

Connect your Brand to the \$2.4 trillion Family Market with purchasing power

2 Unique Community Salvation Foundation



Connecting People, Purpose & Programs



www.2unique-csf.org
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FOCUS AREAS:

- WORKFORCE READINESS
 - PROFESSIONAL DEVELOPMENT
 - YOUTH/ADULT BUSINESS LEADERSHIP
- ENTREPRENEURIAL SKILLS TRAINING
 - EXPERIENTIAL LEARNING
 - MENTORING

Our team's motivation is embedded in our name. 2Unique strive to create a lasting impact in the communities to which we serve. 2Unique creates programs driven to promote community and youth engagement in original and culturally relevant ways. We consider the events our nation faces and update our programs accordingly to provide personal and impactful service.





2Unique Interns (U of M Social Work class)



Meritan, Inc (Senior Employment Program)

2Unique CSF is a host agency sponsor for Meritan, Inc Senior Employment and Job training program.

We provide on-the job training for low-income, unemployed seniors over the age of 55 at the 2Unique Closet Boutique, a community clothes closet that assist families in need.



Volunteer Programs

University of Memphis Social Work class works with 2Unique Community Salvation Foundation at the Living the Dream (Social Media Responsibility) Community Summit in Memphis, TN



Testimonials



Lenora Mathis, Memphis TN



“I feel the influence and direction of this nonprofit has played a part in me

progressing in my field and I have received more opportunities, and blessings because of their ministry of help”.

Tiffany Lewis, Memphis TN



“Exceptional! Innovative! Creative! Resourceful! It is through those gifts of

2Unique CSF’s team that has allowed me to connect the dots for my career, as well as open up pathways that are leading me to grand opportunities. I cannot express the gratification of this service”.

Owner of Nana’s Pudding

Alicia Delvridge, Memphis TN



“On behalf of our family, I would like to offer sincere thanks and unlimited

gratitude to 2Unique CSF for your assistance during the Back to School drive! As a one income family, supporting 6 was difficult. We were connected to 2Unique CSF and was blessed tremendously with uniforms, backpacks, and clothing for my stepchildren through their program the 2Unique Closet Boutique”.

About the Founder Roshunda Buchanan



Roshunda Buchanan is the Founder of 2Unique Community Salvation Foundation, a 501(c)(3) nonprofit organization of 16 years, publisher, and editor of 2Unique Magazine, creator of Find Your Design Career Track & Leadership, owner of the 2Unique Closet Boutique and Forbes Next 1000 Honoree.



Forbes
NEXT
1000
HONOREE
2021



Roshunda Buchanan

Photo By: Marlon Gentry

Roshunda's wheelhouse is in delivering brilliant services by providing workforce and business readiness solutions through:

- Pre-Apprenticeship Training Services
- Internship/Apprenticeship Placement & Consulting
- Professional Development and Coaching
- Training & Development
- Curriculum Assessment
- Program Design & Facilitation

Roshunda is a Lean Six Sigma Black Belt certified workforce and community development professional with proven expertise in grassroots fundraising, organizational start-up, leadership, nonprofit programming, data administration/grant compliance, connecting people, purpose and programs through professional development training initiatives while encouraging people to find their vocation.

Roshunda is a graduate of Leadership Memphis, 2010, possesses an Associate degree in Psychology, holds a Bachelor's of Arts degree in Liberal Studies with a concentration in Organizational Leadership and Nonprofit Development, Forbes Next 1000 Honoree and an Inner City Capital Connections graduate.



Demographics of Women with Purchasing Power

Our Target Audience: Women (35-54) years old



Education Attained: (According to the United States Census Bureau)

There are 45, 148, 527 age (35-44) and 37,677,952 (45-64) in the U.S.

- The highest rate of high school graduation in America among (35-44) years old's is 88.7% and 89.4% among (45-64) year old's.
- 62.8% (35-44) and 59% (45-64) have some college or more
- 46.7% (35-44) and 42.6% (45-64) obtained an Associate's degree
- 36.3% (35-44) and 32% (45-64) obtained a Bachelor's degree
- 13.8% (35-44) and 12.1% (45-64) have an Advanced degree

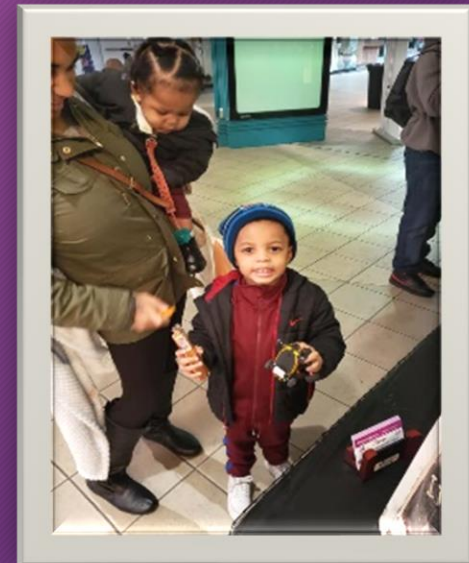
Average Earnings: \$71,456

- Average Male Earnings: \$57,456
- Average Female Earnings: \$47,299



Parental Spending on Young Children in the U.S.

- Parents spend an average more than \$230,000 per one-child in the U.S. per year.
- Families spent an estimated \$232 billion on private schools and education-related activities
- Mothers control 85% of household purchases and have a U.S. spending power of \$2.4 trillion.
- 86% spend money on clothing, shoes and jewelry
- 88% spend money on beauty, cosmetics and skincare
- 48% spend money on books
- 28% spend money on Food and Grocery
- 31% spend money on their baby/little ones



Why Partner with 2Unique CSF?



- Enhance visibility with 2Unique Magazine print and digital magazine
 - Enhance your Cause-Related Marketing by participating in a brand that empowers education and social responsibility
 - Gain Media Attention: Multi-media campaigns include advertisement on 2Unique's learning management system, radio, print, videos/promos and events
 - Boost Brand Recognition with digital marketing opportunities to include SmartPhone advertising, awards and cross promotions
-
- ✓ Educate budding entrepreneurs and small business leaders about your product or service
 - ✓ Increase Brand Awareness & Loyalty
 - ✓ Enhance your Customer Experience
 - ✓ Promote Positive Imaging and Branding



Career Track & Leadership Program



Our Hero Program

“Find Your Design” Career Track & Leadership program is a mobile professional development training program for personal and student development along with an entrepreneurship program which offers pre-apprenticeship training, development, coaching and consultation in order to promote student hands-on training experiences.

The program encourages participants to discover dreams and passions , fine-tune their professional leadership skills, share inspirations with others who are seeking an improved career path to make their life’s work meaningful. “Find Your Design” connects students with real-life practicums, internship placements, college preparation or volunteer work experience to enhance their work skills and increase post-graduation employment rates.

Career Tracks: Journalism/Media Training, IT Technology, Music Business Principles, Fashion Retail Management, Photography, Lean Six Sigma Yellow Belt & Literacy/ Financial Literacy



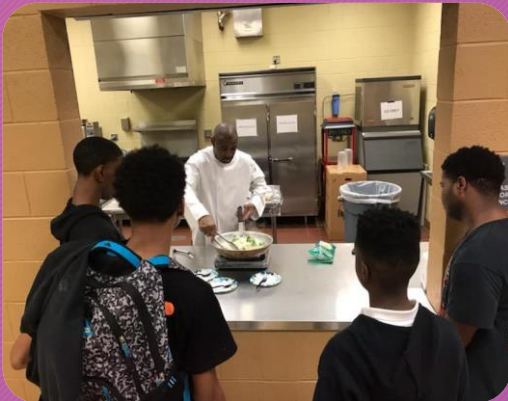
Pre Internship-Apprenticeship Training

Participants Served



Culinary Arts

Career Track 1



Media Training

Career Track 2



IT Technology

Career Track 3



2Unique Community Salvation Foundation “Find Your Design” Career Track & Leadership program has served over 800 students in the Memphis-Shelby County public education system.

We encourage you to not only “Find Your Design” but to Walk in your “Unique & Divine purpose”.

2Unique Products and Projects

Help a child Find their Design through career exploration



Purchase Your Copy

PURCHASE YOUR BOOK TODAY
amazon



View
PROMO



By: Roshunda Buchanan & Mark L. Gentry

FIND YOUR DESIGN

COLORING AND ACTIVITY BOOK

The “Find Your Design” Coloring & Activity book is designed to help youth ages (6-12) identify various career interests through career exploration learning about different career fields and jobs through relatable characters. The concept stems from our nonprofit organization's career development and mobile professional development (2Unique CSF) program “Find Your Design” Career Track & Leadership serving participants ages (16-24).

Embedded in each book are resume development examples, skills matching exercises, leadership skill sets, and youth business development concepts that will also heighten vocabulary. Parents will be able to participate in the fun activities while aiding at home education and career preparation with their children.



Books donated to kids
during 12 days of
Christmas



BUSINESS WOMEN EMPOWERMENT CAMPAIGN

Certified
GIRL BOSS

BE THE CHANGE YOU WANT TO SEE
CERTIFIEDGIRLBOSS.COM



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Certified Girl Boss is a global business women empowerment network of talented, credentialed, qualified, equipped and driven with purpose leaders.

Our mission is to mentor and guide women toward the path to leadership on a platform that will enable career progression and create equitable opportunities in our communities.

Our vision is to support and connect professional and ambitious women who are elevating communities with a focus on education, innovative business solutions and scaling of successful programs.

Through the **Certified Girl Boss** membership, our goal is to provide tangible, available resources and seed money to small and home-based businesses through the community.



Small Business Owners Purchasing Power



- 38% of small businesses anticipate to increase in IT spending and are looking to invest their extra cash in new tech initiatives & projects.
- 51% of small businesses spent money either replacing old equipment or maintaining current IT infrastructure.
- 73% of small businesses increased investments in social media
- 86% of small businesses use Facebook for advertising as their leading social media platform.
- 26% women entrepreneurs are most likely to start a business in retail and wholesale, government, health, education and social services (21%), and professional administrative services (18%).
- 84% of small enterprises are using at least one digital platform to share their products.
- 79% are using digital tools to communicate with suppliers and customers
- Close to 85% of small enterprises have already invested in SaaS options in 2021.

Our Annual Fundraiser

“Chocolate Fondue Fundraiser”



2Unique Community Salvation Foundation
in conjunction with “Twin Delights”
gourmet desserts provide an opportunity for
chocolate vendors to meet with chocolate
connoisseurs in an exciting and related
atmosphere to promote and raise proceeds
for small and home-based businesses in
Shelby County.



Past & Present Partners



Media Opportunities

Roshunda Buchanan who is also the Founder of 2Unique Magazine has appeared on several TV and radio shows which have resulted in providing media coverage for national PR agencies events for Essence Festival and BET Awards/BET LIVE Experience as well as covered the Barkays 50th Anniversary Gala utilizing the platform to highlight celebrities who gives back to their communities. This platform creates opportunities for youth and young adults to meet celebrities and receive skill development around journalism and media training stemmed from our Find Your Design Career Track & Leadership program.



2Unique Interns work with Actress and R& B songstress Demetria Mckinney at the Annual Living the Dream Social Media Responsibility Conference

Celebrities Covered in 2Unique

Demetria Mckinney

Rapper Yo-Yo

Renee Lawless

Robert Townsend

Bar-Kays

Elise Neal

Michael Jai White

Ginuwine

Lyfe Jennings

Kenny Lattimore

Jacob Latimore

Kameron Whalum

Trevor Jackson

and more...



2Unique Magazine is a product of 2Unique Community Salvation Foundation 501(c)(3) nonprofit organization and offers the most up to date community news and information about leaders and celebrities who are giving back to their communities.

Advisory Board

2Unique Community Salvation Foundation was founded in 2005. Our management team is comprised of a group of competent professionals with over thirty (30) years of experience working in higher education & workforce development. Our programs, specifically mentorship, provide turn-key training surrounding various levels of training, business development, including nonprofit, music production, digital arts, and design, culinary arts, public relations, health care, advanced manufacturing, technical, internships, and other fields. Our staff is experienced in recruiting and training instructors in a vast array of industries.



Geanender Harper - A versatile managerial and customer experience veteran. Experienced in call center and retail site operations, teambuilding, employee development and engagement, change management, policy interpretation and implementation.



Alicia Delvirdge - With over 15 years diverse experience, Alicia is a Subject Matter Expert in Human Resources, Talent Acquisition Strategy and Workforce Development. Alicia's track record of wins includes business / organizational development, predictive forecasting, opening new business locations / service lines, corporate compliance, training and education



Quinton Harper - Board Treasurer
Owner of CatTranspo Taxi
35+ year veteran in supply chain, warehouse, logistics and distribution management.



Cherilyn Stewart has 15 years of experience in Staffing, Education and Workforce Development and Planning with the American Job Center, Department of Labor, Southwest Community College and Banking experience with Memphis Area Teacher's Credit Union, Bancorp South, and Union Planter's Bank.



Dorian Spears professional experience has spanned over 20 years serving community in various capacities in the nonprofit, government, and economic development sectors. As a community-based thought leader, Dorian employs current knowledge and acumen while making a meaningful impact on organizational mission, vision, and values.



Marlon Gentry, IT Consultant at Comcast, President of Marlon's Vision Photography and Owner of MLG PC Repair and Upgrade

IT Professional with 15 + years of experience in Information Technology, Internet Protocol and Help Desk operations.



Derek Henson, experienced Project Director with a demonstrated history of working in the staffing and recruiting industry. Skilled in Microsoft Word, Management, Interviewing, Training, and Human Resources. Strong operations professional with a Doctor of Philosophy focused in Urban Higher Education from Jackson State University.



Brand Buzz



5,138
followers



523
followers



849
followers



**2Unique CSF
Platform Reach**
Over 1 million
people



152
subscribers
8,539 views



179
followers



1,400
connections



www.2unique-csf.org

957,878 views
40,000 visits per week

Audience:

- ✓ 8,241 Followers
- ✓ 706 Page Likes
- ✓ Women - Age 35-44 (26.3%)
- ✓ Men - Age 35-44 (13.1%)
- ✓ Women-Age 45-54 (21.7%)
- ✓ Men- Age 45-54 (10.5%)

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