



THE EMPOWERMENT EXPERIMENT FOUNDATION

a charitable organization
founded by the
Anderson
Family

The Empowerment Experiment Foundation (EEF) is dedicated to studying and facilitating economic development in underserved minority communities via self-help economics. EEF is the only nonprofit, charitable organization wholly focused on researching and promoting increased minority entrepreneurship and concentrated spending on minority-owned and minority-produced goods and services. EEF will fund innovative research and projects that promote and facilitate the ability and desire for more consumers to support economic development in underserved minority communities by supporting minority business.

EDUCATION AND RESEARCH

The Empowerment Experiment Foundation, in partnership with Northwestern University's Kellogg Graduate School of Management's Levy Entrepreneurship Center, conducted a study based on The Empowerment Experiment (EE) - a real-life, year-long exercise in self-help economics. Beginning in summer 2011, the policy and practice solutions proposed in this study will be disseminated nationally to a broad audience of stakeholders through a series of forums across the country facilitated by the highly successful and publicized EE Tour and upcoming book tour (see addendum). The forums will also serve to solicit input on the study's recommendations from critical stakeholder groups—including entrepreneurs, financial institutions, large retailers and distribution outlets seeking minority vendors, venture capital funds pursuing investment in minority-owned businesses, professional associations and other advocacy groups representing minority professionals, trades people and business owners, politicians and consumers—as well as discuss implementation strategies for the solutions proposed.

The Foundation's existing research, the landmark study mentioned above, is based on the Andersons' pledge and experiences finding and supporting Black business for one year. The study sought to prove, scientifically, that supporting Black businesses does lead to improved quality of life in underserved Black neighborhoods while measuring the economic impact of self-help economics and strategic entrepreneurship. The study also showcased new opportunities for Black entrepreneurship by highlighting which industries lack Black support and representation. The Northwestern University researchers used the data from the Andersons' reports and other supplementary sources to track the amount of money spent in the Black community that would not have been otherwise; the number of companies affected that would not have been otherwise; and the neighborhoods indirectly invested in that would not have been otherwise. They performed statistical modeling, correlation and regression analyses to predict and measure probable exponential economic impacts when The Empowerment Experiment (EE) is scaled and practiced by hundreds and thousands of like-situated, like-minded families.

There are millions of these middle class families and individuals – less directly impacted by the health, crime, education and economic crises that plague many urban, economically deprived minority communities – who have the ability and desire to do more to support the economic growth in the Black community. It is a premise of EEF's research that within this group there is a latent desire to give more and give back; however, the struggle and daily grind of capitalizing on the abundant gains and opportunities bequeathed by the preceding generations, i.e. 'living the dream' have absorbed and defeated the will and ability to make tangible sacrifices. EEF is the only nonprofit organization committed to creating a new body of knowledge – based on the Anderson's experiment and their ability to inspire other like-minded and like-situated individuals and families to act on their higher sense of duty.

The Empowerment Experiment Foundation will continue to conduct research on the possibilities and potency of self-help economics in struggling urban communities and evaluate associated public policies, programs and projects. On an ongoing basis, EEF will arrive at and support creative, viable, practicable, intellectually sound, politically relevant solutions and insights that can be immediately activated by minority businesses, professionals, and those people, groups and businesses who want to support them.

POLICY AND PROJECTS

Building on the results and notoriety of EE, and the ongoing popularity and coverage of the EE Tour and upcoming book, EEF will work to develop a national agenda to empower businesses representing and serving underserved minority communities and promote economic development in underserved minority communities. The agenda will be shaped in collaboration with legislators, business leaders, professional and civic groups, and academics that have been at the forefront of introducing entrepreneurship and economic development legislation, advocacy programs, education, tools and resources for minority businesses and underserved minority communities, as well as representatives of organizations focused on business education, economic justice, business funding reform.

EEF's agenda will always encompass and study the efficacy and impact of self-help economics in underserved minority communities. To that end, EEF will support those efforts that actively promote, demonstrate, evaluate and study the actual self-help efforts of consumers, investors, businesses and sponsors seeking to strategically allocate their spend and buying power to empower underserved minority communities.

EEF is not the only nonprofit body committed to finding and facilitating the policies, tools, education, and resources needed by minority entrepreneurs to succeed and prosper. However, this is only the first part of EEF's commitment to enabling and promoting increased minority entrepreneurship. To increase the likelihood of success of minority entrepreneurs and the propensity of their effectuate improved economies in historically underserved minority communities, EEF will also support and promote the projects engaged in by the consumers, investors, businesses and organizations that are facilitating self-help economics and empowering minority entrepreneurs.

THE EE FOUNDATION'S "WHAT IF?" CAMPAIGN

- 'What If?' is like the "50 Million Pounds Challenge", but instead of weight lost, we showcase dollars spent.
- Consumers, investors, sponsors, businesses create their own My EE account at www.EEforTomorrow.com.
- Similarly, businesses and professionals register at www.EEforTomorrow.com. This directory is supplemented by the databases by EE's organizational partners.
- Upon registration, the *My EE* account is populated with its own directory of all the quality Black businesses and professionals in the area, as well as Black franchises, products in non-Black retailers, based on zip code, city.
- *My EE* accounts are interactive (EE users will get reminders, tools, suggestions) and updated automatically as more and more businesses and professionals register, along with more partners and corporations.
- Each user makes an EE pledge. Pledges can be based on time (*I pledge to EE for three weeks.*), money (*I pledge to EE for \$2500.*)
- Each time the user supports a Black business or professional, he/she posts it to their *My EE* account.
- EE's 'What If?' campaign accumulates the incremental spend from all members of the EE nation, real-time. At www.EEforTomorrow.com, the total spend is displayed, via the *What If?* Ticker.
- National media reports on The Ticker, while EE's partners media keeps the *What If?* campaign relevant and hip by hosting events, offering discounts promotions and incentives to pledgers, and otherwise promoting EE.
- With every passing day, underserved Black neighborhoods are increasingly empowered, and more and more American consumers and companies are encouraged by watching The *What If?* Ticker grow.
- The whole process is recorded and analyzed by EEF researchers. Every pledge, every purchase, every business registered and supported, every place the money goes, is a new data point to continue studying and bearing out the power of self-help economics (decreased minority unemployment, enhanced tax-base to fund schools, parks, community programs, increased local entrepreneurship in struggling minority areas, increased partnering between mainstream firms and minority entrepreneurs).