



# Connect to Wellness & Prosperity Together.

## OUR STORY

The Aux is an audacious and innovative journey to redirect capital and power to Black entrepreneurs who are ready to grow a model for inclusive development and community wealth building. Powered by a one-time philanthropic investment, The Aux will bring to life a vacant factory transforming it into a vibrant, self-sustaining hub for Black-owned businesses offering health and wellness services to thousands in the community.

## AUX GOALS



**IMPROVE HEALTH** by increasing access to Black-owned businesses providing mental wellness supports, doula services, fitness classes, wellness products and healthy food.



**BUILD SHARED PROSPERITY** by developing a hub for entrepreneurs of color, creating jobs and providing opportunities for community investors.



**STRENGTHEN COMMUNITY** by transforming a vacant factory into a vibrant space where local businesses thrive and community members of all walks gather to eat, shop, learn, celebrate and be well.

## OUR NEED

Why Evanston? Because inequity persists even here. There is a 13-year difference in life expectancy in our historically redlined Black communities. Barriers to opening business persist for established entrepreneurs. It's time to change the script.

## OUR VISION

The Aux will be home to thriving Black-owned businesses offering an array of holistic wellness services. Our whole community will have access to good food, calm minds, healthy bodies and great conversations.

## OUR INSPIRATION

The Aux is inspired by the Sherman Phoenix, a Milwaukee hub that is home to 30+ Black-owned businesses. Although only 20% of Black-owned businesses nationally survive the first 18 months, 89% of Sherman Phoenix's founding businesses are still in operation after five years. The Aux brings this cutting-edge model to the Chicago area.

## CONTACT US



[www.theauxevanston.com](http://www.theauxevanston.com)



[TheAuxEvanston@gmail.com](mailto:TheAuxEvanston@gmail.com)



2223 Washington Street  
Evanston, IL 60202

# TENANTS

To advance entrepreneurship in communities of color, The Aux will provide high-quality commercial space, offer technical assistance, and provide opportunities for shared marketing and peer learning.



The Laundry Cafe



Sokana Collective



Chef Q's Kitchen



TBF Diagnostics



Smoothie RX

## Physical & Mental Wellbeing

### Aux Wellness Collective

Providing mindfulness, movement, meditation and stress reduction education & services through a collective of wellness practitioners.

### Cielo Agave

Offering energy healing, meditation, dance therapy, and breath work.

### TBF Diagnostics

Providing blood testing, drug testing and DNA testing to help monitor health status.

### Sokana Collective

Supporting families through all fertility and birthing journeys and providing training and education to doulas of color.

### Fitness Rep

Offering personal training, health coaching and fitness classes for all ages.

## Healthy Food

### Chef Q's Kitchen

Offering high-end catering, culinary arts training, youth cooking and gardening classes, and meal delivery.

### Smoothie RX

Increasing access to healthy foods through fresh veggie and fruit smoothies, bowls and wellness shots.

## Social Health

### The Laundry Cafe

Providing full laundry services in a relaxing atmosphere with cafe offerings and community programming.

## Financial Health

### Sunshine Enterprises

Providing education, technical assistance and office space to entrepreneurs of color.

### Aux Marketplace

Pop-up market spaces are available to new and growing entrepreneurs.

### Embrace Your Crown

Offering hair salon and beauty bar services to support positive self esteem and spirit.

### Aux Ikun

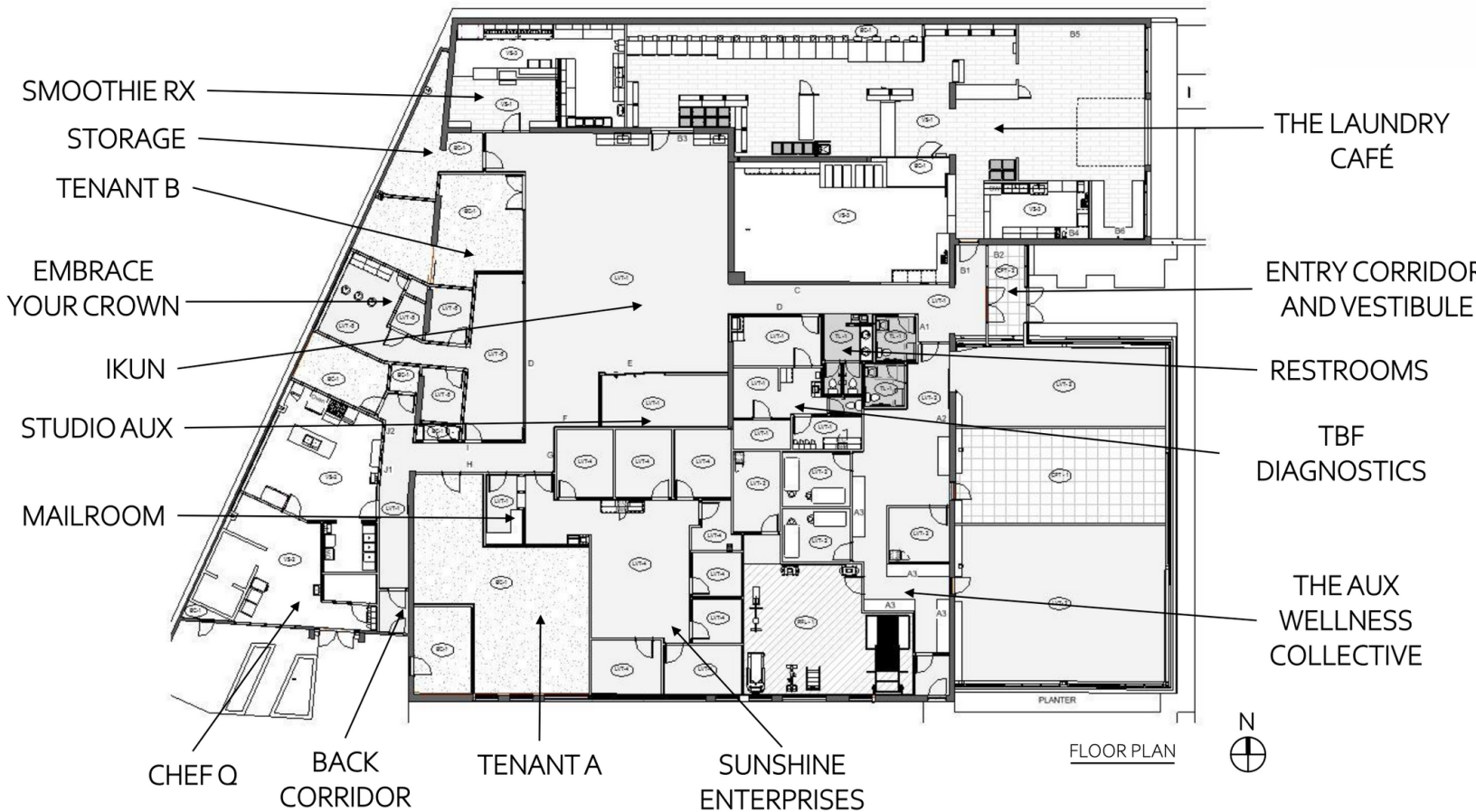
Providing a vibrant gathering space for community programs and arts & cultural events.

The Aux anchor tenant spaces are 90% committed. Contact us to find out more information about pop-up market spaces or becoming an Aux tenant partner.



# A PEAK INSIDE

The Aux will become home to a self-sustaining collective of businesses and organizations offering holistic community wellness services.



## The Aux Team: Women-Led Development

### Co-Developer Team

Tiffini Holmes  
Lori Laser  
Jacqui White  
Tosha Wilson  
Juli Kaufmann (support)

### Technical Team

Fix Development  
Nia Architects  
Ujamaa Construction





# \$10M Campaign Goal

## WHY DONATE?

- Promote healing by creating an inclusive community space offering wellness services for physical, mental, financial, spiritual and social wellbeing
- Strengthen entrepreneurship by supporting diverse business owners and providing technical assistance
- Create jobs and training opportunities for residents and young people
- Provide inclusive pathways to community wealth with opportunities for neighbors to directly invest as owners

## IMPACT

- 40+** Black-Owned Businesses supported as tenants & vendors
- 40+** Entrepreneurs of color receiving technical support from Sunshine Enterprises
- 30+** Permanent Jobs
- 120+** Construction Jobs
- 60%** Women and Minority-Owned Contractors
- 200+** Community Owners
- 10,000+** Accessing Wellness Services and Programs

## JOIN OUR DONORS

Associated Bank  
Bessmer Trust  
Chicago Community Trust,  
Searle Funds  
City of Evanston  
Evanston Community Fdn  
Frankel Family Fdn  
Goldman Sachs  
Kataly Fdn  
Kirkland & Ellis  
Lewis Sebring Fdn

Malnati Family Fdn  
The Mather  
Northshore Health /  
Endeavor  
Sidley Austin  
State of Illinois  
Trott Family  
Philanthropies  
William Blair  
100+ Individuals  
65+ Community  
Investors

## SUPPORT US

The Aux seeks \$3.5M in philanthropy and equity to complete the \$10M budget.



**DONATE** thru The Growing Season.  
<https://bit.ly/GrowTheAux>



**INVEST** thru Small Change to become a community owner.  
<http://bit.ly/AuxSmallChange>



**OPEN DOORS** to donors passionate about equity and community wellness.