

I. Organization Background Information

Name of Organization:

Vitrina Solidaria

Mission Statement:

Please limit to 1000 characters. Please be aware that your content may be truncated if you are pasting from another source.

Vitrina Solidaria (ViSo) translates into Solidarity Showcase. ViSo is a nonprofit social enterprise that encourages and supports sustainable and socially responsible micro-enterprises and social enterprises contributing for their success in the markets and the prosperity of Puerto Rico. Its mission is to strengthen the solidary entrepreneurial tissue in Puerto Rico, educating the consumers, increasing the demand for local products, and investing in their solidary entrepreneurs. The vision of Vitrina is to be the leading social enterprise that contributes significantly to Puerto Rico's economic solidarity development and prosperity.

Overview of Organization:

Please limit to 2500 characters. Please be aware that your content may be truncated if you are pasting from another source.

ViSo was incorporated in 2013 to promote the best artisan local production and provides access to opportunities to marginalized entrepreneurs through capacity building and coaching; e-commerce and social media marketing; and the use of entrepreneurial and technological tools to allows community initiatives to prosper in an otherwise barren environment. ViSo has supported over one hundred (100) micro- enterprises and thirteen social enterprises specializing in sustainable tourism. Vitrina is managing three main programs: Adrenaline for community base Sustainable Tourism which serves as a business accelerator to non profit organizations and micro enterprises interested in establish businesses. Raise Up Acceleration program for Micro enterprises; which emphasis in the acceleration of the entrepreneurs services/ products. The components of solidary economy community and sustainability are the basic environment of the program. E-Commerce, Bazar C and Pop Up sales are services developed from this program for the visibility of the business. The third program is El Yunque Emprende, developed in 2016, assists the USFS to develop initiatives for community integration in and outside the forest and ordering the community Interphase Resource Management Area (CIRMA) to stimulate the economy in and around the forest by generating opportunities for employment and entrepreneurship related to forest goods and services to achieve social and economic sustainability. ViSo is contributing with the creation and growth of sustainable businesses for El Yunque region. It provides entrepreneurial knowhow in tune with the forest conservation efforts.

Website:

www.vitrinasolidaria.org

II. Proposal Contacts - Please enter information for the Primary and Secondary Proposal Contacts

Primary Contact

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Last Name

Skerrett

Title

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Quijano

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III. Proposal Information

Proposal Title:

El Yunque Empreende

Support Request (check all that apply):

Investment/Grant

Requested Dollar Amount:

\$145,500

Please list other Significant Partners in the Proposal:

USDA National Forest Service

Proposal Description:

Please limit to 2500 characters. Please be aware that your content may be truncated if you are pasting from another source.

El Yunque Emprende (EYE) is a business acceleration program that seeks to develop spaces of solidarity and sustainable economic activity within the region of nine municipalities that surround the El Yunque National Forest (EYNF). EYE program was designed to stimulate the economy by generating opportunities for employment and entrepreneurship related to forest goods and services to achieve social and economic sustainability and focuses on an integrated vision of ecological, social, and economic sustainability and connecting to local communities. Vitrina Solidaria provides entrepreneurial knowhow in tune with the forest conservation efforts with entrepreneurs from a wide array of industries including: agriculture, eco-tourism, gastronomy, lodging, etc.

EYNF suffered immensely from hurricanes Irma and María. In the midst of the ongoing recovery processes, Vitrina Solidaria added a directed action approach for sustainable recovery of the EYNF region leveraging the forest's influence to integrate communities and entrepreneurial ecosystem in the EYNF region for their recovery, resilience, co-management and sustainability.

EYE has four main types of interventions:

1. Support the creation of sustainable enterprises and generate opportunities for employment and entrepreneurship related to forest goods and services to achieve social and economic sustainability. This includes workshops, training, coaching and technical support to participants.
2. Jumpstart the economy and support collective marketing & outreach efforts with the development of an engine named ElYunque.app to help visitors plan their trips in El Yunque Region with up to date information on smaller, community based experiences and services.
3. Build an Entrepreneurial community network that support sustainable development for the region. Includes efforts to organize the business community, to promote resilience and conservation practices, reduce hurdles that come with starting a new business, and forge partnerships to foster innovation.
4. Facilitate the creation of the EYE Co-working space for startups and nonprofits with emphasis on green enterprises.

EYE impacts directly the local commerce, creating support networks for entrepreneurs, promoting sustainable and conservation practices, facilitating co-management of areas and facilities within the forest, increasing visibility to their markets, and providing assistance for its stabilization and growth.

Issues Addressed (check all that apply):

Disaster Relief, Small Business Development / Microlending, Workforce Development / Economic Development

If your project affects multiple states or counties, please use the CTRL key to multi-select.

Geographic Impact

City-wide

U.S. States & Territories:

Puerto Rico

Population Served:

Please limit to 500 characters. Please be aware that your content may be truncated if you are pasting from another source.

The beneficiaries of EYE program are the population of the 9 municipalities that are part of El Yunque forest. This region is cataloged as a poverty zone of the island. And for its location is more vulnerable to atmospheric events.

Population Income by Area Median Income (AMI) and other identifiers (percentage of Free and Reduced Lunch for youth or designated "Disaster Area" or designated "Distressed or Underserved" served by proposal:

In 2010, about 44% of the regional population was living below the poverty level as defined by the US Census Bureau. The per capita income of this region is between \$10,506 and \$7,548. After the 2017 hurricanes Irma and Maria, all this number has changed and not necessarily for the best.

Anticipated Outcomes/Impact:

Please limit to 2000 characters. Please be aware that your content may be truncated if you are pasting from another source.

We expect with El Yunque Emprende, a more than 10 years program to help establish business sustainability and solidary economy. Involved the business services with the community. With a one year sponsorship we anticipated outcomes like: the impact of 30 new or existing business owners and entrepreneurs receiving technical support for the acceleration of their businesses. Integrate at least 15 new business owners to elyunque.app tool, as part of the effort to visibilize the region and make an input to their economy. New employment developments and new or renew businesses initiatives establish with the solidarity economy philosophy. And we expect to initiate the establishment of a co working space for the incubation of community base businesses. This co working space will be also be the place expected to serve as a community help center in cases of disaster or any need for the community.

Describe evaluation methods used to measure success:

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We will use several tools to evaluate the success of the program. First, full participation at the Bootcamps as part of the capacity building process. 2nd the quantity of new business owners involved in the EYE program and this means technical support received for the acceleration of their businesses and participation in activities like Circuito Empresarial, workshops and events. All this are part of EYE services. 3rd; the improvement of the businesses by the visibility that eIyunque.app can give them. This will be measure by data received from the app it self and from economic data collect by the business owners. 5th, the quantity of initiatives establish with a solidarity economy philosophy. This will be measure by a document prepared by ViSo.

Project time frame - Is your request for an existing or new program?

Existing Program

IV. Submit Supporting Documentation - Please attach your most recent audited or reviewed financials in PDF format to this proposal application. Your proposal application will be considered incomplete until the appropriate financial documentation is provided. By submitting a proposal application you agree to share with the Federal Reserve information regarding connections that were made with funders regarding the proposal or other work your organization conducts that was identified by a funder that used the Investment Connection platform. After you submit a proposal application, we will follow up with you to see if Investment Connection was helpful with your informational and business needs.

Upload your most recent audited or reviewed financials

(for internal uses only)

Vitrina Audited FS 2018 and 2017.pdf

V. Other Supporting Documentation - You may submit a photo (jpeg) and/or a video (mp3 or mp4) that helps describe your proposal. (information available to funders)

Upload a picture or video that helps describe your proposal or organization
(information available to funders)



Upload additional picture or video
(information available to funders)

Add any additional links to supporting documentation
(information available to funders)

<https://youtu.be/5Kzgn37DoV8> - video Mano a Mano about Vitrina Solidaria

VI. Disclaimer - The Federal Reserve Banks do not endorse or make any representations as to the propriety or suitability of organizations, investments or programs listed. Organizations should perform their own due diligence before engaging in any transactions with these entities to ensure that any such transactions meet the organization's objectives.