



**RISING TIDE**  
**CAPITAL**

**TRANSFORMING**  
**Lives and Communities**  
through Entrepreneurship™



# A TIME TO PLANT

AN INVITATION TO BUILD TOGETHER

# 311MLK

*Building for the Future*

**Building an economy that brings dignity to children and families is a lot like gardening. The seeds are ideas and businesses in the hands of talented local leaders, with high potential yet extremely limited opportunities. At 311MLK, you and I get the chance to create a home that will nurture the growth and resilience of thousands of under-resourced entrepreneurs, many of them single moms, as they build businesses that transform lives and strengthen future generations.**

In addition, this building will host 10 brand new, 2 bed-1bath, 100% affordable apartment units. The families who will call 311MLK home will also share 10,000 square feet of the building with Rising Tide Capital and a host of innovative partners (i.e. The Coalition for Food and Health Equity), who will be co-working and innovating to address some of the most urgent issues faced by the burgeoning community of Rising Tide Capital entrepreneurs launching, growing and stabilizing small businesses and ventures in key sectors of the economy.

As the tides of opportunity and change continue to rise, we believe that our mission has never been more urgent. It is our goal to ensure that talented, local leaders have access to space, networks, information and resources to build long-term resilient businesses that will close the racial wealth gap, address the ecological crisis in their sectors and neighborhoods and create new jobs and opportunities for their families and their neighbors. **Rising Tide Capital serves over 1,000 entrepreneurs annually as they start and grow small businesses, increasing their household income by over 50%, creating local jobs and generating, on average, \$3.80 for every dollar contributed to our mission.** We envision that 311 MLK will be a space where these community innovators can be equipped to catalyze the transformation of their local economy.

**Will you consider joining us in supporting the creativity of hard working entrepreneurs as they repair and rebuild our economy?**

We cannot do this without you.

For more information on how you can support 311MLK, please contact me at [Alfa@RisingTideCapital.org](mailto:Alfa@RisingTideCapital.org). You can also schedule a tour by contacting our Managing Director Jay Savulich at [Jay@RisingTideCapital.org](mailto:Jay@RisingTideCapital.org).

Warmly,

Alfa Demmellash  
CEO and Co-founder, Rising Tide Capital



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## AT A GLANCE

### CAUSE

Economic and ecological resilience through inclusive entrepreneurship support for overlooked talent, including domestic violence survivors, new immigrants, veterans and the formerly incarcerated.

### GOAL

Rising Tide Capital is seeking \$5M in support to activate a brand new 20,000 sq ft Urban Entrepreneurship Hub in the heart of our community that will serve as both local and national headquarters for our mission of long-term inclusive entrepreneurship support. 311MLK will feature affordable housing, training, consulting, and events tailored to the rapidly changing needs of entrepreneurs as leaders in their local community.

**We are close to achieving our vision—having already raised half of our campaign goal! We are seeking \$1.5M in remaining funds necessary to close our quiet phase and begin soliciting support from the public.** As a backstop for our efforts, we have secured \$3.1M in permanent financing—but monthly debt service will divert nearly \$200,000 per year in resources that could otherwise be used to fund our on-the-ground programming. Would you help us close this gap and redirect these resources in perpetuity?

Funds raised will activate the immediate use of the space, reduce the mortgage obligation, releasing more resources for mission impact. Any additional resources raised will be placed in property maintenance reserves and programs to support a healthy building.

### TIMELINE

November 2021 quiet phase completion. Building apartment rent-up and COVID-safe building activation expected as early as November 15, 2021.

### GEOGRAPHY & DEMOGRAPHICS

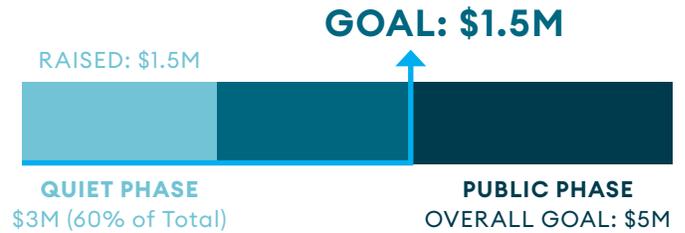
311MLK is located in Greenville neighborhood of Jersey City, NJ in an opportunity zone and serves under-represented entrepreneurs from across New Jersey. Rising Tide Capital works with over 1,000 entrepreneurs a year. 90% people of color, 70% women, 80% low-to-moderate income. The organization raises philanthropic support to scholarship its services, including The Community Business Academy.

### LONG-TERM SUSTAINABILITY

Mission aligned social enterprises to join Rising Tide Capital as co-working tenants. A 900 square foot side cafe space to be leased by the Coalition for Food and Health Equity, which has an innovative approach to providing access to fresh healthy foods to local residents.

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## LIVE

10 Units of affordable housing bring a unique live/work lifestyle into the Greenville community as well as a sustainable strategy for local economic empowerment.



## CO-WORK

Ample classroom, office and event spaces make our first and fourth floors not simply locations for RTC's operations, but also for our entrepreneurs and partners.



## PLAY

Indoor and outdoor community spaces designed to catalyze community, will foster connection between employees, residents, partners and entrepreneurs.



## CO-BUILD

With creator labs, co-working space, and a side café to serve as food equity and health access hub. RTC is bringing its ecosystem under one roof, for a holistic approach to entrepreneurial development.



“

... the end is the creation of the beloved community. It is this type of spirit and this type of love that can transform opposers into friends. It is this type of understanding goodwill that will transform the deep gloom of the old age into the exuberant gladness of the new age.”

—  
Martin Luther King Jr.

Rising Tide Capital is a 501-c-3 non-profit organization with the mission of transforming lives and communities through entrepreneurship.

To learn more about our impact, please visit:  
[www.RisingTideCapital.org](http://www.RisingTideCapital.org)

To learn more about our new building, please visit:  
[311MLK.RisingTideCapital.org](http://311MLK.RisingTideCapital.org)

Thank you in advance for joining us to make a lasting impact!