for food and people.

Ms. C's has sparked the movement to return to clean and healthy eating that is tasteful and takes us back to our homes. She brings together traditional old school cooking with fresh farm-to-table menu items. What makes Ms. C's different from other catering services is that she genuinely cares about the health of people. She understands the effects of eating processed fast foods and unhealthy food choices. She is confident she can offer good food that tastes amazing. Pam is living out her passion and is changing our communities one dish at a time.



### **BLANCA MONDRAGON** of **AMAZING FLOWERS**

"I think that if you want to do something, this is your moment; if you have a dream, you have to go for it; don't allow the doubt of others to scare you away - you have to believe in yourself."

### **A DREAM WITHOUT BORDERS**

Owner of Amazing Flowers, Blanca Mondragon Weddings and Events, and "She Said Yes Magazine". Blanca was born to be a hustler. She has a passion for culture and wanting to make her city a better place one event at a time.

Originally from Morelia Michoacan, Mexico, Blanca is a true representation of a real hustler and has never allowed adversity to be a good enough excuse to stop her from chasing her dreams.

Amazing Flowers is more than just a flower shop, it's where attention to detail, elegance, and ease of mind meet.

Blanca believes that every event should not be transactional, but transformational. Each event is an opportunity to bring joy and a memorable experience.

What makes Amazing Flowers unique is Blanca's attention to detail. She believes that you should invest in your craft so she travels around the world to learn new techniques and ways to improve her craft. Let Blanca help you express your feelings through flowers!



**EDMUNDO** of  
**MUNDO GRAPHIX**

"Hustle PHX has played a huge part on us learning how to better manage our businesses that way we could work smarter, not harder."

### **DESIGNING THE FUTURE -**

Mundo Graphix is a one stop-shop for all your advertising needs. Mundo Graphix takes pride in providing affordable high-quality products and excellent customer service. Mundo Graphix offers a large variety of products to help market or promote your brand with items such as t-shirts, business cards, flyers; you name it, they can do it!

Edmundo's journey began 20 years ago when he was a student in Mexico studying graphic design. It was during this time that Edmundo fell in love with graphics and the ability to create designs that represent the consumers' wants and needs.

Edmundo has used his love of his latin roots and family values as fuel to provide exceptional customer service and to always go the extra mile.

Edmundo first heard of Hustle PHX from a co-worker who took the chance on inviting him to participate in the course with them. He has gone through our 101 program, which we call the ideation stage, where Edmundo had the opportunity to get to the core of his business and dig deeper on what his "WHY" is.

Edmundo has now also gone through our Hustle PHX 202 program and has exceeded in every area. Edmundo is a natural leader and has started volunteering with our Spanish speaking workshops.

Mundo Graphix is a multifaceted business that allows it to stand out from its competition. Their attention to detail and great prices make Mundo Graphix a great staple business in our city.

Mundo Graphix takes pride in providing affordable high-quality products and excellent customer service.

# HUSTLE PHX

At a Glance

## REVENUES

2019	2020
<b>\$370,000</b>	<b>\$610,000</b>

## EXPENSES

2019	2020
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**ENTREPRENEURS,  
DIRECT PROGRAMMING,  
& SALARIES**

<b>\$289,872</b>	<b>\$275,757</b>
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**ADMINISTRATION COSTS**

<b>\$14,541</b>	<b>\$14,323</b>
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**MARKETING/FUNDRAISING**

<b>\$21,717</b>	<b>\$21,383</b>
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## HUSTLE PHX INCOME SOURCES

**60%**  
**DONATIONS -**  
**MAJOR DONORS**

**25%**  
**GRANTS**

**10%** **DONATIONS - GENERAL - MONTHLY**

**5%** **DONATIONS - TAX CREDIT**



# THANK YOU FROM THE HUSTLE PHX TEAM!



**BETTER BUSINESS BUREAU**

**DE FALCO FOUNDATION**

**LIVING STONES FOUNDATION**

**MICAH 6 FOUNDATION**

**PAKIS FAMILY FOUNDATION**

**STARBUCKS FOUNDATION**

**THE MARKETPLACE ONE FOUNDATION**

**VINE & BRANCHES FOUNDATION**

**WARFEL FOUNDATION**

**WESTERN ALLIANCE COMMUNITY**

# HUSTLE PHX

Apply For The Hustle Institute

LET THE HUSTLERS HUSTLE – FOR THE COMMON GOOD

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