

2024-25 Annual REPORT

ENACTUS USA

PRESENTED BY



RE:NEWTOWNS

Community RE:Vival Initiative (CRI)

Needs Assessment

- 41%** of small business owners have experienced a decrease in revenue over the past year.
- 42%** of small businesses close due to a lack of market need.
- 68¢** of every dollar spent at local businesses stays in the community.



BOOST
FORT ATKINSON

CAMBRIDGE STOREFRONT COMPETITION
enactus 525

TART
OSA

4-Part Workshop Series



Business Ideation



Financial Literacy



Marketing



Pitch Development

New AI Workshop

360

HOURS OF BUSINESS TRAINING

\$586,660

INVESTMENTS MADE DIRECTLY

\$560,000

ECONOMIC IMPACT



Leadership: Launched RE:NewTowns, a **Benefit Corporation**, and united landlords, business groups, and city government to bring CRI to communities.



Service: Outreach, Workshops, Digital Marketing, Community Engagement, Technology, and Support.



Products: City Pitch, City Pitch Reverse, City Pitch Reverse Environment, Storytellers, and Rural Pickleball League

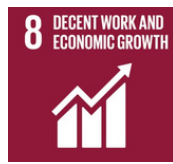


Technologies: Built a voting app for the communities, and utilized the IMPLAN economic impact tool.



Business Principles: Value Proposition Canvas, Project Management, Finance and Accounting, Built a Scalable Business.





Re:NewTowns Ripple Effect



Collaboration
Between the
Community,
Landlords, and
Local Government

Grants Written

Businesses Opened

Existing Business
Synergies

Growing
Communities

Vibrant
Downtowns

More Jobs
Available

IN PARTNERSHIP WITH



RE:NEWTOWNS GUATEMALA

Needs Assessment

56,000

**SINGLE MOTHERS
BETWEEN AGES OF 10 & 19
IN 2024**

33%

**OF SINGLE MOTHERS
LIVE IN POVERTY**

\$3

**THE AVERAGE DAILY
INCOME OF WOMEN IN
GUATEMALA**



Guatemala Site Visit: Conducted Needs Assessment and developed a sustainable business strategy.



Marketing: With branding, storytelling, and pitch support, each woman learns to market her products confidently and creatively.



Training: Entrepreneurs receive hands-on training in finance, sales, and strategy-empowering them to run successful, resilient businesses.



Profit Reinvestment: Initial funding came from external grants and partnerships, including the Yang-Ward Foundation, with profits reinvested to sustain and grow each business.



Project Name	Direct Impact	Indirect Impact	Reach	Income/ Revenue Generated	Profit/ Surplus Generated	Planet Impact	Projections
RenewTowns	32 People	1,257 People	105,638	\$43,782	\$15,057	3 Recycled Storefronts	8 More Communities
Prochapina	33 People	125 Families	55,540	\$2,100	Non-Profit	20 New Jobs Created	15 More Women
Total	65 People		161,178	\$45,882	\$15,057		



RE:NewTowns - Impact Clarification

What tools or methods were used?

Attendance records from city meetings and company workshops measured direct engagement from 32 participants.

What time period or sample was considered?

We measured our numbers from the start of each city's initiative to the point in which a storefront was opened in the city.

What assumptions or estimations were involved, if any?

There were no assumptions or estimations in our impact numbers. Internally we use IMPLAN for measuring economic impact.



Prochapina - Impact Clarification

What tools or methods were used?

Onsite needs assessment and virtual meetings were conducted to gather participant data. Through collaboration with Prochapina and La Unión, 30 single mothers were identified as active participants in the program along with 3 administrative workers.

What time period or sample was considered?

Our needs assessment was conducted both qualitatively onsite (500+ hours in Guatemala) and quantitatively, through research conducted by El Observatorio en Salud Reproductiva.

What assumptions or estimations were involved, if any?

Our impact numbers do not include any assumptions or estimations.

