

FUNDING APPLICATION

GENERAL INFORMATION

Organization Information

| | | | | | |
|---|--|---------------------------------------|--|---|--|
| Legal Name: Maestro Leadership Foundation | | Federal Tax ID#: 81-1238315 | | 501(c)(3) Public Charity 509 (a)(2) | |
| Address: 1811 S. Laredo | | City: San Antonio | | State: Texas | |
| | | | | Zip Code: 78207 | |
| Website: maestrocenter.org | | Fax: (210) 693-8345 | | United Way Funded: No | |

Fiscal Year:

January 01 to December 31

Head Of Organization

| | | | |
|--|--|---------------------------------|--|
| Name: Mariangela Zavala | | Title: Director | |
| E-Mail Address: mari@maestrocenter.org | | Phone: (832) 409-7550 | |

Application Contact

| | | | | | | | |
|---------------------------------|--|--|--|--|--|---------------------------------|--|
| Name: Vanessa Jimenez | | Title: Business Development Director | | E-Mail Address: mari@maestrocenter.org | | Phone: (210) 693-8345 | |
|---------------------------------|--|--|--|--|--|---------------------------------|--|

Has the organization applied to the Najim Charitable Foundation in the past and been declined?

Yes
Applied on September 6, 2019 and March 9, 2020

| | | |
|-----------------------------------|---------------------------------|---|
| Grant Amount Requested \$: | Total Project Budget \$: | Organization's Annual budget \$: |
| \$15,000 | \$27,500 | \$1,365,507 |

Mission Statement:

Maestro Entrepreneur Center's mission is to "grow existing small businesses beyond the \$1 million mark and to help create jobs in a historically underutilized area of town."

PROJECT INFORMATION

Program / Project Title:

To support the Youth Entrepreneurship Program

PROJECT TIMELINE

| | |
|-------------------|-----------------|
| Start Date | End Date |
| 06/14/2021 | 07/16/2021 |

Harvey E. Najim Charitable Foundation Priorities:

Education

Education Priorities:

Elementary to High School

Program / Project Description:

The Youth Entrepreneurial Program (YEP) is designed to engage our youth and expose them to an entrepreneurial mindset at an earlier age, encouraging innovation and a competitive spirit through a pitch competition. Currently, it is planned as a 7-day event with five days virtually and two days for the finalist's rounds. The vision for this program is to be year-round as we are partnering with the San Antonio Housing Authority, school districts, and other nonprofits. By participating in YEP, participants will gain life skills and confidence from the development of a business concept to its implementation. This opportunity gives them the steps necessary on how to become an entrepreneur and realize how they can make an impact. The youth will learn the key components needed to run a business, including banking and financing, product or service pricing, making a profit, and record-keeping of financials through real-world application. Students will learn these concepts as they explore their own interests and talents. From the hands-on methods and mentorship, the students will have the guidance to explore multiple career paths.

Parents are invited to participate in the Raising and Inspiring Successful Entrepreneurs (RISE) educational session on Raising Entrepreneur Minded Children. This free educational training is for parents to be able to take advantage of the many RISE resources, workbooks, and skills provided so each parent can continue the entrepreneur spirit in their daily lives.

Key objectives and deliverables: Develop a complete business plan including executive summary, finances, detailed SWOT analysis, financials, etc. and teach our next-generation entrepreneurs how to build a business. This program will end with a Pitching Competition in front of a panel of business owners and banking institutions and a market that will provide them with an avenue to sell. This will give them the chance to cost price and interact with potential vendors.

Evaluation Plan:

Pre and Post Surveys, Students Attendance, Completion Rate, Activities completed, Rubric for Pitch Competition

Plans to sustain project beyond the term of this request:

The Maestro Youth Entrepreneurship Program has been an important program for the Maestro Entrepreneur Center for the past 3 years. In the past 3 years, the center has been growing exponentially and expanded 85% capacity. The YEP will continue to teach kids about entrepreneurship in the years to come and is expected to grow. Now that we are virtual with the hybrid option, we are hoping to open the program to a year-round initiative with scholarship and award opportunities for hundreds of students to become involved.

Children Impacted:

| | |
|---|--|
| How many unduplicated children will the TOTAL PROJECT INITIATIVE impact? | How many unduplicated children will NCF REQUESTED FUNDS impact? |
| 80 | 80 |

Please provide the percentage of each group below that will be served by the project in which funds are being requested. Do not leave any area blank. If that specific group will not be served, include zero. The percentage should total 100%.

| A. Population Served Age | | B. Population Served Ethnicity | |
|---------------------------------|-------------|---------------------------------------|-------------|
| Infants (0-5) | 0% | African American | 15% |
| Children (6-13) | 33% | Asian American | 2% |
| Young Adults (14-18) | 67% | Caucasian | 26% |
| TOTAL: | 100% | Hispanic/Latino | 50% |
| | | Native American | 3% |
| | | Other and Define | 4% |
| | | TOTAL: | 100% |

City Council District for Which Children are Being Served:

District1, District2, District3, District4, District5, District6, District7, District8, District9, District10

| Line item Budget: | | |
|---|---------------------------------------|-------------------------------|
| Line Item Description | Total Project Funds Allocation | Najim Funds Allocation |
| Technology (Software, Hardware, Telecommunications) | \$5,500 | \$5,000 |
| Supplies | \$5,000 | \$5,000 |
| Marketing and Staff Coordination | \$10,000 | \$5,000 |
| Overhead & Location Fee | \$7,000 | \$0 |
| TOTAL: | \$27,500 | \$15,000 |

OTHER FUNDING RESOURCES

For Project being Requested: Funding sources and amounts, pending and committed.

PROJECT - PENDING

| Funder Name | Amount Requested |
|--------------------|-------------------------|
| Target Sponsorship | \$10,000 |
| TOTAL: | \$10,000 |

PROJECT - COMMITTED

| Funder Name | Amount Requested |
|--------------------|-------------------------|
| | \$0 |
| TOTAL: | \$0 |

Other funding sources and amounts, pending and committed not specific to this request.

ALL OTHER ORGANIZATION REQUESTS - PENDING

| Funder Name | Amount Requested |
|--|-------------------------|
| City of San Antonio Entrepreneurial Equity Program | \$50,000 |
| Wells Fargo | \$250,000 |
| Woodforest | \$35,000 |
| TOTAL: | \$335,000 |

ALL OTHER ORGANIZATION REQUESTS - COMMITTED

| Funder Name | Amount Requested |
|--------------------------|-------------------------|
| HEB | \$75,000 |
| CMG Advertising Grant | \$10,999 |
| CPS Energy | \$5,000 |
| VIA | \$11,000 |
| AT&T | \$10,000 |
| City of San Antonio -TCI | \$15,000 |
| TOTAL: | \$126,999 |

BOARD OF DIRECTORS

What percentage of your board contributes financially to the organization?

39%

If Board giving is not at 100%, please explain why?

One hundred percent of the board does not contribute financially because the rest tremendously contributes either by human capital, providing resources, marketing outreach, volunteer hours and teaching expert topics. The board is very involved and we have divided the board by committees (Finance, Fundraising, Programs and Events, and Marketing). The committee meets once a month to create action plans and help the staff carry them through. Without the boards' help, it would be impossible to achieve everything we are doing to help Entrepreneurs succeed.

How are board members expected to participate in your organization?

The board is required to participate in monthly committee meetings and quarterly board meetings.

LIST OF BOARD DIRECTORS

| Name & Office Held | Corporate Affiliation |
|--|--|
| Julissa Carielo, Founder & Board President | Tejas Premier Building Contractors, Inc. |
| Willie Ng, Vice President & Chair of Fundraising | Blue Armour Security Services |
| Hugh Stevens | University of Texas San Antonio |
| Shuchi Nagpal | Economic Development Department, City of San Antonio |
| Donna Normandin | Frost Bank |
| Hector Carrillo | HXH Solutions, Inc. |
| Siew Pang, Chair of Programs and Event Committee | Sunshine Uniforms |
| Janelle Davila | Woodforest National Bank |
| Robert Ortiz | Wells Fargo |
| Yadira Medina | BBVA Compass |
| Will Fernandez | Merrill Lynch |
| Dr. Elsa O'Campo | Alamo Colleges |
| Art Clarke | DOCUvation |
| Jessica Pena | Self |
| Jane Gonzalez | Medwheels Inc. |
| John Nanna | Dryden Labs |
| Sherrika Arch | Straight Line Management |
| Crystal Royal | HEB |
| Dr. Sergio Palacios | St. Mary's University |

Signature