



Meet SCCF

SCCF exists to help people create options for themselves. We do through access to capital and support and by convening relationships among people and organizations in the Shenandoah Valley ecosystem.

We firmly believe in a Shenandoah Valley where every person has access to the resources, knowledge and support needed to start, grow and sustain a business.

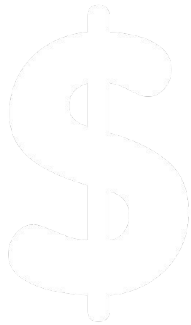
The following statements drive our work as we continue to help grow entrepreneurship in the Valley

- Holistic View of Ecosystem Building
- Amplifiers over Duplicators
- Problem Solvers and Gap Fillers
- Listeners before speakers

What we offer

The Shenandoah Community Capital Fund, which used to be the Staunton Creative Community Fund, is an entrepreneur support organization working to build access to capital, support, and community. We offer:

Revolving Loan Fund



Business Ideation, Incubation, & Acceleration Programs



Ecosystem Development through Partnerships, Meetups, and Summits



An Ecosystem Approach



What is an Entrepreneurial Ecosystem?

“The essence of an entrepreneurial ecosystem is its people and the culture of trust and collaboration that allows them to interact successfully. The ecosystem allows for the fast flow of talent, information, and resources so that entrepreneurs can quickly find what they need at each stage of growth.”

Kauffman Foundation, 2019

Ecosystem Building

- **Ecosystem Outreach**
 - Listening Tours, Fireside Chats, 1:1 meet-ups
- **Regional Coalition**
 - Convenings, regional storytelling
- **Valley Business Compass**
 - Funding, programs & events, service & resource providers
 - valleybusinesscompass.com
- **Community Navigator**



Community Navigator



Our Ecosystem Approach

The Shenandoah Valley Community Navigator Program

1. Facilitates equitable access to capital,
2. Increases access to Black-and-Brown-focused business advisory, training and mentorship
3. Raises awareness of Black-owned businesses in our local community to help secure their position in the market, and
4. Intentionally builds the support ecosystem for minority entrepreneurs in the Shenandoah Valley.

Through a Hub and Spoke model, SCCF (Hub) invests in 5 partner organizations (Spokes) to

- Build their capacity & train them as ecosystem builders
- Fund their operations and outreach
- Strengthen their technical assistance capabilities

The 5 partners are grassroots organizations that support minority entrepreneurs across the Valley and are already deeply embedded in their communities.

Hub & Spoke

Hub: Shenandoah Community Capital Fund

- Grant management & reporting
- Professional development training
- Convening & facilitation
- Regional storytelling

Spokes

- The Walker Program (Lexington)
- B-Cubed (Harrisonburg & Rockingham County)
- RISE (Waynesboro)
- Grow Waynesboro (Waynesboro & Augusta County)
- Shenandoah University (Winchester)



Year 1 Results

Challenges

- Federal funding timelines & bureaucracy
- Rural distances
- Spokes' capacity

Successes

- 184 unique clients
- 665 hours of technical assistance in 1:1 individual counseling sessions,
- 292 training hours,
- close to \$290,000 in funding through grants and microloans



Lessons Learned

1. To strengthen your local economy, take a "Grow your own" approach over the typical attraction/retention game.
2. When collaborating for greater impact, carefully select partners that are deeply embedded and have already built trust in their local communities.
3. For an ecosystem collaboration to be effective, you must first build trust among all partners. You can only build at the speed of trust.
4. Focus on the needs of the entrepreneurs you're seeking to serve.
5. When building an entrepreneurial ecosystem, diversity is key to innovation and progress.

Next steps

- Build a strong consortium of support organizations for minority businesses in the Valley.
- Advocate for the needs of underserved entrepreneurs on a local, state and federal level.
- Secure follow-on funding for this Hub-and-Spoke model to continue serving historically marginalized entrepreneurs.
- Develop the capital ecosystem in the Valley and focus on financial literacy among under-resourced entrepreneurs.



Building an inclusive organization



DEI at SCCF

- PIP Collective
- Changes to Application process
 - S2V Successes and Hurdles
- We work with and not for our partner organizations as our partners know what their communities need.



Funding ecosystem building



Our funding approach

1. We leverage Federal & State funds with multi-partner collaborations to drive funding into the region
 - a. An important note is Federal & State funding should be treated like startup cash
2. Sustainability funding is driven through program fees, corporate partnerships, and line item budget allocations in local government budgets.

Thank you!



Contact Us



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Shenandoah Community Capital Fund



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