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Street Entrepreneurs Launches Campaign to Support Washington, D.C. Small Businesses Affected by COVID-19

(WASHINGTON, DC) – Street Entrepreneurs (SE) announced today the launch of its new COVID-19 relief fund for small businesses. The goal is to rapidly deploy capital to prevent layoffs and closures, prioritizing businesses that have revenue losses of 25% or more.

As COVID-19 continues to accelerate across the U.S., SE has seen how quickly once thriving small businesses are now weathering severe financial loss in a span of mere weeks. Small businesses in DC employ more than 247,000 people, 47% of the city's private workforce, according to the U.S. Small Business Administration. Many enterprises, particularly those that have been recently established, lack the financial reserves to operate in a dramatically contracting economy.

"As an entrepreneur-facing organization, we are on the frontlines. We have received countless calls from small business founders facing financial, physical and emotional strain," said SE Founder, Juliana Cardona Mejia. "We've heard from individuals like Maddie Boening, who recently opened the first Sunstone Candles brick-and-mortar location in Union Station. Since COVID-19, she has seen foot traffic come to a complete halt and is unsure of how her newly opened store will weather the storm. We believe that now, more than ever, we are presented with an opportunity to come together as Washingtonians to serve the small businesses that have served us for so long," Cardona continued.

Here are three ways individuals and organizations can help immediately:

- **Make a tax-deductible donation.** We are raising a rapid-response fund and giving every penny away to prevent layoffs and closures. We are prioritizing businesses that have lost 25% of revenue due to COVID-19.
- **Share your entrepreneurial needs.** We are systematically crowdsourcing a list of immediate needs from small business founders in D.C.
- **Provide mentorship.** SE is mobilizing in-kind resources to ensure small businesses in the District survive and continue to thrive. We are seeking experienced entrepreneurs, as well as communications and finance specialists who can mentor and advise small business founders during this challenging time.

ABOUT STREET ENTREPRENEURS

Street Entrepreneurs (SE) was founded on a simple premise: to ignite the power of entrepreneurs to solve problems that matter. We envision a grit-based economy where talent, heart, and drive are the sole

determinants of access to education, networks, and capital. Since our inception in 2015, we have helped launch over 400 businesses in Washington, D.C.

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Archived copy from the Street Entrepreneurs records (2015 to 2025). Contact details and expired links have been removed.