



PRAXIS  
COMMUNITY UPDATE

2021

PRAXIS IS A CREATIVE ENGINE  
FOR REDEMPTIVE ENTREPRENEURSHIP.

# PRAXIS 2020 IN 8 NUMBERS

During a year of many pivots and an unexpected call for a reimagination of our work, we're grateful to have had opportunities to creatively serve our community, discover ways to do our work more efficiently, and even witness an exponential growth in reach of redemptive entrepreneurship in new communities.

Here's a brief summary of what we've been up to this year:

42

## VIRTUAL EVENTS

*compared to 10 or fewer  
in-person events in  
previous years*

393

## VIRTUAL SUMMIT ATTENDEES

500,000+

## READERS AND LISTENERS OF OUR COVID-19 CONTENT

*50x greater reach than any other previous  
Praxis content resource*

50%

## INCREASE IN MENTOR ENGAGEMENT

*through virtual Accelerator and  
Academy events*

\$108M

PLACED IN PORTFOLIO VENTURES BY  
PRAXIS COMMUNITY TO DATE

5,057

FULL-TIME JOBS PROVIDED BY  
PRAXIS PORTFOLIO VENTURES

*a net job loss of 1% from last year, despite  
the pandemic*

\$355M

TOTAL REVENUE OF VENTURES IN  
PRAXIS PORTFOLIO IN 2019

38%

OF PRAXIS COMMUNITY  
COMMITTED TO RULE OF LIFE

# OUR PORTFOLIO AFTER NINE YEARS

\$355M

**TOTAL REVENUE** OF VENTURES  
IN OUR PORTFOLIO IN 2019

5,057

**FULL-TIME JOBS** CREATED THROUGH  
VENTURES IN OUR PORTFOLIO

191

**ACTIVE BUSINESS AND NONPROFIT  
VENTURES** IN OUR PORTFOLIO,  
INCLUDING 2021 CLASSES

94%

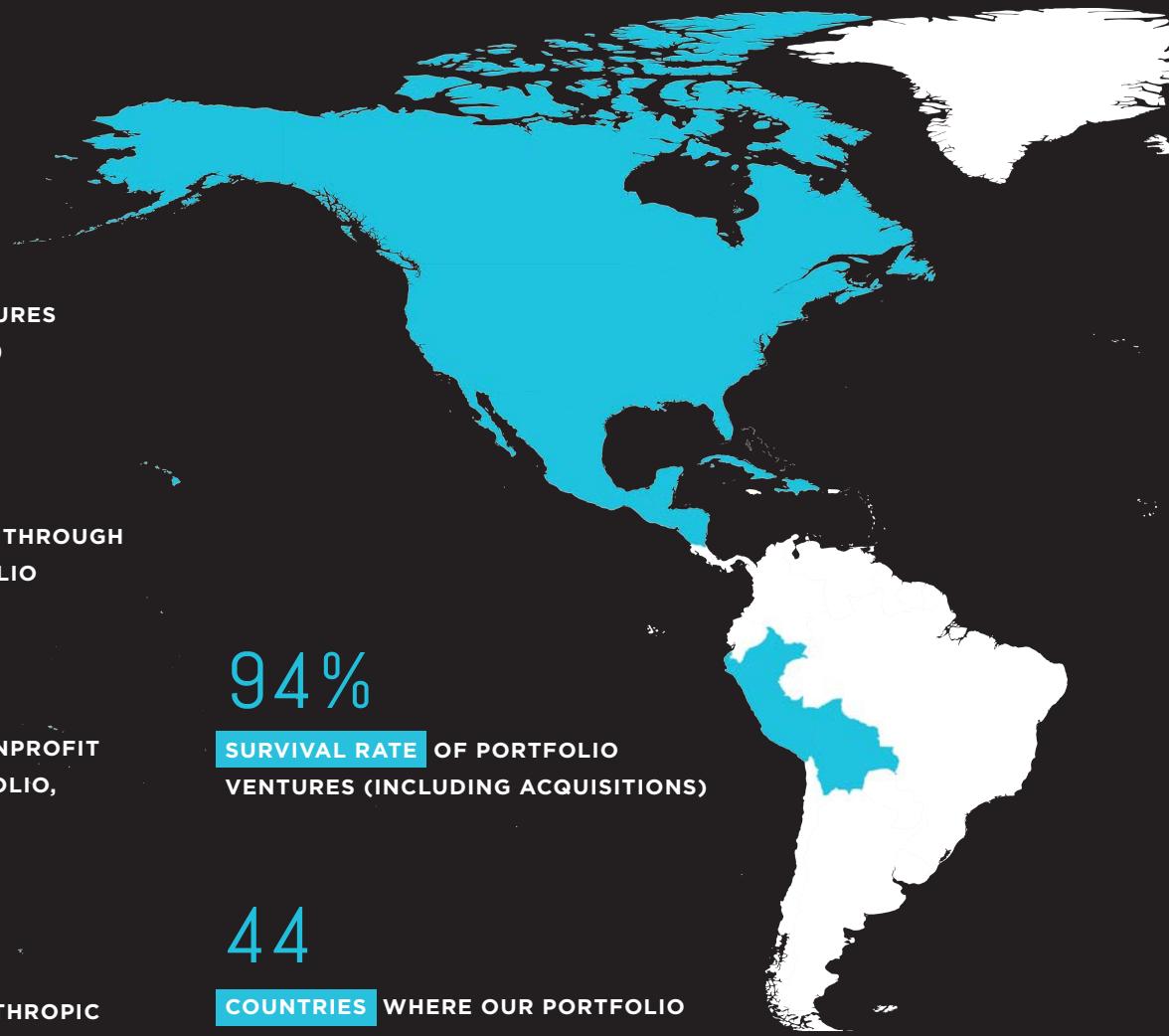
**SURVIVAL RATE** OF PORTFOLIO  
VENTURES (INCLUDING ACQUISITIONS)

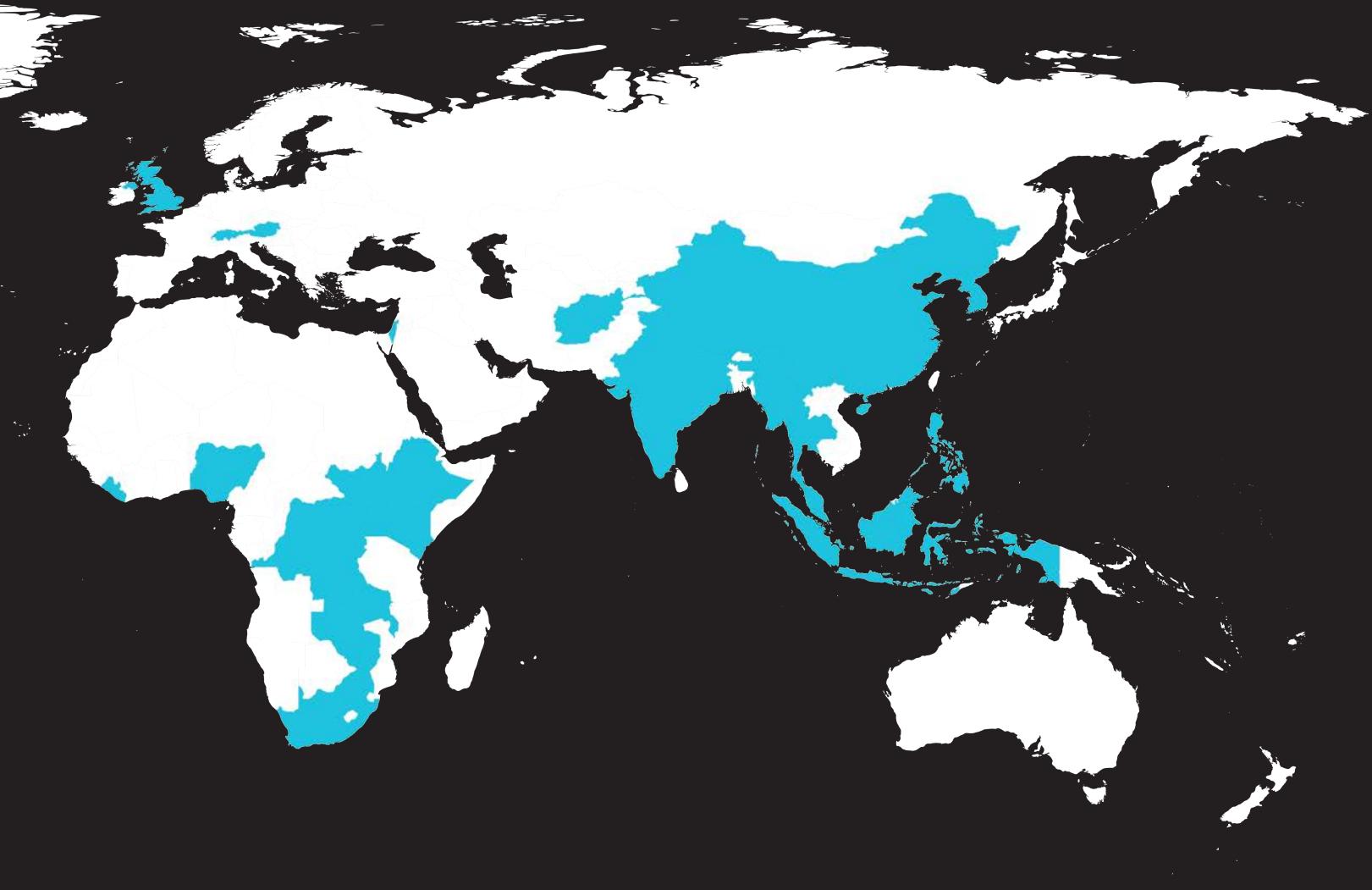
\$108M

**INVESTMENT AND PHILANTHROPIC  
CAPITAL PLACED** IN PORTFOLIO  
VENTURES THROUGH DIRECT  
INTRODUCTIONS

44

**COUNTRIES** WHERE OUR PORTFOLIO  
VENTURES HAVE ON-THE-GROUND  
OPERATIONS

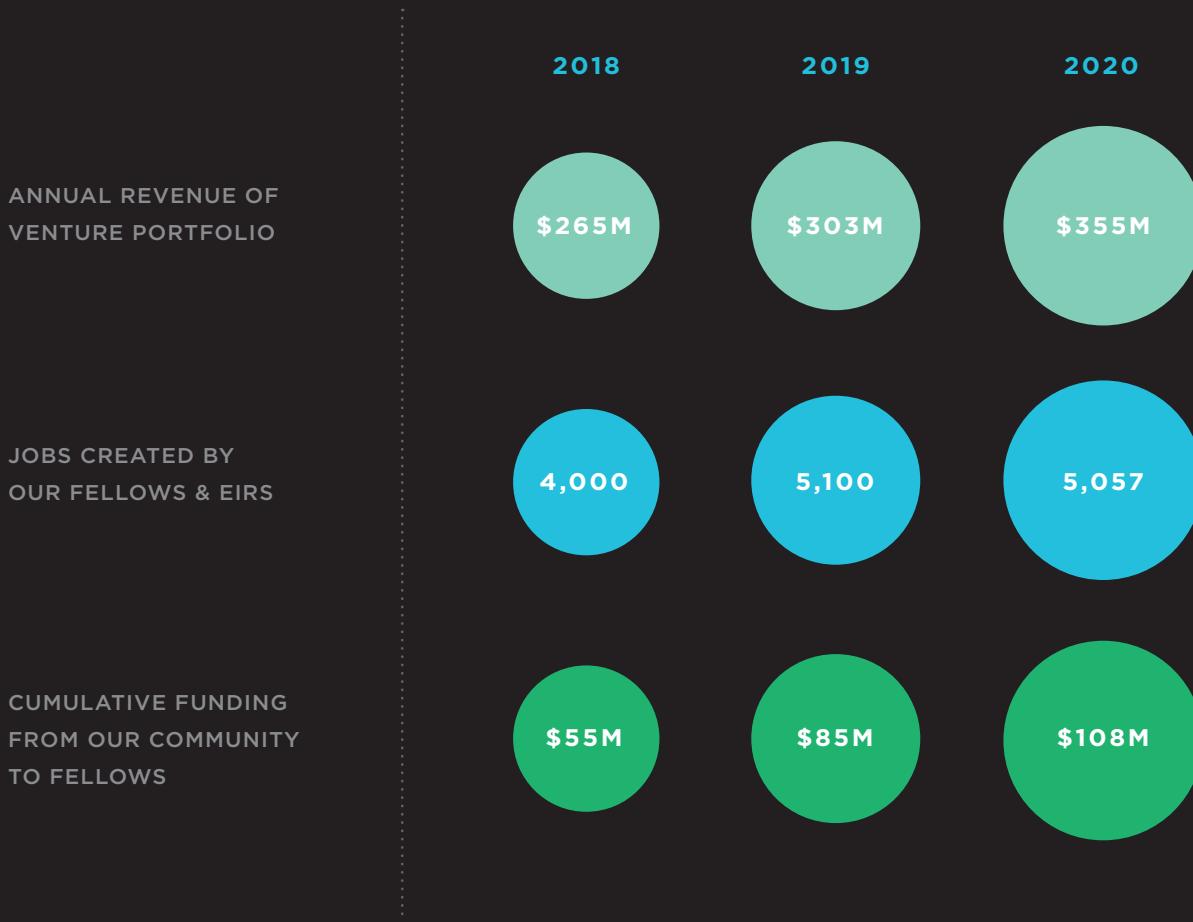




*Based on 2020 alumni survey*

# PORTFOLIO GROWTH

WE CONTINUE TO SEE THE VENTURES IN OUR PORTFOLIO GROW RAPIDLY IN BOTH SIZE AND IMPACT, THROUGH SIGNIFICANT SUPPORT FROM THE PRAXIS COMMUNITY.







Joshua Fort

Inoma Osaku

Mary Elizabeth G...

MacKenzie Kora

Nehasse

El Pacific Biagh...

Jon Hart

Kristina Hambric...

Brian Chel...

Suzannah Omoro...

El Pacific Biagh...

Kathryn Costel

Amber Kier...

Sidney Smith

Marie-Louise An...

Matthew Ravich...

Matthew Ravich...

Matthew Ravich...

Matthew Ravich...

Matthew Ravich...

Matthew Ravich...

JJ Bresh

Daniella De Rita...

Parkard Rozzi

Tranahle Kilee...

Meracle Totiver

Meracle Totiver

Meracle Totiver

Meracle Totiver

Meracle Totiver

Meracle Totiver

Kevin Taylor

Elizabeth Granth...

Taylor Reynold...

Kirstin Lee

Brian Grasso

Brian Grasso

Brian Grasso

Brian Grasso

Brian Grasso

Brian Grasso

Justin Wiguna // ...

MacKenzie Kora

Jerise jerise@g...

Scott Kauffman...

Andy Crouch

Andy Crouch

Andy Crouch

Andy Crouch

Andy Crouch

Andy Crouch

Laura Hertz

chantal buard

elizabeth.pauk

davidmarrs

Nartin Myers

Nartin Myers

Nartin Myers

Nartin Myers

Nartin Myers

Nartin Myers

Andrew Sheare...

Matt

Mary Elizabeth G...

Lighton Cusack

Allen Lu

Allen Lu

Allen Lu

Allen Lu

Allen Lu

Allen Lu

hanthabakk

Meghan Easley

Patricia Sun

Jenny// Petite S...

Brock Meyer

Brock Meyer

Brock Meyer

Brock Meyer

Brock Meyer

Brock Meyer

chantal buard

Brent Carlson

Steve Dibbelds

Jeff Wiguna

Matt

Matt

Matt

Matt

Matt

Matt

Michelle Kara

Sarah Horvath

marcela //

Taylor Reynold...

Amber Kier...

Amber Kier...

Amber Kier...

Amber Kier...

Amber Kier...

Amber Kier...

Jessy Tallera

Thomson

George Shulman

El Pacific Biagh...

Suzannah Omoro...

Suzannah Omoro...

Suzannah Omoro...

Suzannah Omoro...

Suzannah Omoro...

Suzannah Omoro...

Sobay Sultan

Marla Rodolfin

El Pacific Biagh...

El Pacific Biagh...

Kevin Taylor

Kevin Taylor

Kevin Taylor

Kevin Taylor

Kevin Taylor

Kevin Taylor

Cheryl Wiguna

Laura Pavia

Quince Johnson

Wesley Kim

Teresa Ruffin

Teresa Ruffin

Teresa Ruffin

Teresa Ruffin

Teresa Ruffin

Teresa Ruffin

Robert Garcia

Elisabeth Alon

Mylo Aragon

Kenneth Lopez

Jon Hart

Jon Hart

Jon Hart

Jon Hart

Jon Hart

Jon Hart

Justin Wiguna // ...

MacKenzie Kora

Jerise jerise@g...

Scott Kauffman...

Andy Crouch

Andy Crouch

Andy Crouch

Andy Crouch

Andy Crouch

Andy Crouch

Laura Hertz

chantal buard

elizabeth.pauk

davidmarrs

Nartin Myers

Nartin Myers

Nartin Myers

Nartin Myers

Nartin Myers

Nartin Myers





# 2021 COMMUNITY LETTER

FROM PRAXIS CO-FOUNDER AND CEO  
DAVE BLANCHARD

*What we require is not intellectual theorizing or even preaching but a demonstration.*

— ELTON TRUEBLOOD, ALTERNATIVE TO FUTILITY

This year has weakened and wounded everyone. We've lost the embodied presence of our church communities, the "normal" rhythms of our organizational lives, and the bustle of our cities. Many have lost or nearly lost loved ones. For us in the United States we see it as divided as it's ever been in our lifetimes; and we have had to confront injustices head-on that we all wish were not so deeply entrenched in our society. We have sometimes doubted our ability to create meaningful impact—feeling we are too small, too few, too slow, too late.

Despite being a perennial optimist, at times this year I've struggled to maintain hope that in this moment, light can triumph over darkness, unity can triumph over division, justice can triumph over brokenness. And while we on the Praxis

team can gratefully say that our work has continued to flourish, it is hard to say that is true of us as individuals on any given day.

It has indeed been a year of deep challenges.

These are the times when we most need a *demonstration* of the gospel, as Trueblood puts it—first among us, and then through us. We need God's power to be "made perfect in [our] weakness" (2 Cor. 9). When our nation's discord over issues of race compels us to practice what we've always been saying was true: that sometimes we are the ones who need to repent and repair. When the political conversation gives us a chance to practice what we've always been saying was true: that it is costly and uncomfortable to find common ground for

the sake of the other. When the forces of nature and culture conspire to remind us of what we've always been saying was true: that we are not in control of our quarterly plans, let alone our lives or destinies.

Thankfully, this power-in-weakness, this gospel-demonstration is exactly what we've tasted, as individuals, as a team, and as a community. We have seen inventiveness, combined with deep prayer, bring life to unexpected places. We've seen a humble posture of learning, and people making the inconvenient effort to bring their full presence into virtual gatherings. We've seen generosity amidst economic turbulence and distress. We've seen people repenting and reconciling after long-entrenched patterns of conflict. And we have seen redemptive action in the face of so many counter-narratives and polarizations.

So in the year of greatest challenge to date, our community has demonstrated more evidence of its mission—to be a creative engine for redemptive entrepreneurship—than ever before.

## PRAXIS AND THE COMMUNITY IN 2020

We have had the privilege to walk alongside so many of you during this time, either in the close proximity to the changes in your work or more indirect influence through content that guided so many. A few highlights of Fellows working on critical issues facing our society:

- Alfa Demmellash and Alex Forrester of **RISE TIDE CAPITAL** (Nonprofit 2013, EIR 2019), recently received the Heinz Award for \$250,000 to help them provide greater **access to entrepreneurship for all**.
- Steve Dziedzic's **LASTING** (Business 2018), a marriage-health mobile subscription company, was just acquired by Talkspace, a \$200M-backed therapy group, which will help take much-needed **marriage support to the masses**.
- **LOANWELL**'s full-service platform helps community lenders **accelerate access to capital** for small businesses and entrepreneurs. Founders Bernard Worthy and Justin Straight (Business 2019) joined Summit speaker Jewel Burks Solomon's Google for Startups program, bolstered by investment from community members Andy Muhich and Beto Pallares.
- Brittany Underwood and Sheeba Philip's **AKOLA PROJECT** (Nonprofit 2014) has kept nearly **200 African women employed** (and their families supported) during the pandemic through a temporary pivot from high-end artisanal jewelry to DIY jewelry kits.

## OUR COMMUNITY HAS CROSSED A MAJOR MILESTONE, THANKS TO SO MANY OF YOU: WE'VE NOW SEEN \$100M IN FUNDING TO PRAXIS FELLOWS DIRECTLY THROUGH THE PRAXIS COMMUNITY IN LESS THAN 10 YEARS.

- The **AND CAMPAIGN**, led by Justin Giboney and Michael Wear (Nonprofit 2018), used content and gatherings to mobilize a **deeply Christian vision for political engagement** in a time of intense partisanship.
- **WEBCONNEX**, a live events registration company led by John Russell and Eric Knopf (Business 2014), figured out how to hire more people during 2020—a testament to their **prayerful innovation in crisis**.
- **PELTONU**, led by Sarah Saxton-Frump and Hudson Baird (Nonprofit 2018), and **CITYLINK CENTER** Johnmark Oudersluys (Nonprofit 2015) collaborated on a decentralized model to help adults **finish college on time and with low debt**, affording them far greater economic resilience.
- **TURACO** (Business 2019), led by Ted Pantone, closed a \$2M round led by Novastar, to help drive microinsurance in East Africa for tens of thousands of **previously uninsured and economically vulnerable people**.
- Stephen Kump and Jon Koon of **CHARITYVEST** (Nonprofit 2017, now structured as a business) closed a \$2.3M round for their zero-fee **platform that prompts greater charitable giving**, with participation from community members Tom Blaisdell, Henry Kaestner, and Thomas Lehrman.
- **IANACARE**, led by Jessica Kim (Business 2014, EIR 2018), won the Diamond Award of the Fast Track to Scale Accelerator for health tech, for their community platform aimed at **more than 40 million personal caregivers**.

How has all of this been possible? The small, faithful, long-obedience work of these entrepreneurs, their teams, and the community around them has a habit of adding up. In fact, our community has crossed a major milestone, thanks to so many of you: we've now seen \$100M in funding to Praxis Fellows directly through the Praxis community in less than 10 years. Given one of our founding objectives to help values-aligned capital get placed, this is thrilling to report.

Our portfolio has grown to \$360M in annual revenue (up from \$301M) from 167 active ventures as of the end of 2019. We are grateful to God for our Fellows' resilience during this time. Regarding COVID's impact on their venture, they report 28% positive effects, 25% no effect, and 53% negative effects (the last number includes 7.5% who reported that their venture's survival is threatened). Remarkably, despite a huge net loss in U.S. jobs in 2020, this portfolio still employs over 5,000 people full-time (the same as a year ago).

We also celebrate the personal sustainability and ongoing commitment to redemptive work in the midst of this season that can easily spark a work-eight-days-a-week, only-the-bottom-line-matters mentality. Much of this can be attributed to pre-existing commitments. 38% of our Fellows are fully committed to and practicing the Rule of Life for Redemptive Entrepreneurs, 97% of Praxis Fellows aspire to practice redemptive entrepreneurship in their work, and 74% self-report as considerably or deeply practicing it in their ventures. And 80% of our Fellows report an increase in their

practice of redemptive entrepreneurship *since finishing their program*—evidence of the role of community in encouraging the development of deep vocation.

These stories and statistics capture the essence of this community of practice—Christian leaders who faithfully pursue their vision of redemptive work, regardless of circumstances, through practices and in community, meaningfully contributing to the common good, and leading in myriad ways on the major issues of our time.

Like so many, we at Praxis HQ have had to innovate—upending all of our programs into the Zoom world, reducing ourselves to pixels and links instead of embodied relationships. While it's been objectively the most productive year since our inception, that fruit has come with the exhilaration and exhaustion of running in continuous startup mode, against the backdrop of an alarming news cycle, economic uncertainty, and a commitment to walk alongside the Praxis community in your ups and downs.

## YET, THANKS BE TO GOD, IN 2020 WE'VE BEEN ABLE TO DO THE FOLLOWING:

- Hosted 42 virtual events across all programs
- Welcomed the largest-ever attendance to the virtual Redemptive Imagination Summit
- Pivoted Praxis Academy from a 5-day in-person event into an 8-week virtual program
- Hosted “Activate,” our first free event, and garnered 700 registrations
- Reached over 500,000 readers and listeners with our COVID-related content
- Held over 150 one-on-ones with Praxis Fellows, including alumni and current classes
- Engaged over 100 Mentors in our programs, a 50% increase over 2019
- Sold out our first-ever Redemptive Investing Gathering (in-person) in January 2020
- Welcomed 24 new Praxis Fellow ventures into our 2021 Accelerator classes
- Launched the Praxis Platform, a Slack community for our Fellows and Guild founders
- Launched the Praxis Capital platform, the central place to find investment and giving opportunities with our portfolio organizations
- Hosted a virtual Showcase with The Gathering, a Christian philanthropic community, featuring COVID, racial equity, and collective impact themes
- Hosted over 100 community members on our Race & Redemptive Entrepreneurship calls with Praxis Board Member Debbie McCoy
- Added four new cities to our Guilds program (Toronto, Charlotte, Pittsburgh, Portland)

### OUR TWO TASKS AND WHAT'S NEXT

*If you want to teach people a new way of thinking, don't bother trying to teach them. Instead, give them a tool, the use of which will lead to new ways of thinking.*

— R. Buckminster Fuller

We often explain that our 30-year vision is to make the ideas and execution of redemptive entrepreneurship commonplace amongst Christians. We believe our two primary tasks in pursuit of that vision are the redemptive formation of entrepreneurial Christians, and the building and cultivation of an ecosystem of redemptive action.

In our first decade, we've pursued these goals of leader formation and ecosystem building with a mindset of *compounding growth*—patiently yet relentlessly building depth along with breadth. We still invite only 24 ventures a year into our Accelerators but have found ways to offer our Fellows more value each year. We have grown Praxis Academy, in its original form, largely through trusted

partnerships with less than two dozen Christian colleges and universities. Our Summit community has also grown organically via personal relationships. Our Guilds initiative, supporting local communities of redemptive entrepreneurship, has added four cities each of its first two years.

Looking forward to our second decade, we will continue to build and lead from HQ the work to define the field and gather people and capital across geographies and sectors. Yet we've also resolved to begin building *greater access and scale* into certain programs and initiatives. Why? Because our vision requires it, and the community is asking for it.

Many of you have been asking for our help to bring redemptive entrepreneurship into your communities, ventures, and churches. And there are far more people hungry for a different narrative about vocation, leadership, and entrepreneurship than any of us might imagine. For instance, in the spring of 2020, our *Praxis Journal* essays on redemptive action in COVID reached roughly 50x more people than we had ever reached through a Journal piece to that point. That's hundreds of thousands of people we don't know, most of whom were unfamiliar with Praxis. They are the kinds of people through whom our long-term vision (to make redemptive entrepreneurship commonplace among Christians) could truly happen, with the work of our highly relational community at the heart.

OUR 30-YEAR VISION IS TO MAKE THE IDEAS AND EXECUTION OF REDEMPTIVE ENTREPRENEURSHIP COMMONPLACE AMONGST CHRISTIANS. WE BELIEVE OUR TWO PRIMARY TASKS IN PURSUIT OF THAT VISION ARE THE REDEMPTIVE FORMATION OF ENTREPRENEURIAL CHRISTIANS, AND THE BUILDING AND CULTIVATION OF AN ECOSYSTEM OF REDEMPTIVE ACTION.

Said another way, they are the relationships that only you can have; this is the kind of mission leadership that only you can do—in fact you’re already doing it, and seeking our help. So our job will no longer only be to build and run mission-advancing things from HQ, but also to build things that others can run and share more readily where they are.

We’re eager and more ready than ever to take on this work. Thanks to your boundless advocacy, support, and capacity—and to what we’ve learned during this providential year of disruption and experimentation—we have the foundations in place to scale: a *thick community* of practitioners and advocates approaching critical mass by city, sector, and issue; *core content* around the Redemptive Frame; and a *tech-forward team* that has built repeatable tools and systems that can be decentralized and deployed by people without our direct support.

In this spirit, in 2021 we’re pursuing two major initiatives to extend the reach of redemptive entrepreneurship—and we’ll need your help in piloting, hosting, recruiting, and sharing them.

#### **THE PRAXIS RE/FRAME:**

*A One-Day Imaginative Introduction to Redemptive Action*

For a decade, Praxis has served hundreds of redemptive entrepreneurs through our global flagship programs. With the Praxis RE/frame, we’ve packaged our learnings, program design, content, and templates into a simple, usable system for leaders and organizations seeking to advance redemptive entrepreneurship into their communities of impact. Rolling out in 2021, just in time for what we expect to be a resurgence of in-person gatherings, leaders will be able to host a one-day event introducing the paradigm-shifting ideas of redemptive entrepreneurship to others in their cities, churches, communities, schools, or organizations. Hosts can choose to add on multi-session modules for continued leader formation and community building.

**PRAXIS ACADEMY:***Applying the Redemptive Frame for Industry-Based Learning*

Through our Academy we've been able to support over 1,000 students and dozens of college faculty who aspire to build for the future. Dozens have built startups from scratch, but many more have gone on to play key roles building other endeavors. 2020's shift to a virtual Academy allowed us to prototype two key hunches: we expanded our audience beyond undergraduates and recent graduates; and we involved considerably more Fellows, alumni, faculty, and other mentors in delivering the program. In the years ahead, we're pushing both of those ideas further. We'll offer multiple industry-based tracks to learners from college through mid-career, where "adjunct faculty" from our community will apply our playbooks and frameworks to sector-specific business and nonprofit courses, as well as advanced courses on the redemptive edge of real estate, fashion, finance, investing, life sciences, consumer technology, education, economic development, and many more important fields that could use a distinct Christian imagination.

**WHAT THE WORLD NEEDS MORE THAN EVER: A REDEMPITIVE COMMUNITY OF ACTION**

On top of everything else, 2020 saw the passing of Rabbi Jonathan Sacks, whose essay "On Creative Minorities" (*First Things*, 2014) reminded us that it is possible to "[maintain] strong links with the outside world while staying true to your faith, seeking not merely to keep the sacred flame burning but also to transform the larger society of which you are a part." He highlights Jeremiah's call to the exiles in Babylon:

*Build houses and settle down; plant gardens and eat what they produce. Marry and have sons and daughters; find wives for your sons and give your daughters in marriage, so that they too may have sons and daughters. Increase in number there; do not decrease. Also, seek the peace and prosperity of the city to which I have carried you into exile. Pray to the Lord for it, because if it prospers, you too will prosper.*

—Jer. 29:5–7

Sacks says that it is possible to "be a minority, living in a country whose

religion, culture, and legal system are not your own, and yet sustain your identity, live your faith, and contribute to the common good, exactly as Jeremiah said. It isn't easy. It demands a complex finessing of identities. It involves a willingness to live in a state of cognitive dissonance. It isn't for the fainthearted. But it is creative."

Certainly in 2020 we have all experienced more than our share of cognitive dissonance, amid widespread efforts to use our "complex identities"—ideological, regional, racial, socioeconomic, spiritual, and others—to turn us against one another. These are all reminiscent of the exile in Babylon.

In what way is our community becoming more of a truly creative minority each year? In a time where "Christian beliefs" have provided such a bewildering array of perspectives and rhetoric, we suggest that it is in part our *practices and commitments* that create a different posture towards the world.

Most of those reading this letter are familiar with our *Rule of Life for Redemptive Entrepreneurs*, a

set of personal practices that help entrepreneurial leaders steward their individual capacities for redemptive work over the long term. They are organized in six areas: time, money, imagination, decision-making, power, and community.

We deeply encourage one another to experiment with and adopt the practices of the Rule of Life. Yet what holds us together is not just the personal practices that steward individual capacities; it is also the collective practices that steward our combined capacities. And we can organize them in much the same way, because personal habits lead to shared ones that alter the moral ecology and norms by which we operate; and when an entrepreneurial community operates by new norms, gradually it can affect what is made in the world and how it is made.

To be specific, through regular practice of the Sabbath and rhythms of work and rest we begin to live in a different view of **time**: a long time horizon for results and impact, demonstrated through patience that must be anchored in an eternal perspective. To adapt the title of a wonderful book by Simon Sinek, it's obvious that leaders who believe in

eternity should be especially suited to play “the infinite game” in organizational and civic life.

We also share a different pattern in how we use **money**—as we practice separation from it through tithing and simplicity, it changes how we talk about it in our conversations, deploy it in our organizations, and invest it in businesses or nonprofits or in supporting each other. We use money abundantly for the good of others, not merely aiming for our economic gain. As Tim Keller articulated, “The early church was strikingly different from the culture around it in this way—the pagan society was stingy with its money and promiscuous with its body. A pagan gave nobody their money and practically gave everybody their body. And the Christians came along and gave practically nobody their body and they gave practically everybody their money.”

Through limiting our consumption of media, news, and entertainment, we create space to hear each other, building empathy and garnering perspectives from outside of our cultural bubbles. This helps us understand the body of Christ as the ultimate beloved community, cultivating

our **imagination** so that it is formed more by the kingdom of God than the kingdoms of the world.

As we get our will out of the way, we become truly open to hearing from both God and each other for **decision-making** as part of our individual processes of discernment, treating trust as a precious currency, particularly during times of risk, vulnerability, and opacity. “Plans fail for lack of counsel, but with many advisers they succeed” (Prov 15:22); and all the more true when aiming for cultural renewal that requires collective impact models.

As we individually invite, include, learn from, invest in, and make ourselves accountable to those with less **power** in the entrepreneurial ecosystem, through relationships we uncover opportunities to renew systems and structures. We develop a collective spirit and vision to break down historical hierarchies of race, class, and gender that are not part of God’s kingdom.

And finally, as we practice presence with others outside of our work lives, we experience what the overused

word **community** really means—not a glorified word for a conference, forum, or mailing list—but a call to pursue one another, to know and be known.

We may never fully reach our aspirations in these areas—not individually, not organizationally, not collectively. But we can continue to learn together, connecting our practices to our ethos to our impact, loving our neighbors through redemptive work. And it is hard to imagine a time more important to do so, as our actions will shape what will no doubt be the most innovative century in human history.

In March 2020 we wrote of “a blizzard, a winter, and a little ice age” that we believed the world would face with COVID-19. We mourn the devastation these months of blizzard and winter have wrought—while at the same time marveling at the God-breathed ingenuity of the entrepreneurial institutions bringing vaccines into existence with unimaginable scale and speed, not to mention the thousands of new ventures being sparked through this crisis.

As we plan for the “next normal,” it is time for us to plant for the future as we learn to live and thrive in the little ice age before us, knowing our harvest may take years or even decades to arrive. And in 2021 especially, may we continue to become “restorers of the streets to dwell in” (Is. 58:12), whenever “spring” may come.

On behalf of our team at Praxis,

A handwritten signature in black ink, appearing to read "Dave". The signature is fluid and cursive, with a large initial "D" and a trailing flourish.

December 2020





STORIES OF  
OUR COMMUNITY  
AT WORK



## ANDY MUHICH, BERNARD WORTHY & JUSTIN STRAIGHT

### A THOROUGH AND MUTUAL DISCERNMENT PROCESS RESULTED IN A FRUITFUL PARTNERSHIP.

In 2018, Co-Founders Bernard Worthy and Justin Straight joined the Praxis Business Accelerator with their fintech company, **LOANWELL**. Their mission is to create wealth generation opportunities through better access to cheaper capital. In early February, after learning they were trying to close a \$600K convertible note round, we introduced Bernard and Justin to Andy Muhich.

We had witnessed Andy's spirit-led and patient approach to partnership in his support of Oye Waddell, a 2019 Nonprofit Fellow leading Hustle PHX. Andy had reached out to Praxis in June 2019 with a desire to shape his family office around redemptive principles. The Muhich Family office recently decided to focus their mission on funding small businesses led by entrepreneurial people of color.

Soon Andy and the LoanWell team began mutually discerning the possibility of financial partnership. The three met several times, praying and seeking counsel from others in the Praxis community. In April, Andy and his team committed to a \$300K investment, making them the largest investor in LoanWell's round. Andy shared "I was surprised at how deep we went in such a short time together. My respect for them grew enormously because of how vulnerable they were with me. It spoke a lot to their trust(worthiness) and that they want real partnership."

Through the support of the Muhich Family Office, Bernard and Justin have continued using technology to provide access to capital for those who have been left out. In their largest program, the North Carolina Rapid Recovery program, 65% of loans have been made to Historically Underutilized Businesses to date. Andy also recently became a Charlotte Guild Co-Founder, and the Praxis partnerships are helping him uncover the redemptive opportunity around access-limited communities hyper-local to the Charlotte Guild.



ANDY MUHICH

VICE PRESIDENT, MUHICH FAMILY OFFICE,  
PRAXIS INVESTOR



BERNARD WORTHY &  
JUSTIN STRAIGHT

CO-FOUNDERS, LOANWELL,  
2019 BUSINESS FELLOWS  
[loanwell.com](http://loanwell.com)

## BLANCA BURCH & HADIYAH MUJHID



BLANCA BURCH

JUNIOR, SPELMAN COLLEGE,  
2020 ACADEMY VENTURE



HADIYAH MUJHID

FOUNDER, HBCUVC,  
2019 NONPROFIT FELLOW  
[hbcu.vc](http://hbcu.vc)

### A PRAXIS SUMMER OF **LEARNING AND CONNECTIONS** OPENED UP NEW OPPORTUNITIES FOR BLANCA.

This summer, Blanca Burch went through Academy Venture after learning about the program from Leah Hernandez, a long-time Praxis Academy champion and Host Team member. Through the program, Blanca learned from established practitioners in the Praxis community and grew her imagination of how to build her venture in a redemptive way. Culturally Kreative publishes children's books that better represent people of color, beginning with their recent release of *Who Has Hair Like Mine?*

During one Academy session, Blanca recognized Hadiyah Mujhid, Founder of **HBCUVC**, on the list of mentors because she had been following HBCUvc's programs for some time. HBCUvc selects college-aged Fellows enrolled in Historically Black Colleges and Universities based on their high potential

for leadership and a demonstrated commitment to shifting the narrative of entrepreneurship and venture capital. After a productive roundtable discussion, Blanca emailed Hadiyah to thank her and share her intention of applying to the HBCUvc fellowship program. Hadiyah warmly encouraged her to do so and to keep in touch.

Earlier this fall, HBCUvc welcomed their fourth class of Fellows into the program, including Blanca! During the virtual welcoming and onboarding retreat, Blanca and Hadiyah had a chance to catch up during a one-on-one session. Blanca was so surprised that Hadiyah remembered her from their exchange during Academy and was thankful for the warm way Hadiyah welcomed her into HBCUvc.

With the Redemptive Frame in mind, Blanca is looking forward to the HBCUvc Fellowship, where she'll learn how to help less-connected communities get access to capital in the future. In both her own venture and future ventures she hopes to support, she's excited to go beyond the exploitative and ethical in pursuit of the redemptive edge. She's especially passionate about supporting ventures in education technology to help bridge the education gap in the country.

## JOHNMARK OUDERSLUYS, HUDSON BAIRD, & SARAH SAXTON-FRUMP

### PRAXIS ALUMNI LAUNCH A NEW JOINT PROGRAM DURING THE PANDEMIC.

Earlier this year, as they were each contemplating a sabbatical policy for their organizations, Johnmark Oudersluys of **CITYLINK CENTER** was introduced to Hudson Baird of **PELTONU** by Jena Lee Nardella of Praxis. Through that conversation, the two learned more about each other's work. Johnmark was intrigued by PelotonU's innovative model that made college degrees accessible to non-traditional students. As CityLink's model uses partnerships to create a hub of social services for neighbors in need, Johnmark expressed interest in exploring a local implementation of PelotonU programs in Cincinnati. Hudson introduced Johnmark to his Co-Founder Sarah Saxton-Frump, who outlined their typical path for a replication site.

Then the pandemic hit. PelotonU quickly pivoted to provide remote coaching and were seeing strong results. Johnmark reached out to Sarah and asked if

PelotonU would consider delivering the program remotely to CityLink clients. Sarah was on board and the two teams got to work right away to design a brand new partnership model for their organizations.

In just six months, CityLink and PelotonU were able to launch the program and are currently serving their first class of ten clients in Cincinnati. Through this partnership, CityLink was able to offer existing clients a next step towards increased prosperity, and bring in new clients interested in this unique opportunity during a time of tremendous uncertainty.

As leaders of organizations who went through the Praxis Accelerator program in different years, Johnmark, Hudson, and Sarah benefitted through shared language as outlined in the Redemptive Frame, the Rule of Life, and the Redemptive Nonprofit, which allowed them to quickly operate under an umbrella of trust. They have yet to meet in person, but this common foundation and mutuality of intent allowed them to launch this new partnership in pursuit of more individuals having opportunities to thrive.



JOHNMARK OUDERSLUYS

EXECUTIVE DIRECTOR, CITYLINK CENTER,  
2015 NONPROFIT FELLOW  
[citylinkcenter.org](http://citylinkcenter.org)



HUDSON BAIRD &  
SARAH SAXTON-FRUMP

CO-FOUNDERS, PELTONU,  
2018 NONPROFIT FELLOWS  
[pelotonu.org](http://pelotonu.org)

## DONNA HARRIS & ROB PEABODY



DONNA HARRIS

FOUNDER, BUILDERS + BACKERS,  
PRAXIS MENTOR AND VENTURE PARTNER  
[buildersandbackers.com](http://buildersandbackers.com)



ROB PEABODY

CEO, VOMO  
2019 BUSINESS FELLOW  
[vomo.org](http://vomo.org)

### A SACRIFICIAL INVESTOR-INVESTEES PARTNERSHIP LED TO BIG IMPACT.

Rob Peabody and Donna Harris met in 2018 as Fellow and Mentor on the scenic porch of Minnewaska Lodge in upstate New York. They immediately connected over their desire to foster deeper engagement in local communities.

Fast forward 18 months—Donna had joined the board at **VOMO** after Builders + Backers made an investment in the organization—when the pandemic took hold of the country. Rob and Donna jumped on an evening call in March to contemplate what they could offer local communities in crisis.

They turned to a campaign that VOMO led just a few months earlier. The “Be a Neighbor” campaign was a one-day service event in partnership with the movie *A Beautiful Day in the Neighborhood*.

For two weeks straight, the VOMO team and the Builders + Backers team worked around the clock to redesign and launch the platform to connect those in need with volunteers.

Rob chose to provide VOMO for free “for such a time as this because it was the right thing to do.” At the same time, Donna and her team “rolled up their sleeves with Christ-like yieldedness and exemplified sacrificial leadership” to support VOMO every step of the way, even stopping all other projects to give full attention to the campaign during March and April.

As a result, they received 20 million “Be A Neighbor” views, which translated to 300,000 volunteer hours on 250,000 volunteer projects in 30 countries, creating an economic impact of \$9.8M! Rob and Donna hope VOMO can continue to mobilize even more people to become neighbors who serve and make a meaningful impact in their communities.

[beaneighborcampaign.com](http://beaneighborcampaign.com)

## PAM PARISH & ANDY CROUCH

### WITH ANDY'S HELP, PAM REDEVELOPED HER PROGRAM MODEL WITH A REDEMPTIVE LENS.

Pam sat with rapt attention as Praxis Partner Andy Crouch shared his “Authority vs. Vulnerability” framework (also known inside Praxis as simply “The 2x2”) during a Nonprofit Accelerator event last September. She began to imagine how mentoring families could identify their own hopes and fears through this lens of authority and vulnerability as they served youth aging out of foster care in her organization. What she couldn’t figure out was how to apply this idea directly to the youth, simply because they had so little authority to begin with, only vulnerability.

Determined to find a solution, Pam spent an hour with Andy with a pen and sheet of paper, sketching what would become the Redemptive Connections Framework. They determined that there are two primary value drivers that

determine a vulnerable youth’s ability to thrive – Belonging and Self-Efficacy. A Redemptive Connection is formed when mentoring families step into the life of a vulnerable youth, offering unconditional Belonging while giving them the space to develop Self-Efficacy.

Pam knew this insight was a gamechanger for her organization. At her annual staff retreat in November, she introduced her team to the Rule of Life and the Redemptive Frame before diving into the newly developed framework. Over the course of a few days, Pam’s team completely rewrote their training manual for mentoring families.

Since then, the Redemptive Connections Framework has become a critical tool for **CONNECTIONS HOMES**. Today, you’ll often see Pam and her team scribbling the framework on a napkin in the middle of sessions with their mentoring families. Ultimately, Pam hopes to bring flourishing to the lives of more youth as the organization invites families to intentionally step into brokenness and connect with a sacrificial spirit so that another can experience restoration.



PAM PARISH

FOUNDER & CEO, CONNECTIONS HOMES,  
2019 NONPROFIT FELLOW  
[connectionshomes.org](http://connectionshomes.org)



ANDY CROUCH

PARTNER FOR THEOLOGY &  
CULTURE, PRAXIS

# PRAXIS INITIATIVES

RESOURCING THE TOP ORGANIZATIONAL MISSION-  
CARRIERS AND THEIR LEADERS

# ACCELERATORS

*Supporting founders in the growth stage of their ventures.*

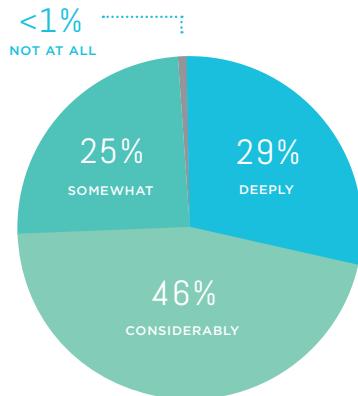
While one of the most treasured parts of our Business and Nonprofit Accelerators is gathering in person, we quickly shifted to a virtual program earlier this year. One of the benefits to a virtual program has been our ability to meet more frequently as a class. In a typical program cycle we would have met with each class twice in-person this year, but by the end of 2021 both classes will have had **EIGHT VIRTUAL MENTORING SESSIONS**, and several sets of 1:1s with our core team. Our team has invited an incredible cast of mentors to coach our Fellows at these events, and our

entrepreneurs have already given us positive feedback on how meaningful it's been to have access to so many wise people during this season of uncertainty.

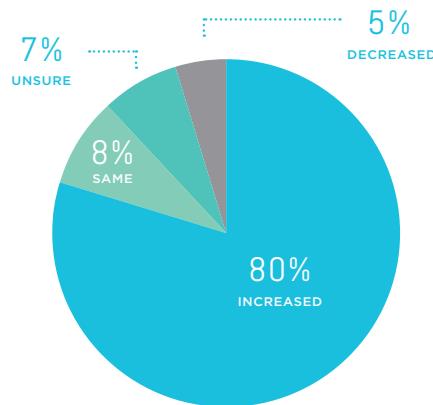
In addition to serving our current Fellows, we administered venture assessment surveys to our entire portfolio. We received **122 COMPLETED SURVEYS** and proceeded to schedule and take **114 FOLLOW-UP CALLS** with ventures led by the Praxis team and Praxis Board Chair Kurt Keilhacker, who offered up hours of his time to help our community solve the immediate problems they faced.

## FROM THE 2020 ANNUAL ALUMNI SURVEY:

DO YOU FEEL YOU ARE PRACTICING REDEMPTIVE ENTREPRENEURSHIP?



SINCE YOU FINISHED YOUR TIME IN THE PRAXIS ACCELERATOR, HOW HAS YOUR PRACTICE OF REDEMPTIVE ENTREPRENEURSHIP CHANGED?



# PRAXIS ACADEMY

*Vocational training and formation for builders, creators, and early stage founders.*

When we realized an in-person gathering was no longer possible for our Annual Academy Week, we redesigned our summer 2020 programs to open up three new opportunities for entrepreneurial leaders to learn about redemptive action and begin to apply it in their work and lives.

## ACADEMY ACTIVATE

May 20, 2020

A free one-day event to spark redemptive imagination and action in a time of unprecedented change.

## ACADEMY CORE

June - August 2020

An 8-week summer program focused on vocational discernment and the development of a redemptive imagination that could be applied in any profession.

## ACADEMY VENTURE

June - August 2020

A parallel program to Academy Core for current early-stage entrepreneurs focused on designing and building redemptive organizations.

### 2020 ACADEMY CORE & VENTURE HIGHLIGHTS

EVEN THROUGH A VIRTUAL FORMAT, WE WERE ENCOURAGED TO SEE THE FOLLOWING RESULTS.

155

Participants

80+

Mentors across both programs

17

Countries

30

States

98%

Core participants said they aspired to a career and vocation of redemptive entrepreneurship after going through their Academy program.

86%

of Core participants were very likely or likely to affirm the Rule of Life.

96%

of Venture participants said the Academy program deeply or considerably provided a community of relationships to pursue redemptive entrepreneurship with.

89%

of Venture participants said the Academy program deeply or considerably impacted the forward trajectory of their venture or career.

### UNDERSTAND REDEMPTIVE ENTREPRENEURSHIP

PRE-PROGRAM:

32%



POST-PROGRAM:

99%



### ASPIRE TO PRACTICE REDEMPTIVE ENTREPRENEURSHIP

PRE-PROGRAM:

44%



POST-PROGRAM:

93%



# REDEMPTIVE IMAGINATION SUMMIT

*Annual ideas festival for leaders in our community.*

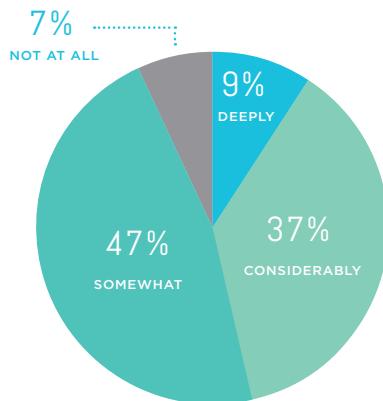
This year, instead of congregating in Tarrytown, NY as originally planned, we took to the screens and hosted our first-ever virtual Summit.

We cherished the time to collectively lament and grieve the losses felt through the COVID-19 pandemic, while also envisioning how to move beyond that point and find hope for the future through a creative response.

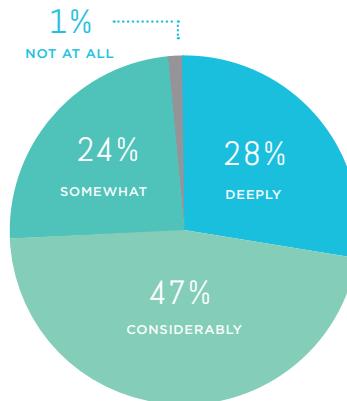
Over our three days together, we explored how to form a redemptive imagination for a different future in our individual lives, communities, and work. After each day, Praxis Partners Andy Crouch and Dave Blanchard synthesized our conversations into three consecutive essays, in a series called *Designing for a Different Future*. You can find all the essays in our digital community update or in the *Praxis Journal*.

## FROM THE 2020 VIRTUAL SUMMIT SURVEY:

HOW MUCH DID THE EVENT INCREASE YOUR UNDERSTANDING OF WHAT IT MEANS TO BE REDEMPTIVE IN YOUR WORK?



HOW MUCH DID THE EVENT INCREASE YOUR ASPIRATION TO BE REDEMPTIVE IN YOUR WORK?



## GUILDS

*Groups of entrepreneurial Christians motivated by their faith to renew culture and love their neighbors.*



Praxis Guilds are groups of entrepreneurial leaders committed to practicing and advancing redemptive entrepreneurship together in their location. They launch new initiatives, develop the redemptive potential in each other's work, and build a collaborative network of founders, funders, and next-generation builders motivated by their faith – all in an effort to love their neighbors and renew culture. Since launching the Guilds program in 2019, Praxis has supported the development and training of Guild founding teams in eight cities across the United States and Canada.

Some Guilds are hosting monthly or quarterly conversations with a broader network of entrepreneurs and investors in their community, where they discuss the Redemptive Frame, the Rule of Life, and other resources to expand awareness and aspirations about redemptive entrepreneurship.

We plan to learn from the eight existing Guilds in the coming months, before expanding the Guilds program to other communities. We are excited to see how God works through the Guilds, particularly at a time when local relationships and action matter more than ever.

## CAPITAL

*A community of investors and philanthropists creating redemptive impact.*

The Praxis Capital initiative aims to blend community, craft, and action to have a redemptive impact on the world, through an entrepreneurial approach to both investing and philanthropy. We do this with the understanding that the flourishing of any entrepreneurial ecosystem, and culture at large, is disproportionately shaped by the character and vision of the people behind the capital.

In partnership with leading practitioners, we host gatherings, publish content, and share

funding opportunities. With nearly 200 active businesses and nonprofits led by entrepreneurs who are actively building redemptive ventures in the Praxis Portfolio, we have created a platform that provides 140+ investors and philanthropists in our community with access to active deals and projects in our portfolio for them to consider backing.

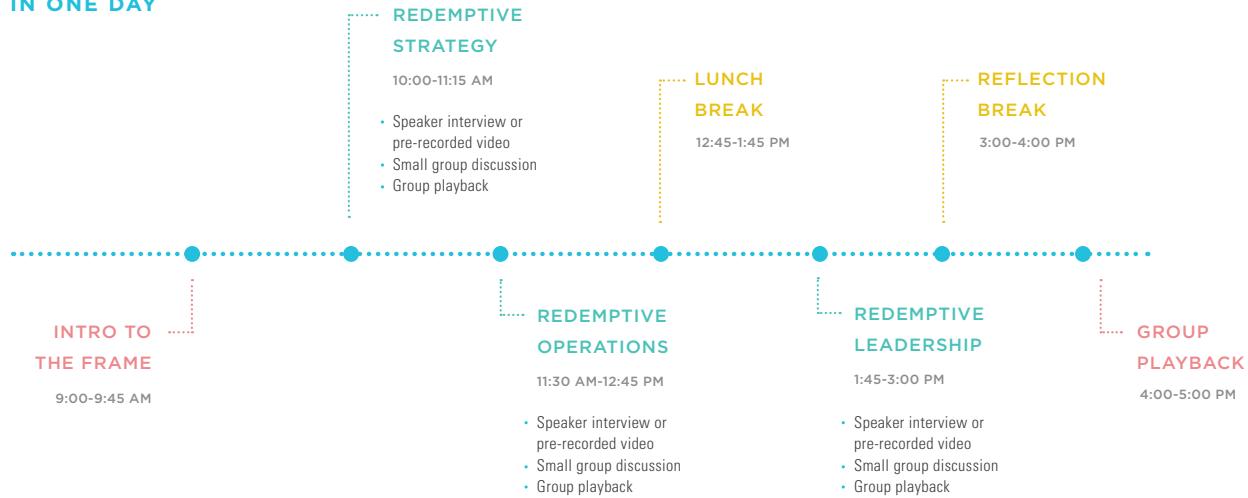
Since 2011, the Praxis community has placed \$108M in capital funding in Praxis portfolio ventures!



# RE/FRAME (LAUNCHING IN 2021!)

*Expanding the reach of redemptive entrepreneurship through local formation.*

## PRAXIS RE/FRAME IN ONE DAY



For a decade, Praxis served hundreds of redemptive entrepreneurs through our global flagship programs. With a desire to exponentially increase the reach of redemptive entrepreneurship into new communities, we've recently packaged our learnings, program design, content, and templates into a locally-hosted one-day formation event called the Praxis RE/frame to support Christian leaders looking to become more redemptive in their work.

The RE/frame delivers modules of Praxis core content, group discussion, and individual application of the practices of redemptive leadership, strategy, and operations. Participants will have the opportunity to identify their own obstacles and prototypes across the Redemptive Frame that they can take into their everyday work.

## RESOURCES



### PRAXIS PODCASTS

STORIES AND BIG IDEAS FROM REDEMPTIVE LEADERS

The Redemptive Edge, hosted by Partner for Theology & Culture Andy Crouch, tells single-episode stories of founders and funders in the Praxis community sharing the stories of their journeys as redemptive entrepreneurs.

### PRAXIS JOURNAL

DIGITAL MAGAZINE OF REDEMPTIVE ENTREPRENEURSHIP

The Journal features profiles, pitches, and interviews with Praxis Fellows, as well as essays exploring the redemptive edge of the ideas and practices in the entrepreneurial space.

### PRAXIS COURSE

VIDEO & DISCUSSION SERIES FOR GROUPS

Across six sessions of curated video talks and resources for local discussions, leaders and participants explore what we call the “mindset of the redemptive entrepreneur.” This is a great way for anyone interested in redemptive work to gather others in their team, church, or community and sharpen their redemptive vision.



### PRAXIS PLAYBOOKS

RESOURCES FOR BUILDING REDEMPTIVE VENTURES

The Praxis Playbooks are print and digital resources that offer our take on how to do redemptive work in the entrepreneurial environment. Our first two playbooks, *A Rule of Life for Redemptive Entrepreneurs* and *The Redemptive Nonprofit*, are available on our website and Amazon. The *Redemptive Business* and *Redemptive Investing* will be released in 2021.

## PRAXIS JOURNAL

In March 2020, as leaders faced utterly unfamiliar conditions and decisions, Praxis Partner for Theology & Culture Andy Crouch spent three days writing an essay called **LOVE IN THE TIME OF CORONAVIRUS**. The essay offered a redemptive perspective on how churches and ministries should (or should not) gather in person in the early days of the pandemic.

The essay eventually reached over 180,000 readers—about 100x the number for a typical *Praxis Journal* essay. It became the first of a series of six essays focused on redemptive leadership in crisis times.

The most influential essay in the series, **LEADING BEYOND THE BLIZZARD: WHY EVERY ORGANIZATION IS NOW A STARTUP**, reached over 240,000 readers (including a Spanish translation), spawning countless conversations across the globe, in organizations ranging from small churches and startups to Fortune 500 companies. We proposed that we would experience a “blizzard” (initial lockdowns) of many weeks, a “winter” season of many months, and a “little ice age” of several years before our personal, communal, and organizational lives could adapt and flourish in new social and economic realities.



The series concluded with four more essays:

**STRATEGIES FOR WINTER: REDEMPTIVE LEADERSHIP IN SURVIVAL TIMES**

**DESIGNING FOR A DIFFERENT FUTURE: PRESSURE & PRACTICES**

**DESIGNING FOR A DIFFERENT FUTURE: PAIN & POSSIBILITY**

**DESIGNING FOR A DIFFERENT FUTURE: PREDICTION & PROMISE**

Taken together, these six pieces were read nearly 500,000 times. We were so grateful to hear that they contributed directly to the survival and even flourishing of many organizations during the pandemic – and introduced hundreds of thousands of new readers to a “redemptive take” on their realities.





# THANK YOU

Our 2021 budget is \$4M. Of that, \$600K is earned income and \$3.4M is needed in philanthropic support.

If you would like to support our work, please visit [praxislabs.org](https://praxislabs.org).

Or please contact our Community Manager **Mary Elizabeth Goodell**, at [maryelizabeth@praxislabs.org](mailto:maryelizabeth@praxislabs.org).

We thank you for considering supporting us in advancing redemptive entrepreneurship.

- THE PRAXIS TEAM

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*We are a registered 501(c)3 nonprofit and can provide audited financials and a detailed budget upon request.*

*Our mailing address is Praxis, 409 45th Street, Floor 3, New York, NY 10036.*

# WAYS TO ENGAGE

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Please visit [praxislabs.org](https://praxislabs.org) to learn more about any of the opportunities below.

## PROGRAMS

**NOMINATE/APPLY** for the Business Accelerator and Nonprofit Accelerator programs  
[praxislabs.org/community-update](https://praxislabs.org/community-update)

**INVEST** in Accelerator ventures  
[maryelizabeth@praxislabs.org](mailto:maryelizabeth@praxislabs.org)

**MENTOR** in our Accelerator programs (by invitation)  
[meghan@praxislabs.org](mailto:meghan@praxislabs.org)

**NOMINATE/APPLY** for Academy programs  
[praxislabs.org/community-update](https://praxislabs.org/community-update)

## COMMUNITY

**APPLY** to attend and contribute at the Redemptive Imagination Summit  
[summit.praxislabs.org](https://summit.praxislabs.org)

**CREATE** a profile to join our talent network for Praxis ventures  
[jobs.praxislabs.org](https://jobs.praxislabs.org)

**POST** open positions on our Job Board (Accelerator and Venture Lab ventures only)  
[jobs.praxislabs.org](https://jobs.praxislabs.org)

## RESOURCES

**EXPLORE** our content about redemptive entrepreneurship  
[redemptive.is](https://redemptive.is)

**LEAD/JOIN** a Praxis Course group  
[course.praxislabs.org](https://course.praxislabs.org)

**READ** and consider practicing *A Rule of Life for Redemptive Entrepreneurs*  
[rule.praxislabs.org](https://rule.praxislabs.org)

**SIGN UP** to receive the Praxis News, a regular digest of community activity and Praxis Journal pieces  
[praxislabs.org](https://praxislabs.org)

## ORGANIZATION

**DONATE** to the Praxis 501c3, which delivers these programs, grows and supports the community, and creates and distributes the content  
[praxislabs.org](https://praxislabs.org)

Looking for more information about how to be involved in the Praxis community?

Please contact **Mary Elizabeth Goodell** at [maryelizabeth@praxislabs.org](mailto:maryelizabeth@praxislabs.org).

# WHAT IS REDEMPITIVE ENTREPRENEURSHIP?

IT IS THE WORK OF JOINING GOD IN  
CREATIVE RESTORATION THROUGH SACRIFICE  
IN VENTURE BUILDING AND INNOVATION.

**REDEMPITIVE STRATEGY** is designing and leading the venture as a **culture**-making force to join God in the **renewal** of all things.

It is a commitment to create beautiful and humanizing products, services, and experiences, backed by truthful and God-honoring brands and narratives.

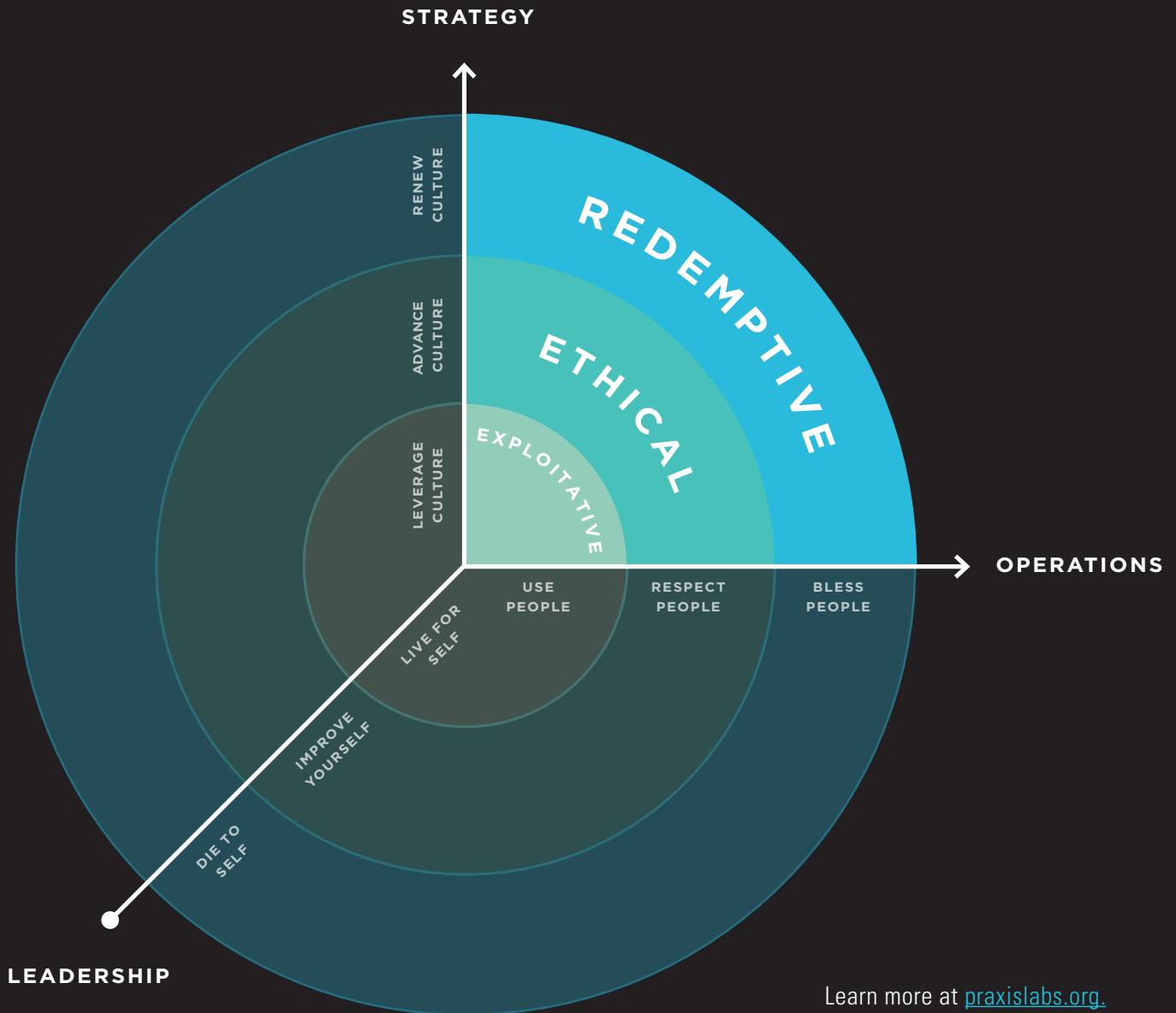
**REDEMPITIVE OPERATIONS** is establishing culture, funding models, and partnerships that **bless people** within and beyond the venture.

It means building virtues like grace, generosity, justice, and patience into workforce practices, interactions with customers, partners, and funders, and use of capital.

**REDEMPITIVE LEADERSHIP** is the fusion of ambition, talent, discipline, and insight with wisdom, spiritual maturity, stewardship, and **dying to self**.

It comes from identity, motives, imagination, and practices that are submitted to Christ's lordship.

# REDEMPTIVE FRAME



Learn more at [praxislabs.org](https://praxislabs.org).





Praxis is a creative engine for redemptive entrepreneurship, supporting founders, funders, and innovators motivated by their faith to love their neighbors and renew culture.

Our community of practice operates through high-touch programs, robust content, and a global portfolio of redemptive business and nonprofit ventures.

[praxislabs.org](https://praxislabs.org)