



DIFF 
velopment®

PRESS KIT



WHO WE ARE

DIFFVELOPMENT IS A 501(C)(3) TAX-EXEMPT NONPROFIT ORGANIZATION. DIFFVELOPMENT IS COMMITTED TO ITS MISSION OF RE-EMPOWERING PEOPLE OF AFRICAN DESCENT ONE STUDENT AT A TIME.

WHY WE EXIST

We believe black college students should have the opportunity to be prepared for life after college from a black perspective.

HOW WE PREPARE BLACK COLLEGE STUDENTS

We educate black college students about issues that commonly impact black graduates and expose them to entrepreneurship as a viable career option.

DIFFvelopment's **Alternative Career Services (ACS)** program offers students a culturally specific on-campus workshop that challenges them to examine their socioeconomic status in relation to the wealth-building process and to explore entrepreneurship as a viable career option that facilitates economic advancement. With the support of funding, ACS will eventually offer students access to a rigorous online resource center and a student-centered startup funding competition.

DIFFvelopment's **Consultpreneurship** program is a 10-week summer internship program that gives students the opportunity to develop a business concept with the support of an assigned entrepreneur advisor, gain practical entrepreneurial experience through a consulting practicum at an assigned small business, and compete to win up to \$5,000 in startup funding to support the creation of their very own business. An intensive week of orientation, weekly seminars and guest entrepreneur lectures and workshops provide students with culturally specific entrepreneurial and financial education throughout the program.

PROGRAM OBJECTIVES

- To foster pre-graduate entrepreneurial activity
- To provide access to culturally specific entrepreneurial and financial information, learning materials and support
- To raise awareness about post-graduate underemployment, the viability of entrepreneurship as a career option, and the importance of generational wealth and giving back to society

TESTIMONIALS

How Black College Students Have Benefited From DIFFvelopment

"I really grew. I will insist on the growth. It opens your mind. You get to meet a lot of people: inspiring, creative entrepreneurs, making big waves in the world. And the knowledge that they impart into you, it can't be taken for granted. I feel that this is a very important program."

-Nelly Abong'o
Carthage College

"This program has been life changing. I've been exposed to things about myself, things about my culture, and things that need to be changed, fixed. I have learned the importance of being an entrepreneur...the need!"

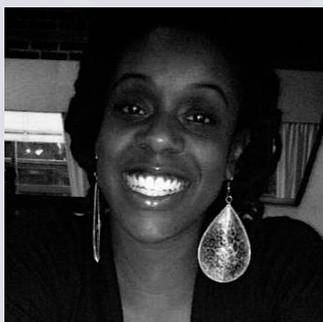
-Imani Burnett
SUNY New Paltz

"It just gave me a whole different perspective on not just entrepreneurship, but on life and finances, and...post-college life."

-Janae Reed
Rutgers University-Newark

PRESS

- Montclair Local - "Nonprofit hosts Black History Month fundraiser" - 2.22.18
- Koncious Conversations - "Melanin Magic, Black Love & Entrepreneurship for the Culture" - 8.28.17
- The Positive Community Magazine - "Social Entrepreneurship Roundtable" - 6.27.17
- ThyBlackMan.com - "New Nonprofit Provides Africana-Centered Entrepreneurial Solution for Post-Graduate Un(der)employment" - 10.17.16
- The Antonian Newsletter - St Antony's College - University of Oxford - "Antonians' development venture" - 8.31.16



ESI KAGALE AGYEMAN GILLO CO-FOUNDER

Esi is committed to re-empowering people of African descent by holistically empowering college students to disrupt negative patterns of history through personal development and entrepreneurship. If she had to describe herself in one sentence, she would say that she "is

passionate about all things authentic and puts nothing above her freedom." Esi holds an MSc in African Studies from the University of Oxford, UK, a BA in Afro-American Studies and Psychology from Smith College, and a certificate in African Studies from the Five College Consortium. She has also studied in Uganda, Rwanda and Ghana.



PETER MARKEEO GILLO CO-FOUNDER

Leveraging his passion for the use of creativity in all aspects of life, Peter finds great joy in supporting college students as they dig deep to develop their own unique spheres of meaning within the global black community. He holds an MA in Social, Policy and

Community Development, Regional Planning from the University of Massachusetts, Amherst, a BA in Political Science and Sociology from Clark Atlanta University, and a certificate in International Political Systems and Development from Nanjing, China. He is also a life member of Omega Psi Phi Fraternity.

CONTACT

877-893-DIFF (3433)
inquiry@diffvelopment.org

MAILING ADDRESS

PO BOX 773
Montclair, NJ 07042

WEBSITE

<https://www.diffvelopment.org/>

SOCIAL MEDIA

Twitter: @DIFFvelopment
LinkedIn: @DIFFvelopment
Facebook: @DIFFvelopment
Instagram: @DIFFvelopment

THE FACTS: WHY OUR MISSION MATTERS

Disproportionate Unemployment and Underemployment

White applicants receive 36% more callbacks than equally qualified African Americans.

-PNAS, 2017

67.1% of recent black graduates experience underemployment compared to 56.2% of all college graduates.

-Center for Economic and Policy Research, 2014

Lack of Access to Generational Wealth to Kickstart Their Futures

The average white family is 7 times wealthier than the average black family.

Median white wealth is 12 times higher than median black wealth.

Black families headed by graduate or professional degree holders have more than \$200,000 less wealth than comparable white families.

-Economic Policy Institute, 2017

White families are 5 times more likely than black families to receive large gifts or inheritances.

-Urban Institute, 2017

80% of black parents expect to be supported by their children.

-Kauffman Foundation, 2016

How can entrepreneurship serve as a viable solution to the issues black graduates commonly face?

The median net worth for black business owners is 12 times higher than for black nonbusiness owners.

-Association for Enterprise Opportunity, 2017