



# RICH – Restoring Inner City Hope, Inc.

“Light in Dark Places”

Seeking \$150,000

**COMPANY OVERVIEW:** The RICH-Restoring Inner City Hope Program focuses on the residents of Cherry Hill while providing opportunities to youth and adults throughout the city. There is a strong emphasis on community outreach and events that are designed with a message of hope. The RICH Program also offers afterschool leadership programming for middle school-aged young men and will be launching a workforce development program and programming for young women.

**CHALLENGE:** The historical and consistent oppression of Black and Brown people due to systemic racism in this country has led to the undereducation of children and lack of opportunities to make a living wage for people of these backgrounds. The symptoms of this issue are poverty, violence, joblessness, and crime.

**SOLUTION:** Giving members of these historically marginalized communities the resources they need to empower themselves to enhance their lives through outreach events, youth leadership development, and workforce development skills training and employment opportunities.

**MARKET:** Cherry Hill is a neighborhood of approximately 7,500 residents. The per capita income average is 99.5% lower than other neighborhoods in the US, with the unemployment rate being 59% higher than the national average. The neighborhood is also food insecure.

## MILESTONES:

- Served 16 young men and their families through our afterschool program.
- Served over 100K pounds of food and sanitizing supplies for COVID relief.
- Gave away over 500 turkeys during the last three Thanksgivings.
- Gave away over 300 bikes and 2000 toys during the last 3 Christmases.
- Received over \$115K in grant contributions from Baltimore Family League.
- Received over \$75K in corporate donations and sponsorships.
- Raised over \$11K in online donations in our first year via online fundraising.
- Partnered with Elev8, Black Yield Institute, We Our Us, B-360, Lil Laughs

**REVENUE MODEL:** Our revenue model is a combination of the following:

- Large grants for afterschool and workforce development programming.
- Corporate sponsorship for outreach and events and back-office funding.
- Annual Campaign and online donations for funding areas not covered grants and sponsorships.
- T-Shirt sales for the summer program and emergency fundraising efforts.

**COMPETITIVE ADVANTAGE:** Mike, Executive Director of RICH, was born and raised in Cherry Hill and a product of a community that the racial inequities of this country have historically marginalized. Danielle, Deputy Director, has spent over 20 years in the education system. The two have worked in the neighborhood for almost a decade, and together they are able to find relevant and impactful solutions to the issues caused by systemic racism.

## COMPANY NEEDS:

We are looking to raise \$150,000 to take our impact to the next level. We will use these funds to increase our programming offerings and to hire additional staff.

**RICH – Restoring Inner City Hope, Inc.**

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**Website URL:** [therichprogram.org](http://therichprogram.org)

**Social Media Accounts:**

**FB:** [www.facebook.com/therichprogram/](https://www.facebook.com/therichprogram/)

**IG:**

<https://www.instagram.com/therichprogram/>

## ■ KEY PERSONNEL

**Michael Battle,**

*Executive Director & Co-Founder*

**Danielle Battle,**

*Deputy Executive Director & Co-Founder*

**Total # Employees/Team Members: 3**

**Total # Advisors: 4**

**Total # Donors: 15**

## ■ COMPANY STATUS

**Founded:** 2016

**Industry:** Community Development

**Company Registration Status:** 501c3

**Total Funds raised to date:** \$223,500

## ■ RECOGNITION

[JHU – SIL](#)

[Elevation Award](#)

[Family League of Baltimore](#)

[COVID Response Award](#)

[Baltimore Sun Article](#)

[WJZ News](#)

[Fox Baltimore News](#)

[WMAR News](#)