



Equitable Development Action (EDA)



# IMPACT REPORT 2024

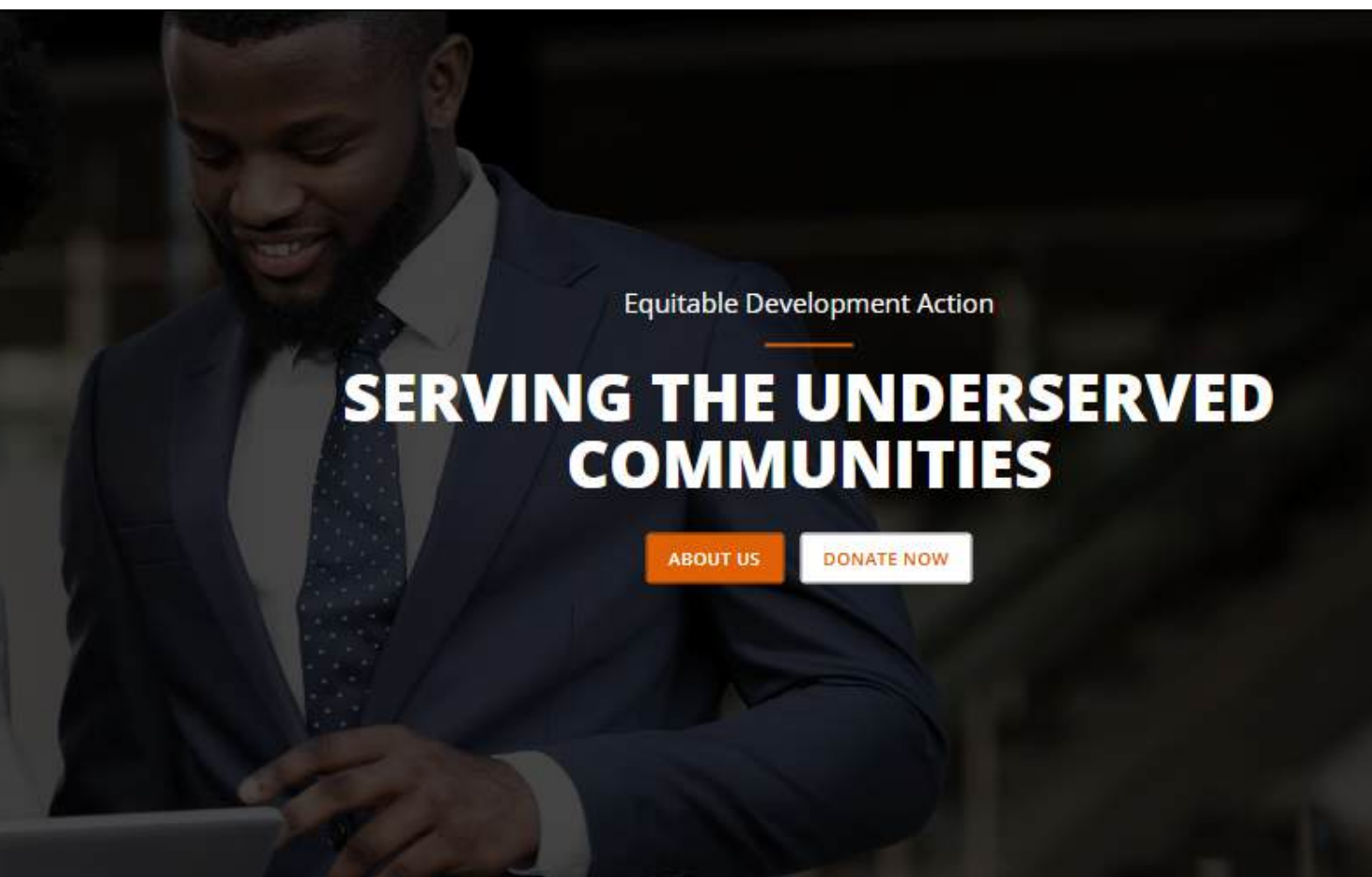


**EQUITABLE  
DEVELOPMENT  
ACTION**

*Serving the underserved  
communities*

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## Overview

In 2024, Equitable Development Action (EDA) advanced its mission of fostering equity and inclusion in underserved communities through impactful programs, meaningful partnerships, and innovative initiatives. Our work spanned economic empowerment, health advocacy, and nonprofit capacity building, creating opportunities and addressing systemic challenges for marginalized populations.

# Impact Highlights

- Assisted underserved small businesses and nonprofits in the Twin Cities area through tailored technical assistance and capacity-building support.
- Collaborated with Black Business Enterprises to launch the Chapter 245D Compliance Program as part of our Health Equity Program (HEP).
- Collaborated and supported two other leading issue based organizations that secured over half a million dollars in appropriations from the state to provide services in the underserved communities in Twin Cities
- Provided personalized assistance to four businesses, including government registration support, capacity development, and digital marketing strategies.
- Supported eight nonprofits under the Incubation and Acceleration Program for Nonprofits (IAPN), with notable successes .
- Secured grant for technical assistance and the Mentor-Protégé Program (MPP).

# Impact Highlights

- Hosted Underserved Business Month (UBM), including targeted initiatives and campaigns to highlight the challenges faced by underserved businesses and provide them with vital resources.
- Successfully launched the UBM Kickoff Event on April 25th, engaging over 100 attendees and driving momentum for technical assistance initiatives.
- Launched the EDA Training Academy, offering courses for underserved businesses and nonprofits.
- Hosted a World Mental Health Day Facebook Live Event focused on "Mental Health at Work," providing strategies for creating supportive work environments.
- Partnered with Stearns Bank to launch a Financial Literacy Program aimed at equipping participants with essential financial skills like budgeting, debt management, and investing (launching 2025).

# Programs Overview

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## → EDA Training Academy

- Officially launched as a hub for education and capacity building.
- Hosted various courses:
  - **DEED Grants Program:** Delivered Financial Management and Cash Flow Basics for Small Businesses and Digital Marketing for Small Businesses under the Technical Assistance Program.
  - **Hosted Paadio Grant Center Course:** Focused on navigating grants and RFP processes.
  - **HR Training:** Tailored for EDA employees.
  - Additional workshops for external stakeholders.

## → Underserved Business Support

- **Business Development Program:** Assisted four businesses with government registration, branding, and operational improvements.
- **Technical Assistance Program (TAP) & Mentor-Protege Program (MPP):** Secured legislative funding and launched initiatives to support underserved businesses.

- Delivered technology assessments and actionable reports.
- Implemented tools such as Paadio Biz Blast and QuickBooks for participants.
- Provided marketing and branding support, including:
  - Social media strategies
  - Promotional videos
  - Brand guides

## → Incubator and Accelerator Program Network (IAPN)

- Expanded support to eight nonprofit applicants, hosting workshops on nonprofit operations and advancing five participants to implementation.

## → Economic Empowerment Program

- Secured approval for the Financial Literacy Training Program with Stearns Bank in December, with implementation scheduled for 2025.
  - **Key Focus Areas:** Budgeting, debt management, and investment.

## → Health Equity Program

- Launched with a Facebook Live event on October 10th for World Mental Health Day, focusing on mental health in the workplace.

# Key Events



## 01 Underserved Business Month (UBM)

- Hosted a successful program kickoff with 100+ attendees at the Minnesota State Capitol.

## 02 World Mental Health Day Facebook Live Event (October 10, 2024)

- Hosted a live discussion on mental health in the workplace in recognition of World Mental Health Day.
- Engaged professionals, business owners, and mental health experts in conversations about workplace well-being and mental health support strategies.

## 03 Health Equity Program (HEP): 245D Providers Kickoff Meeting (December 16, 2024)

- Brought together MN Statutes, Chapter 245D-licensed providers to introduce a new initiative addressing the unique challenges minority providers face.
- Focused on key areas such as compliance navigation, infrastructure and capacity development, and essential skill-building.
  - Set the stage for collaborative solutions and sustainable success for minority providers in the industry.



# Key Partnerships in 2024



**STEARNS  
BANK**

Stearns Bank



**Black Business  
Enterprise Fund (BBEF)**



**Mending Hearts Life  
Coaching**



**Year of Return Africa  
(YORA)**



**PAADIO Consulting**



**TIBRO GLOBAL  
Tibro Global Limited**



**CAPI USA**



**Neighborhood  
Development Center**



**African Career,  
Education, and Resources  
Inc. (ACER inc.)**



**African Development  
Center**

**African  
Development  
Center  
of Minnesota**



**Organization of Liberians  
in Minnesota OLM**



**Nigerians in Diaspora  
Organisation Minnesota  
Chapter**





# Key Partnerships in 2024

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SEWA-AIFW

**SEWA-AIFW: (Asian  
Indian Family Wellness)**



**Joshua T Berglan: The  
World's Mayor Experience**



**My'My Jay**



**Queen's Talk TV**

**Urgent! Hire Jobs**

**Urgent! Hire Jobs**



**GRC Consulting**



# Looking Ahead: 2025 Priorities



Launch the Financial Literacy Training Program with Stearns Bank.



Successfully host the Pan-African US Business and investment Summit (PAUSBIS) in May 2025.



Expand the IAPN to include more nonprofits and refine support services.



Provide business operations and consulting services to minority healthcare providers and underserved businesses.



Deploy EDA Academy to accelerate learning and training in our communities.

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Watch for other cool programs and projects that change lives, stay tuned.





# Conclusion

EDA's achievements in 2024 reflect our unwavering commitment to equity, inclusion, and community empowerment. Despite challenges, we demonstrated resilience, adaptability, and innovation in driving meaningful change. With a robust roadmap for 2025, we are poised to make an even greater impact, fostering opportunities and breaking barriers for underserved communities.

A banner image featuring a man in a dark blue suit and patterned tie, smiling and looking down at a tablet. The image is overlaid with text and buttons. The background is dark, and the text is in white and orange.

Equitable Development Action

## SERVING THE UNDERSERVED COMMUNITIES

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