



2025

THE DIFFERENCE

CREATE CAMPAIGN'S IMPACT REPORT



A WORD FROM OUR CEO

We're living an answered prayer.

10 years ago, I didn't set out to be a founder. I set out to be a difference-maker, connecting diverse entrepreneurs with the resources, information and connections to build stronger, more vibrant businesses. There was no outline; no affiliate or franchise model. Instead, we built Create Campaign organically with people committed to seeing challenges differently and responding in ways that hadn't existed before. Formalizing Create Campaign was intentional. The work needed to live and grow beyond me. And it has.

10 years later, Create Campaign isn't just existing — we're thriving. Our impact is clear: businesses are launching, growing and unlocking new levels of service and action. Our staff is dynamic, our leadership committed and our difference undeniable. As we reflect on 10 years, we celebrate those who supported, lifted and helped us build. We remain accountable to everyone who has ever helped or been served by this great organization.

2026 begins a shift. Two examples: we're deepening our technical assistance and introducing professional services inside of our organization. These shifts represent our commitment to stay hungry, nimble, flexible but, always, prepared to bring our best to every entrepreneur we serve.

We're thankful for everyone who is helping us create legacy-defining change. This is our call. It's also my answered prayer.

A handwritten signature in black ink, appearing to read 'CML', written in a fluid, cursive style.

Christina M. Long
Founding President/CEO
Create Campaign, Inc.

A WORD FROM OUR BOARD PRESIDENT

Greetings!

2025 marked a milestone for Create Campaign. With 10 years of service, the organization has a proven track record of impact and sustainability. Providing access to entrepreneurs who are looking for support, community and resources to launch, innovate and grow is the business of Create Campaign.

The work we do, the commitment we have and the dedication we display places us at the forefront of change for deserving entrepreneurs. We're changing outlooks, resources and possibilities in ways that are positively impacting the local economy. The work is significant and requires much of us at every level in the organization. It's work we do in partnership with a wide group of leaders across Wichita and our region. We invite you to explore our impact through the data and stories included in this report and consider how to get even more involved with Create Campaign.

Let's lift entrepreneurs as we build.

Let's elevate our work to new levels.

Let's be the difference.

In partnership,



Mitch Binns

Board President, Create Campaign, Inc.
Market Leader, McCownGordon





OUR STAFF

Sana Christmann, Briaja Tucker, Cassandra Enlow, Karina Castañeda, Christina Long, Sabrina Stephens, Ti'Juana Hardwell & Iesha Henderson.

SUPPORTING CAST:



Our supporting cast plays a vital role in helping Create Campaign fulfill our mission of activating urban entrepreneurs in the Midwest to launch, innovate and grow.

BOARD OF DIRECTORS:

Mitch Binns, Board Chair, McCownGordon • Jenni Heartfield, Vice Chair, 6 Meridian • Zach Wiggins, Secretary, Martin Pringle • Shawn Whisenant, Treasurer, VP, Fidelity Bank

Directors: Michele Valadez, Evergy • Shawn Bauman, Driven Tax Services • Dioane Gates, Kansas Leadership Center • Olivia S. Dempsey, Martin Pringle

Outgoing Directors: Joshua Enlow, ProTech • Gary Oborny, Occidental Management



OUR PARTNERS



OUR WINNING SEASON

Scan the QR codes to view Create Campaign's
2025 winning moments.

The Declaration
\$15k Tradeshaw &
Pitch Competition



Savoring Success
An Exclusive A La Carte
Experience



Culinary Cook Off
Ft. Chef Pyet DeSpain



Definers Dinner
Ft. Davontae Harris



**Create Campaign
Forum**
Ft. Lynette Woodard



My Startup Story
Ft. Troy Brooks



**Spark Cohort 10
Graduation**



**Food Access
Survey**



Power Brunch
Ft. Dr. Kaye Monk-Morgan



CAPITAL STATS

Create Campaign maintains its own Create Capital Fund and is a sponsor of Network Kansas' Wichita Urban eCommunity with the ability to make lending decisions across a variety of gap-financing and no-match lending programs.

2015	2016	2017	2018	2019	2020		2021	2022	2023	2024	2025	TOTAL
NUMBER OF APPROVED LOANS												
1	0	2	3	1	10		6	19	11	12	2	67
APPROVED LOAN FUNDING												
\$21k	\$0	\$65k	\$122.5k	\$15k	\$134.5k		\$76k	\$403k	\$397k	\$226k	\$16.4k	\$1.4m
NUMBER OF BUSINESS GRANTS AWARDED												
-	-	2	-	-	-		3	3	3	5	22	38
AMOUNT OF BUSINESS GRANT DOLLARS AWARDED												
-	-	\$550	-	-	-		\$2.8k	\$2.2k	\$850	\$10.5k	\$60k	\$77k

REACH



"Create Campaign is a pillar in the community. It's there to help entrepreneurs and I see that and love it."

CODY JONES
Owner, CJ Roofing

REACH

STATS



Numbers represent each touch point with entrepreneurs and may duplicate individuals who receive multiple services from Create Campaign. Reach is updated following the close of the calendar year for past years.

BUSINESS CONSULTATIONS STATS

**97
HOURS**
112 Consultations

2025

*As of 11/13/2025

**77.5
HOURS**
155 Consultations

2024

**52.5
HOURS**
105 Consultations

2023

**26
HOURS**
52 Consultations

2022

**31
HOURS**
62 Consultations

2021

**45.5
HOURS**
91 Consultations

2020

**3
HOURS**
6 Consultations

2019

**332.5
TOTAL HOURS**

2019 - 2025

"Create Campaign has been such a valuable source of insight and support for entrepreneurs like me. From the very first meeting, I felt welcomed, encouraged, and surrounded by people who truly want to help."

AMY HERNANDEZ

Owner, Abuela's Play Cafe

LLC STRUCTURING & SUPPORT STATS

2025 9 Filings

Ray Neil's Creations LLC | Best You Better World, LLC | I GOT IT Junk Removal, LLC | Lisa's House, LLC | Daniela Creations, LLC | Toe Tappin' BBQ | Rocelna Valley, LLC | Mex-Claditos, LLC | Scentsory Blooms

2024 8 Filings

Jreamify Beauty, LLC | Traces of Flavor | Lara Roofing and Construction | VitaLink Healthcare LLC | Beyond Lashes Boutique N Apparel, LLC | Real Cleaning, LLC | Drywall Experts, LLC | Ilesha Shanee Designs, LLC

2023 14 Filings

Owly | JlongAchieves | Leadership First | Hidden Imperfections Studio | E.J.P Services | Nava Cleaning Services | Denise's House of Goods | Lady Burritos | Odyssey Counseling and Consulting | MJM Diseno & Sublimacion | Precision Exterior Services | Sol Delish | Moyo Creativo | Ad Hoc Language Services

2022 11 Filings

A1 Barbershop | The Selfie Center, LLC | C&C Lawn and Landscaping, PlantTea Therapy | Beaudeeful Day Play Center, LLC | Las Aventuras de Araceli | Estrada Lawn & Landscape | A.R.T. Project | Ty Davis Productions | Charcutistry | Clipperheads Barber Shop

2021 13 Filings

Brinkley Holdings, LLC | R&J Legacy Transport, LLC | N'Credibly Sweet | Room Essentials | Reel Photography | We Got This Cleaning Service, LLC | The Embroidery Place, LLC | Community Blessed | Progressive Church Outreach Program By Dawn Transportation | Brian Black Executive Coaching and Public-Speaking | MNP Enterprises | Lipsey Consulting Group

75
TOTAL FILINGS
2015 - 2025

*As of 11/13/2025

2020 4 Filings

Lighthouse Tutoring, LLC | ML Lawn and Fence Services, LLC | Kandy B, LLC | Inclusive Growth Strategies

2019 0 Filings

Founders' Grove renovations year

2018 1 Filing

ELT Consulting

2017 6 Filings

AB&C Bilingual Resources, LLC | Pretty Girls Pound the Rock, LLC | Benitez Counseling, LLC | Wichita Cheesecake Company, LLC | Freeman Holdings | Simply a Lady, LLC

2016 3 Filings

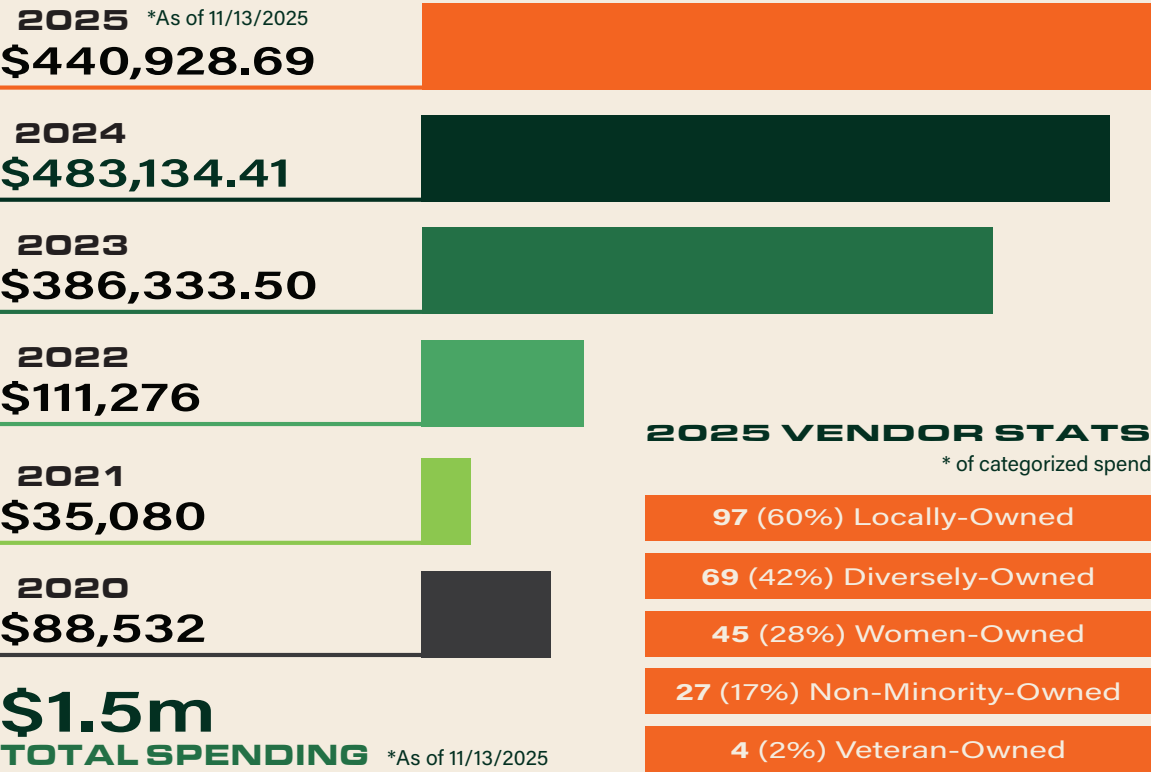
Yaujar Painting | Jenny Dawn Cellars, LLC | D&L Eventerprises, LLC

2015 2 Filings

A Time for Change, LLC | ProTech Learning, LLC

Create Campaign, Martin Pringle and Foreman Law collaborate to support structuring services.

CREATE CAMPAIGN'S PURCHASING STATS



• Vendors may appear in multiple categories. Self-reported demographic used.
• Purchasing demographic data tracked starting in 2020
• Create Campaign purchases using a request for proposal process and evaluates proposal on merits including: capability, price, value, demonstrated performance , demographic make-up, local ownership, etc.



SPARK COMMUNITY BUSINESS ACADEMY

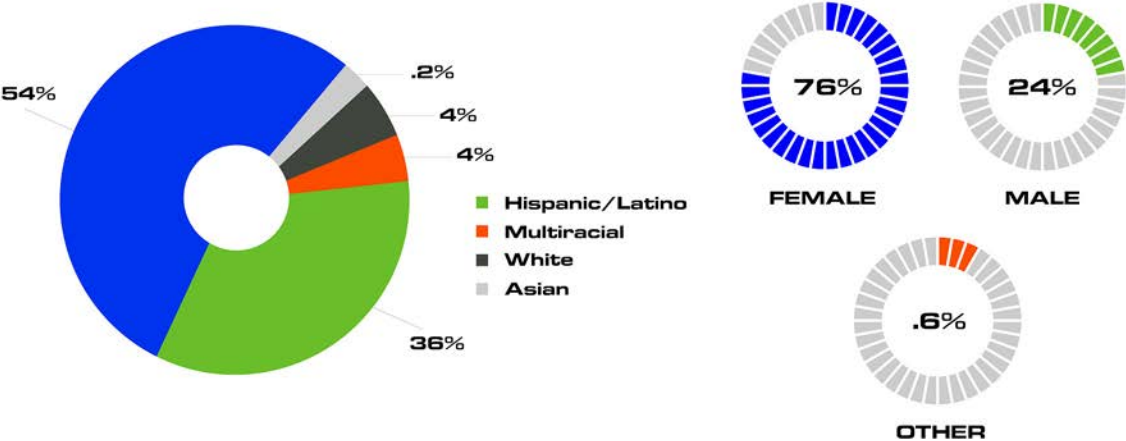
“The Community Business Academy has helped me see my business from a microscopic lens that helps me identify what makes a business reach that higher level of success. The details matter, the finances matter, the image matters, the logistics and business plan.”

Sally Aguilar - El Gusto Mexican Eatery

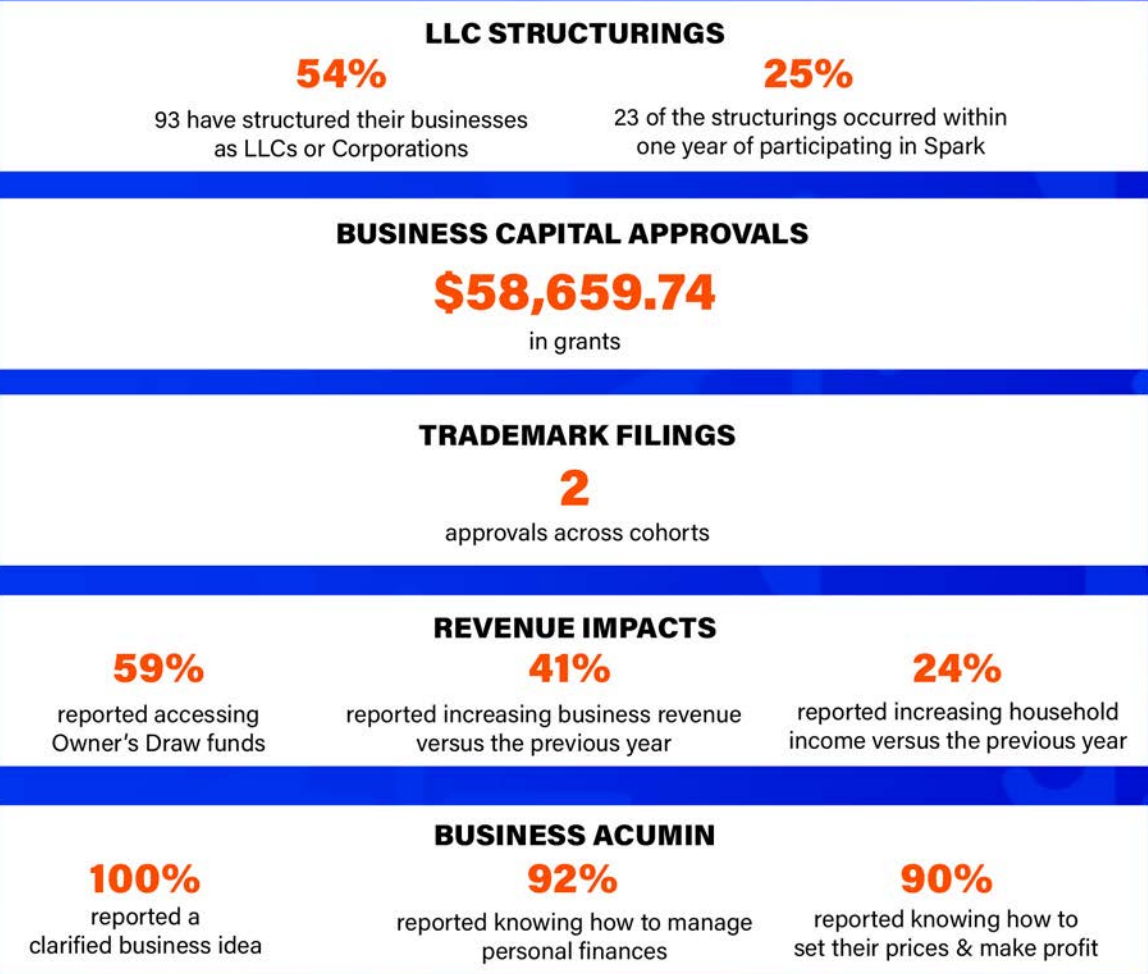


Spark provides hands-on business training in planning, financials and management with curriculum and coaching tailored to diverse entrepreneurs. This 12-week program is designed for new and growing for-profit businesses.

SPARK



WITH CREATE CAMPAIGN'S SPARK, ENTREPRENEURS GAIN THE SUPPORT, STRUCTURE, AND STRATEGY TO ACHIEVE MEANINGFUL **SUCCESS**.



Sources: Spark 2025 Annual Survey, Spark Fall Check-In Survey, Kansas Secretary of State's Office, Create Campaign business capital portfolio

NEXT SEASON

2026

createcampaignks.com



THE CANOPY IS OPEN

The Canopy at Founders' Grove is now accepting bookings for 2026. Conveniently located in central-northeast Wichita, The Canopy is an ideal venue for entrepreneurs, small businesses and organizations. Elevate your next meeting, conference or corporate gathering.



A LA CARTE

The A La Carte Commercial Kitchen Incubator serves as a launchpad for culinary ventures; offering the tools needed to grow sustainable food-based businesses. Gain access to a professional-grade kitchen, entrepreneurial education and business services.



BUSINESS CONSULTING

Create Campaign staff and partners are prepared to help entrepreneurs launch and grow through free, confidential business consulting services. Whether looking to structure, apply for capital or overcome a challenge, move forward with the right support.



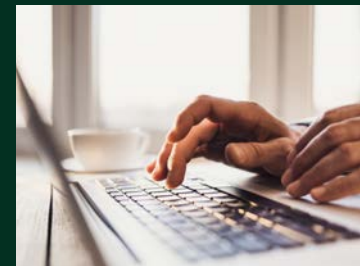
SPARK: ALUMNI SERVICES

After graduating from Spark's 12-week program, entrepreneurs receive additional support through alumni services. Technical assistance and business training on marketing, accounting/bookkeeping, legal, finance, sales and more is provided.



SUCCESS SERVICES

Create Campaign will launch a new suite of services for entrepreneurs to assist with marketing, branding and sales. Our new creative agency will provide cost-effective solutions for entrepreneurs ready to grow.



DIGITAL HUSTLE ACADEMY

Create Campaign continues working on more inclusive economic opportunities and will launch the Digital Hustle Academy. This initiative will introduce entrepreneurs to resources and strategies to better compete in tech and innovation economies.

