



COMMUNITY BUSINESS ACADEMY®

A college-accredited, 12-session course taught by experienced instructors, the CBA provides hands-on training in the basic concepts, tools, and skills needed to plan for and run a successful business.

Classes are offered in both English and Spanish and use best practices in adult participatory methodology, including gamified learning, to meet the needs of start-up entrepreneurs with limited educational backgrounds.

Volunteers are an essential component in 3 of the 12 sessions.

SIGN UP

To volunteer, sign up for a specific time slot on our [Volunteer form](#). You will receive a confirmation email and email reminders containing the class's details, Zoom link, and instructor contact information.

If you sign up for a class and are unable to attend, please provide at least 48 hours' notice. If you need to cancel, please email the instructors provided in the confirmation email, in addition to volunteer@risingtidecapital.org.

VOLUNTEER

WITH RISING TIDE CAPITAL

Rising Tide Capital was co-founded in 2004 by Alfa Demmellash and Alex Forrester. They shared a vision to establish a high-impact model for entrepreneurship support in low-income communities to achieve long-term impact in NJ and serve as a template for a replicable model that could eventually scale nationally.

For 17 years, Rising Tide Capital has been offering its experiential learning program, the Community Business Academy, across New Jersey, and now the country. This transformational 12-week course, offered in English and Spanish, helps turn your idea into a thriving business. There are more than 3,200 graduates of the Community Business Academy in 64 towns and cities across New Jersey!

ENTREPRENEURS WE SERVE

Rising Tide Capital serves over 1,000 clients annually, focusing primarily on low-income (80%), women (71%), and minority (90%) entrepreneurs--of whom 29% are unemployed at intake, and only 48% have a college degree. The typical entrepreneur at RTC is a 40-year-old mother of two children earning less than \$35,000 per year in communities where at least \$50,000 is needed to be considered financially self-sufficient.

Historically, over 58% of our graduates are Black/African American. Additionally, many of our entrepreneurs also fall within the following categories: Veterans, Domestic Violence Survivors, Immigrants/Refugees, Formerly Incarcerated, and Individuals with Disabilities.

We have developed a proven system to leverage their core talents and dedication with high-quality education and support, leading to job creation and business growth in even the most distressed communities despite these individuals' obstacles.



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YOUR ROLE

AS A VOLUNTEER

In weeks 2, 5, and 8, each class needs three volunteers to participate and take on roles in business simulation games designed to give our students practical experience managing a business.

As a volunteer, you may play a store owner, an export buyer, a wholesaler, or multiple roles, depending on the game. It is essential that you log on at the time provided (15 minutes before class) and meet the instructors since that is when they explain volunteer roles.

Your main objectives as a volunteer are to:

- Engage with students--the more engaged you are, the more fun the students have!
- Keep students focused on the task at hand.
- Be a resource for the students--utilizing your personal and professional experience to answer their questions.
- Have fun!

When embodying a character other than yourself, consider taking on a persona or adding a Zoom filter to change your appearance. It's not necessary, but it certainly livens things up!

SIMULATION GAME

While it's not necessary for volunteers to further prepare, we thought we'd share an overview of the class content.

- Week 2: The class breaks out into three teams that compete in manufacturing and selling a product. Introducing students to the fundamental business cycle, including:
 - budgeting
 - financial decision making,
 - managing cash flow
 - essential record-keeping
 - Types of business expenses.
- Week 5: A game helps introduce a more complex business environment with multiple buyers and sellers and a wholesale and retail market. Concepts discussed include:
 - developing a pricing strategy
 - understanding your competition and market demand
 - negotiations
 - Resource management.
- Week 8: Key concepts include cash flow and the need for an ongoing bookkeeping system that incorporates:
 - multiple marketing strategies
 - complex manufacturing processes
 - Strict time pressures

These elements combined create the stress and responsibility of a business operating in a complex environment.

THANK YOU!

We understand your time is valuable and know many worthy causes call for your time and attention!

Thank you for seeing and believing in the value of a mission we have dedicated our lives to over many years: the entrepreneurial opportunity and its potential to transform lives and communities,

We are excited about the road ahead and look forward to sharing this journey with you. On behalf of the team at Rising Tide and our entrepreneurs: Thank You!



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