



**HUSTLE**  
— PHX —

# IMPACT ANNUAL REPORT

2022

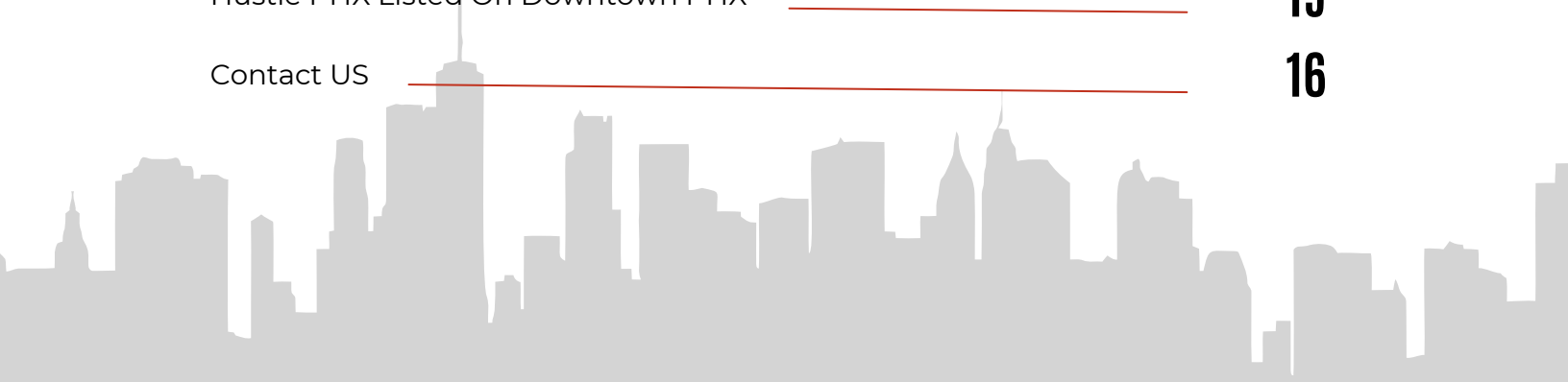
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# ABOUT US

## Our 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.

## Our Mission

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

## TESTIMONIALS



**Pamela Coleman**

The affinity loan program was a great opportunity to get approval, at the time of growth in my business to get the funding to help with equipment. Since being involved with the affinity loan program, I've been able to go on and secure financing in larger amounts, but I couldn't have done it without the knowledge that the program provided. I would recommend the affinity loan program because it gives a business the stepping stone needed to grow a business for knowledge and support.



**Pedro Perez**

I have had the opportunity to be a part of the loan fund for three times now. What made this program stand out for me was the educational piece that came with the loan. It was important for me to understand how to maximize my investment. The second reason that made the Affinity loan stand out was the component of building credit while making my payments.



**Demetrius Lester**

Becoming a Hustle PHX team member has been most rewarding in this season of my life. I have gained knowledge and community that can never be replaced. Being an entrepreneur is a tough road, but when you have a family like Hustle PHX it makes the ride so much better!



**"LET THE HUSTLERS  
HUSTLE FOR THE  
COMMON GOOD!"**

**OYE WADDELL, FOUNDER & CEO**

Thank you for supporting Hustle PHX in the development of entrepreneurs throughout urban communities in our great city of Phoenix. We greatly appreciate your continuous support that allows Hustle PHX to **equip, empower, and activate** entrepreneurs to start businesses and create jobs that **glorify God** and **serve their neighbor!** Your commitment to the mission of Hustle PHX is a catalyst for long term generational change in spiritual, relational, and economic conditions of inner city communities throughout Phoenix.

The year 2022 was a foundational year in taking Hustle PHX to the next level. We accomplished many goals in the year 2022. A few of the goals that we accomplished were that we established partners for our **Youth Entrepreneurship program**, increased the number of entrepreneurs served in our 101, 202, and 303 programs, and increased the number of borrowers and loans to support entrepreneurs. Furthermore, we enhanced our back office systems for our loan program, and strengthened our fundraising model.

**Hustle PHX is extremely thankful and grateful for your partnership in 2022.**

We couldn't have accomplished all that we did as an organization and community without generous people like yourself. Thank you for your support as a donor. Your support has catapulted many business owners in their development of their faith in Christ and helping them launch/grow their businesses.

**We are blessed to have a Hustle PHX family that gives their time, talent, and treasure to ensure the success of our communities through the support of entrepreneurship. Again, thank you for believing and supporting the work of Hustle PHX**

Oye Waddell

# FRANK C. KITCHEN



It has been an honor to be a part of the Hustle PHX Story and Family since its inception. Accepting the position of Board Chair this year was just another way for me to show my belief in the mission of our organization and the people we serve. Following in the footsteps of past Board Chair Jeremy Veatch won't be easy but with his help and the support of our Board, I know that the future of Hustle PHX and ***our Hustlers is brighter than ever.***

On the following pages you will see details of the impact Hustle has made in 2022. We can measure our impact in dollars, in new jobs created, and 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.

Every "Hustler" who comes to Hustle PHX has a hunger to transform their entrepreneurial dream from vision to reality. ***They just need the Social, Intellectual and Financial Capital to feed that hunger.*** This is where our team of dedicated staff, volunteers, and board members comes in. Our Hustle PHX 101 program allows our Hustlers to understand how their business idea can become a thriving business. Our Hustle PHX 202 program validates their business idea by empowering our Hustlers to launch their business and generate income. By the time our Hustlers make it to our Hustle PHX 303 program, they are ready for their business to thrive and transform their local community. These programs don't only provide knowledge and relationships, they create opportunities for our Hustlers to acquire the financial backing of lenders and investors to Hustle Full-Time!

No matter the reason, every Hustler is working to make a positive difference in their lives and the lives of others. ***They are Hustling for the Common Good.*** A Good that can only be recognized when others like you show them the Good that still exists in this world. The Good that God asks us to display daily in our ***Faith and Works.***

**Welcome to the Hustle PHX Family** and as you make time to better understand our story, I invite you to contact me to learn about upcoming opportunities to share your time, talents, team and treasures to ensure our family can continue to glorify God and serve their neighbors.

# MEET THE BOARD



**Frank C. Kitchen**  
Board President Chair



**Luke Bobo**  
Board Member At Large



**Cherie Bond**  
Board Member At Large



**Jeremy Veatch**  
Board Member At Large



# AmeriCorps

We are able to continue this awesome work because AmeriCorps State and National Programming who provide grants through the Corporation of National and Community Service (CNCS) to our organization. We are committed to using national service to address critical community needs. The YEP Team who serve in AmeriCorps are referred to as “AmeriCorps Members.”

## MEET OUR TEAM



**OYE WADDELL**  
FOUNDER AND CEO



**CRYS WADDELL**  
CREATIVE STRATEGIST & COO



**RICKY WINNE**  
DIRECTOR OF OPERATIONS



**DEMETRIUS LESTER**  
DIRECTOR OF YOUTH  
ENTREPRENEURSHIP



**JOSIAH STEWART**  
AMERICORPS YEP INTERN



**BASIL RIBIKARE**  
AMERICORPS YEP INTERN



**PAULA GARRETT**  
DIRECTOR OF ENTREPRENEURSHIP



**JESSICA HOWARD**  
AMERICORPS YEP INTERN



**PEDRO PEREZ**  
YEP EVENT COORDINATOR



**GABRIELLE CLARK**  
DIRECTOR OF  
ADMINISTRATION



**SHANNON GNAM**  
DIRECTOR OF BUSINESS  
DEVELOPMENT



**RANDALL DEFIESTA**  
YEP EVENT COORDINATOR

# YOUTH ENTREPRENEURSHIP PROGRAM



We started this program a year ago where our vision for the youth program was to provide social entrepreneurship training and mentorship that prepares Opportunity Youth (ages 16-24 who are not working or in school) to develop and execute their own business ideas in the locations of underserved communities throughout Phoenix and Tucson, AZ. Currently we have partnered with three community organizations that are doing phenomenal work.

With financial support from the Arizona Governor's Office of Youth, Faith and Family and AmeriCorps Arizona, Hustle PHX launched the Youth Entrepreneurship Program (Y.E.P) in the spring of 2022. The purpose of Y.E.P is to empower youth and equip them with tools that will allow them to take their business from the ideation phase to the execution of starting their business. The traditional Hustle PHX 101 curriculum has been modified to be youth-digestible and interactive focused on financial literacy and the ABCs of business.

## OUR PARTNERS



**AZ Reach** whose mission is to transform hearts and develop leaders for the flourishing of healthy families, homes, and communities in our city.



**MCSR D** whose mission is to serve the needs of students that are not otherwise being met in traditional educational settings. We've partnered with the Juvenile-detention center.



**Neighborhood Ministries** whose mission is to be the presence of Jesus Christ, sharing his life-transforming hope, love, and power among distressed families of urban Phoenix to ignite their passion for God and His Kingdom.



# HUSTLE PHX STAFF SPOTLIGHT



## **CRYS WADDELL | CREATIVE STRATEGIST & 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.



## **DEMETRIUS LESTER | DIRECTOR OF YOUTH ENTREPRENEURSHIP**

Demetrius Lester is the Director of Youth Entrepreneurship for Hustle PHX. She has been with the organization since August 2022! Demetrius adds real and immediate value to the organization. Her background to work as part of a team of highly motivated and result oriented professionals in a dynamic and competitive environment where there is potential for growth and career development has been her driving force. The ability to evaluate pertinent facts and apply applicable solutions to those facts is the plus that she leads by example.



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

Ricky Winne is the director of operations for Hustle PHX. He has been with the organization for 6 years! Ricky has experience leading high-level volunteer business people, including business owners, marketing and sales professionals, accountants, and others, to help develop the hustlers in our programs. Additionally, he helps support other Hustle PHX team members to be as effective as they can be in their roles.



# ELISA'S MINI PANCAKES

Elisa's Mini Pancakes was created when I stopped harboring my fears and seeking excuses. It all started with a memory, happy and free when we were children in Mexico. My mother made pancakes from scratch with peculiar ingredients as she did not have access to pancake mix. We adopted the recipe as a small tradition, from this memory my small business was born. When I was 15 I immigrated with my heart broken leaving my grandmother Elisa. Learning to navigate in a new country was difficult, I had to work in the shadows, here I found a lot of business owners taking advantage of other people's situation. I always wanted to be a business owner and knew that one day I would not treat people as I had been treated. I found out that I was the only one holding me back with my fears, insecurities and excuses. Hustle phoenix helped me to eliminate these fears, with their classes. They taught me to find my "why", they guided and helped me navigate through my excuses and insecurities. Now I have a path where I can learn and celebrate my small triumphs and overcome my mistakes.



[www.elisasminipancakes.com](http://www.elisasminipancakes.com)



# FAVORITE SOCIETY



One thing is for sure. Everyone that has successfully been born has experienced God's favor. Then it hit me. Just as a person within the nation of Israel is an Israelite, a person within the favor of God is a Favorite (fāv·or·īte). That is the nation and tribe we all belong to. Favorite Society is a faith-based community organization and lifestyle brand that connects with and equips youth and adults to get them familiar with and confident in their God-given identity and purpose. Apparel with impactful quotes and slogans for sale is how the company started. But through the Hustle PHX program, I was able to realize the vision was bigger than merchandise. This vision needed to be spread through speaking engagements, rap music, literature, work-shops, community action plans, etc and Hustle PHX pulled that out of me and also had a hand in me getting my first few speaking event opportunities for my business. Our mission is helping people understand, accept, and proclaim that they are favored by God and worth respecting and protecting. Through the help of Hustle PHX, I was able to get the vision for my business clearer than its ever been. I'm confident that with the way Hustle PHX has watered my business, it will grow to produce fruit that will feed many.



[www.favoritesociety.com](http://www.favoritesociety.com)





# HUSTLE 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 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 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.

## LIST OF PROGRAMS



# HUSTLE AFFINITY 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.

# YOUTH ENTREPRENEURSHIP PROGRAM

With financial support from the Arizona Governor's Office of Youth, Faith and Family and AmeriCorps Arizona, Hustle PHX launched the Youth Entrepreneurship Program (Y.E.P) in the spring of 2022. The purpose of Y.E.P is to empower youth and equip them with tools that will allow them to take their business from the ideation phase to the execution of starting their business. The traditional Hustle PHX 101 curriculum has been modified to be youth-digestible and interactive focused on financial literacy and the ABCs of business.

Hustle PHX is extremely grateful for your partnership in 2022. During this past year, Hustle PHX has completed the following milestones:



SUPPORTED AND HELPED

**130+**  
**ENTREPRENEURS**

start businesses in under-served communities throughout Phoenix



RECRUITED

**80+**  
**VOLUNTEERS**

start businesses in under-served communities throughout Phoenix



SECURED OVER

**\$100K**  
**IN PROFESSIONAL SERVICES**

donated to entrepreneurs throughout the Hustle PHX family



PARTNERED WITH

**13**  
**CHURCHES**

to support entrepreneurs by mobilizing volunteers throughout the city



SECURED OVER

**\$500K**  
**IN DONOR SUPPORT**

and completed our fifth successful fundraiser



DEVELOPED

**3**  
**NEW LOCAL PARTNERSHIPS**

with non-profit community organizations

- Launched the **Youth Entrepreneurship Program (Y.E.P)**
- Revamped the **Hustle 202** Program
- Expanding it from **4 months** to **9 months**
- Prepared **7 graduates** of the 202 Program
- Received the prestigious **Community Development Financial Institution (CDFI)** Certification.



**HUSTLE  
PHX**  
At a Glance

**REVENUES**

2021	2022
<b>\$370,000</b>	<b>\$512,000</b>

**EXPENSES**

2021	2022
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**ENTREPRENEURS,  
DIRECT PROGRAMMING,  
& SALARIES**

<b>\$233,664</b>	<b>\$384,359</b>
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**ADMINISTRATION COSTS**

<b>\$41,939</b>	<b>\$64,129</b>
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**MARKETING/FUNDRAISING**

<b>\$84,000</b>	<b>\$97,651</b>
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**60%** DONATIONS - MAJOR DONORS

**25%** GRANTS

**10%** DONATIONS - GENERAL - MONTHLY

**5%** DONATIONS - TAX CREDIT



# HUSTLE PHX

## Thank you from the Hustle PHX team!



THE **STARBUCKS**  
FOUNDATION



**Bankers Trust**



MCDOWELL.CHURCH



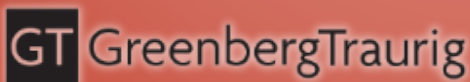
SBC



REDEMPTION  
CHURCH



VINE & BRANCHES  
FOUNDATION



WARFEL FOUNDATION DEFALCO FOUNDATION MUHICH FOUNDATION



# "18 BLACK-OWNED BUSINESSES TO SUPPORT IN DOWNTOWN PHOENIX"

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*"Founded by husband and wife team, Oye and Crys Waddell in 2013, Hustle PHX describes itself as a "faith-inspired nonprofit focused on counseling and promoting Phoenix entrepreneurs who may be outside the mainstream lines of support that many others rely on in launching their businesses." It's funded mainly through charitable donations, support from foundations, a small fee-based income for some of their services, churches, banks and city partnerships. Learn more about Hustle PHX."*



# HUSTLE — PHX —

LET THE HUSTLERS **HUSTLE**  
FOR THE **COMMON GOOD!**

## CONTACT US



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STAY CONNECTED ON OUR SOCIALS



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hustlephoenix



Hustle Phx