DENA

BUSINESS RESILIENCE PROJECT

helping small businesses recover and thrive

Accountability and Distinction

Project Summary

The **Dena Business Resilience Project** was created in response to the devastating impact of the Eaton Fire on local businesses, particularly in Altadena. Many small business owners still face significant financial losses, emotional strain, and a lack of recovery pathways.

This initiative is designed to support entrepreneurs in Altadena, Pasadena, and Sierra Madre by offering structured recovery resources, expert guidance, and ongoing mentorship. Over 12 months, maybe more, participants will receive tailored support to rebuild, pivot, or strengthen their businesses—resulting in a more connected and resilient business community. This project also strengthens the work of existing institutions like the chambers of commerce and local networks by aligning resources with actual business needs.

Financial Accountability: The Checks & Balances

We understand the importance of donor confidence, especially when supporting a specific community initiative like the Dena Project. We have built a strong accountability structure to ensure financial transparency and proper stewardship:

- **Designated Fund Tracking**

  All contributions designated for the Altadena/Pasadena area are **restricted funds** and are used **exclusively** for that purpose. We do not arbitrarily reallocate these funds to other initiatives.

- **External Financial Oversight**
  - **Hope Ventures** retains an **independent bookkeeping** service to manage regular accounting operations.
  - An **outside CPA (MPK Advisors and CPAs)** conducts a review of finances annually and prepares required IRS filings, ensuring accuracy and compliance, ensuring our processes meet nonprofit best practices.
- **IRS Compliance**
  As a registered 501(c)(3) nonprofit, we are legally obligated to use designated donations as intended. Misuse would not only violate donor trust but also IRS regulations and our nonprofit status.
- **Donor Advisory Role**
  We invite major funders like you to **serve on our local Advisory Group**, providing direct insight and influence into the project's development and implementation. Your voice matters.
- **Impact Reporting**
  We regularly report on how funds are used and the outcomes achieved, keeping you informed of the real-world difference your support is making.

A Unique Project

The Dena Business Resilience Project isn't just another aid program—it's a community-led movement built for long-term recovery and flourishing.

Here's what makes this project distinct:

1. **Local Leadership**
   Our Project Director lives in Altadena and personally witnesses the ongoing impact of the Eaton Canyon fires. This isn't distant work—it's personal, rooted, and daily.
2. **Community-Informed Solutions**
   We've engaged over 30 local business owners to better understand their challenges, losses, and dreams. Every step of our program is being shaped by their voices, not just our assumptions.
3. **Underserved Sector Focus**
   While many resources target residential recovery, business owners—especially small, local entrepreneurs—are often overlooked. We're filling that gap by prioritizing business recovery as essential to community stability.

4. **Built Specifically for Disaster Recovery**

   Existing programs weren't created with post-disaster recovery for small businesses in mind. Ours is. This isn't a retrofit—it's a custom-designed response to the current crisis.

5. **Resource + Relationship Model**

   Recovery isn't just about access to tools—it's about trust and long-term support. Our program offers:

   - Coaches, mentors, and subject matter experts walking with business owners over time
   - Community-strengthening efforts in partnership with places of worship
   - A commitment to helping businesses not just restart—but thrive long after the project is completed.

6. **Deep Roots in the Community**

   Hope Ventures and the majority of our partners are based in Altadena and Pasadena, ensuring that this project is both locally led and locally sustained. We are embedded in the community we serve.

The Vision Forward

We believe in building **resilient, connected, and thriving local economies**, especially in the wake of disaster. With your investment, the Dena Business Resilience Project will help ensure that:

- Local entrepreneurs are not left behind
- A community's fabric is rewoven stronger than before
- Businesses are empowered with both the resources and relationships they need to flourish

Your Partnership

Your support isn't just funding a program—it's fueling a legacy of restoration and renewal in the very heart of Altadena/Pasadena.

Let's build a more resilient Dena—together.

Hope Ventures is an IRS recognized 501(c)3 nonprofit organization.
EIN: 81-4389154