



# Redeemed Creative Arts Overview

Expanding Reach, Revenue, and Community Impact for Black-Owned Businesses

Andrea J Newman, Founder




# Why Work With RCA?

Why should retailers work with us?

African American–owned retailers, thrift shops, and online sellers benefit from partnering with RCA's gig and Helper programs because they gain immediate access to a trusted, values-aligned logistics and service network without the cost or complexity of building one themselves. RCA helps expand customer reach by connecting businesses to churches, families, and community organizations actively seeking goods, while gig drivers handle fast, reliable pickup and delivery—reducing last-mile friction and operational strain.

At the same time, RCA's Helper program supports purchasing power by assisting churches and nonprofits with staffing and logistics costs, helping drive consistent demand for local businesses. Beyond sales, partnering with RCA positions Black-owned businesses within a mission-driven ecosystem that prioritizes economic empowerment, visibility, and reinvestment in the community—turning everyday transactions into meaningful, sustainable impact.



# A Vision for Partners

How does this work in practice?

In practice, partnering with RCA is a simple “**list** → **sell** → **deliver** → **repeat**” workflow that adds a new sales channel and a ready-made local delivery/service team—without forcing you to rebuild your current systems.

You (a retailer, thrift shop, Etsy/eBay seller, or small business) share your sellable inventory with RCA in the easiest way for you: either a basic spreadsheet/batch upload (SKU, title, price, quantity, pickup location, photos/links) or, if you have an online store, an API/integration that syncs listings automatically. RCA curates and displays your items inside the RCA Marketplace to a targeted audience—churches, families, and community organizations that are actively looking for essentials and budget-friendly goods. When a customer buys, the order routes to you with the pickup details and timeframe. You confirm availability, set the item aside, and RCA dispatches a local gig driver with the right vehicle (car, SUV, van, truck) to pick it up. The driver delivers to the customer and closes the delivery with proof-of-delivery, while you keep the sale at your listed price (no forced discounts). RCA earns its revenue from delivery and coordination fees and uses that to sustain operations and, when applicable, help churches cover Helper costs.

If you also need extra hands—sorting donations, moving furniture, setting up pop-up sales, packing orders, taking photos for listings, organizing back stock—**RCA’s Helper Program** can supply vetted Helpers for short shifts or project-based support. That means a thrift shop can schedule a team for donation intake days, an Etsy seller can get help batching shipments during peak seasons, and a retailer can request event support or inventory assistance without adding permanent payroll. The result is a practical, repeatable partnership: your inventory reaches new buyers, RCA handles delivery and optional labor support, and the community benefits through faster access to goods and more income opportunities for local Helpers and drivers.

# Our Programs and Initiatives

## **Gig Drivers**

RCA's Gig Program provides retailers with a flexible, on-demand workforce focused entirely on delivery and task-based support. Local gig drivers and workers handle item pickups, customer deliveries, donation transport, and event or pop-up logistics using vehicles suited to each job. This allows retailers, thrift shops, and online sellers to fulfill orders quickly without managing their own delivery staff or logistics systems. RCA coordinates scheduling, payments, and routing, making it easy for businesses to move products efficiently, expand their reach, and serve customers reliably while staying focused on their core operations.

## **Canvassing and Campaign Support**

RCA's **Canvassing and Campaign Support** helps retailers reach new customers and increase community awareness without having to manage marketing teams or street outreach themselves. Through the platform, retailers can create custom flyers, posters, and promotional materials using RCA's print-on-demand services to highlight store openings, special sales, donation drives, or seasonal campaigns. RCA then coordinates local canvassers who distribute these materials at community events, churches, and high-traffic neighborhood locations, targeting audiences already aligned with value-driven and community-focused businesses. This approach gives retailers affordable, hyper-local promotion, increases foot traffic and sales, and strengthens brand recognition while positioning the business as an active partner in community support efforts.

# Our Programs and Initiatives

## Helper Training and The Learning Center

RCA's **Learning Center** supports retailers and Black-owned businesses by offering practical training that strengthens both business operations and the workforce that serves them. In addition to courses on inventory management, pricing, digital marketing, customer service, and financial tracking, the Learning Center launches **your custom**, structured trainings for **gig workers and Helpers**, teaching them how to perform short-term tasks—such as deliveries, order packing, donation intake, and event support—as well as longer-term responsibilities like inventory organization, store setup, and customer-facing service. This ensures retailers receive consistent, reliable support from workers who understand expectations and best practices.

The Learning Center also allows Black business owners to share expertise through workshops and mentorship, building visibility and additional income streams. By combining business education with workforce training, RCA helps retailers operate more efficiently, scale with confidence, and rely on a better-prepared, community-based support network.

# Our Programs and Initiatives

## Resource Share Program

Retailers can participate in **RCA's Resource Share** by listing surplus, overstock, gently used, or regularly priced items that can benefit churches, families, and community organizations. Inventory can be shared through a simple upload or light integration, allowing products to appear in the RCA Marketplace where mission-aligned buyers are already searching for affordable goods. Retailers maintain full control over pricing and availability, using the Resource Share to move inventory efficiently, reduce waste, and reach new customers without disrupting existing sales channels.

The **Gig Drivers** powers the Resource Share by handling pickup and delivery of listed items. Once an item is requested or purchased, RCA dispatches a local gig driver with an appropriate vehicle to collect the item from the retailer and deliver it directly to the end recipient. This removes the burden of last-mile logistics, enables faster fulfillment, and allows retailers to participate regardless of delivery capacity. For RCA, this integrated model supports a scalable partnership strategy: as more local businesses join the Resource Share, gig opportunities increase, fulfillment improves, and community demand grows—creating a sustainable, repeatable network that strengthens both local commerce and community impact.

# Our Programs and Initiatives

## **Creative Arts Gallery**

RCA's **Creative Arts Gallery** supports local and Black-owned businesses by connecting them with artists who can elevate branding, marketing, and in-store experiences. Through the gallery, businesses can commission original artwork, photography, murals, merchandise designs, or digital assets that reflect their identity and community values. This makes it easy for retailers to access affordable, mission-aligned creative talent while giving artists paid opportunities and visibility. The result is stronger brand presence, more engaging customer experiences, and a meaningful way for businesses to invest back into the local creative economy.

# Customized Objectives

## Can my business combine these programs?

Yes! Businesses can **combine and customize RCA's programs** to fit their specific needs and growth goals. Retailers may choose to participate in just one program or intentionally layer several together. For example, a business might list surplus or featured items in the **Resource Share**, use **Gig Drivers** for fast local delivery, and launch a short **canvassing campaign** to promote a seasonal sale or community drive.

These programs are designed to work independently or in tandem, allowing businesses to scale participation up or down without long-term commitments.

Customization is built into the partnership structure. Businesses can select which inventory is shared, set pricing and delivery windows, choose when gig support is activated, and opt into targeted promotions or Learning Center trainings as needed. This flexibility allows retailers to test campaigns, manage operational load, and align participation with peak seasons or special initiatives. By combining programs strategically, businesses gain a tailored support system that increases visibility, moves inventory efficiently, and deepens community engagement—while RCA coordinates logistics, staffing, and platform support behind the scenes.



# What's the Big Deal?

## Why Involve RCA?

While businesses can attempt pieces of this on their own, RCA becomes essential because it **centralizes coordination, trust, and scale** in a way individual businesses typically cannot sustain alone. Managing inventory sharing, local delivery, temporary labor, community outreach, and partnerships requires time, systems, and relationships that are costly to build and maintain independently.

*RCA provides a ready-made infrastructure—technology, vetted workers, logistics coordination, and an existing audience of churches, families, and community organizations—so businesses can participate without taking on operational risk or administrative burden.*

More importantly, RCA connects businesses into a **shared ecosystem** rather than isolated efforts. When one retailer joins, they benefit from demand already generated by churches and nonprofits on the platform, from drivers already active in the area, and from campaigns already reaching the community. RCA also absorbs coordination challenges—payments, scheduling, delivery tracking, and workforce reliability—while reinvesting revenue back into subsidies and community support that individual businesses cannot easily fund alone. In short, RCA transforms what would be fragmented, one-off efforts into a sustainable, scalable partnership model that multiplies reach, efficiency, and impact for everyone involved.

# RCA's Platform & Technology

## How Businesses and Customers Engage with RCA's Programs

### Platform Overview ▶

RCA's technology platform is an interactive, community-driven system designed to connect churches, businesses, Helpers, artists, and patrons in one unified digital space. Through a single account, users can access searchable profiles, marketplaces, courses, service listings, verification, tasks, and communication tools that make collaboration simple and transparent.

### Customer & Partner Interaction ▶

Customers and partners engage with RCA through intuitive dashboards that allow them to list inventory, book services, commission creative work, schedule deliveries, or support projects financially. Built-in messaging, notifications, and status tracking keep every interaction clear from start to finish, including orders, payments, and fulfillment.

### Gamified Engagement Layer ▶

RCA incorporates light, purpose-driven gaming mechanics—such as points, badges, and progress milestones—to encourage ongoing participation. These features reward meaningful actions like completing gigs, supporting local businesses, contributing to campaigns, or funding creative projects, helping sustain long-term engagement.

### Data, Accountability & Growth ▶

All activity flows through RCA's centralized system, enabling reporting, impact tracking, and continuous platform improvement. This data-driven foundation ensures accountability for partners and donors while supporting scalable growth and a self-reinforcing community flywheel built on service, creativity, and generosity.

# **Our Business Plan:**

- ▶ **Our History**
- ▶ **Mission and Vision**
- ▶ **Core Values**
- ▶ **Business Model**

- ▶ **Market Position**
- ▶ **Governance and CSR**
- ▶ **Future Goals**

# Our History

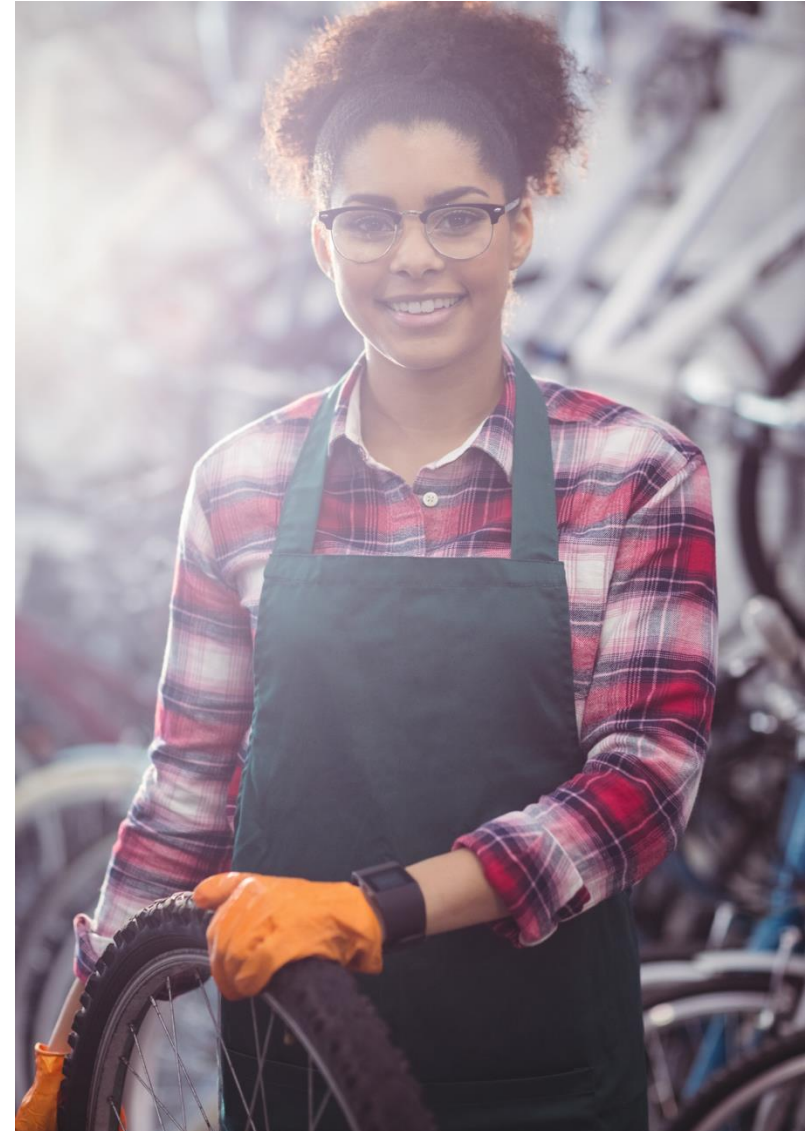
About us: Foundation, Milestones, and Growth



# Foundation

Redeemed Creative Arts (RCA) was founded in 2025 to bridge the growing gap between churches, creatives, and supporters within the faith-based economy. Created by faith-driven entrepreneurs with backgrounds in ministry, technology, and the arts, RCA emerged in response to a shared challenge: churches often lack affordable creative support, while faith-based artists and volunteers struggle to find consistent opportunities. RCA began developing a shared digital platform to bring these communities together and is currently preparing pilot partnerships while testing its initial platform features.

RCA's mission is to build a Christ-centered ecosystem where service, creativity, and generosity reinforce one another. Through five interconnected programs—the Resource Share Marketplace, Creative Arts Gallery, Helper and Gig Network, Educational Learning Hub, and Canvassing & Campaign Support—RCA turns collaboration and giving into measurable community impact. This integrated “community flywheel” helps churches access support, artists earn sustainable income, and patrons see the real-world results of their generosity, with a strong focus on supporting black-owned businesses, women entrepreneurs and emerging faith leaders in underserved communities.



# Milestones



## **Established The Foundation**

In 2025, our idea for a business became a non-profit, marking a significant milestone in our growth trajectory.



## **Initial Buy-in and Grants**

RCA began writing for grants, working with local churches, and collaborating with artists and freelancers, establishing a drive toward nationwide adoption.



## **Strategic Partnerships**

RCA is actively reaching out to local and mission-aligned businesses to form strategic partnerships that expand access to resources, strengthen community impact, and create mutually beneficial opportunities for service and growth.



## **Product Launch Goals**

RCA's flagship goal is to launch a fully integrated, faith-centered platform that unites churches, creatives, helpers, and businesses, with a phased rollout, beginning 2027, focused on pilot partnerships, operational validation, and scalable growth toward a nationwide community service and creative economy.



# Company Growth

## **Early Funding**

Initial funding was crucial, fueling growth, R&D investments, and enabling innovation and market expansion.

## **Business Model Pivot**


Each year, we'll adapt our business model for market changes, boosting customer satisfaction and competitiveness.

## **Strategic Acquisitions**

Strategic acquisitions boost capabilities, broaden products, and propel growth and market dominance.

## **Target Market Focus**

Focusing on specific markets lets us tailor products for unique needs, increasing satisfaction and loyalty.





# Mission and Vision

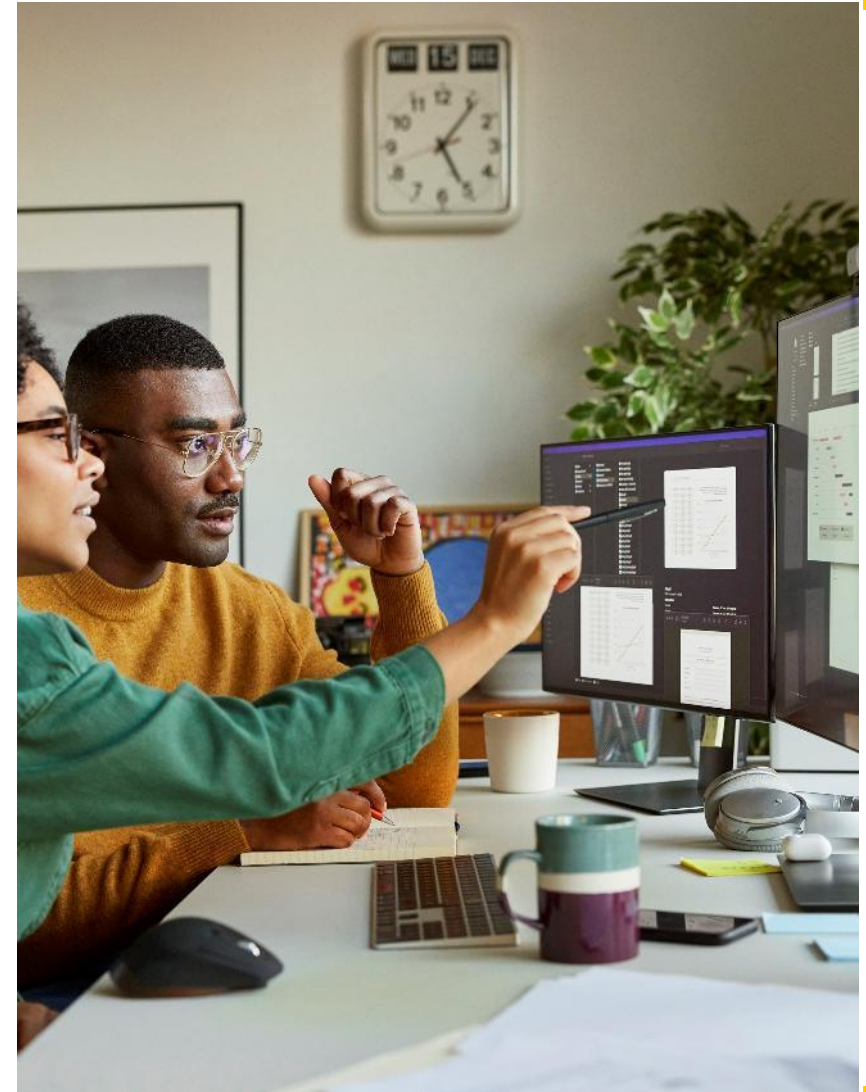
What we are and what we do





# Mission Statement

Redeemed Creative Arts (RCA) exists to build a Christ-centered platform where churches, creatives, and patrons can come together to serve, share, and create. RCA functions within what it calls the 'faith-based creative economy', an interconnected network of churches, artists, and patrons whose collective efforts produce both spiritual and economic value. Its mission is to strengthen community ministry and make generosity both visible and actionable. This mission aligns spiritual generosity with economic renewal, positioning RCA as a bridge between creative purpose and sustainable livelihood.



# Vision Statement

## **Sustainability and Impact**

RCA's vision is to establish a sustainable, faith-based creative economy that uplifts artists, empowers churches, and promotes generosity as a shared cultural value.

## **Nationwide Networking**

Over time, RCA envisions local creative networks becoming self-sustaining through recurring cycles of giving, collaboration, and reinvestment in faith-driven innovation.

## **Future-oriented Goals**

By connecting creative expression with ministry goals, RCA opens new opportunities for collaboration, discipleship, and economic involvement within the faith community.

## **Technological Leadership**

RCA's integrated platform provides faith-driven artists with access to mission-aligned work, visibility, and revenue opportunities, while offering churches affordable support for their creative and technical needs.

# Core Values


Fundamental Beliefs and Principles





# Cultural Integration

The external environment for faith-based innovation has never been more favorable for a platform like RCA. Across the United States, congregations, creators, and donors are adapting to cultural and technological shifts that support both the need and the timing for RCA's model. A strong market foundation supports this vision. Religion contributes an estimated \$1.2 trillion annually to the U.S. economy, and giving to religious organizations reached \$146.54 billion in 2024, the largest share of all charitable donations. Meanwhile, the digital transformation of faith giving continues to accelerate: 44 percent of U.S. adults now prefer online donation methods, and approximately 60 percent of churchgoers give through digital platforms in some capacity. These trends confirm the financial and cultural readiness for RCA's model, which combines a faith-based mission with sustainable digital engagement.



# **Business Model**

Revenue-generating Tactics and Operational Strategy

# Base Revenue Streams



## Marketplace & Transaction Fees

RCA earns modest fees from marketplace transactions—including art sales, Resource Share purchases, print-on-demand items, and commissions—while keeping services affordable and sustaining operations.



## Subscription Services

RCA offers Premium and Premium+ memberships for artists, churches, and patrons, providing enhanced tools and visibility while generating recurring revenue to support platform growth and maintenance.



## Service & Logistics

RCA offers delivery and coordination services provided by its gig drivers and Helpers, with fees from deliveries, event support, and service fulfillment funding platform operations and subsidized Helper support for churches.



## Courses, Sponsorships & Partnerships

RCA also generates revenue through paid Learning Hub courses, sponsorships, and strategic partnerships with local businesses that support education, outreach, and community growth.

# Market Position

Leaning into the Industry



# Industry Overview

Research indicates the market is ready for RCA's early launch, driven by shifting patterns in faith-based giving and ministry engagement. Studies from Barna Group and the Edelman Trust Institute show that a new generation of donors prioritizes transparency and visible impact over traditional institutional giving. Donors want to see how their contributions directly help people and projects, and RCA meets this need through traceable outcomes—such as funding artist commissions, supporting small church creative initiatives, or enabling community outreach through Helpers and local partners. This approach aligns with growing expectations for accountability and relational giving within the faith economy.

RCA also addresses a clear structural gap between churches and creatives. Barna Group reports that 60 percent of pastors cite volunteer shortages as a barrier to ministry growth, and while 98 percent believe gifts come from God, only 54 percent feel confident identifying those gifts in their congregations. Lifeway reports similar shortages of creative leaders. RCA's vetted Helper Network connects churches with skilled professionals through secure matching, standardized agreements, and digital payments. Financial data reinforces the opportunity: faith-based creatives often earn far less than the \$62,544 median income of independent artists. By unifying art sales, gig work, education, and service, RCA creates sustainable income pathways and affordable access to talent. Capturing just 0.01 percent of annual faith-based spending—roughly \$15 million—demonstrates both market readiness and strong scalability.



# **Governance Structure**

Redeemed Creative Arts Legal Structure

# How is RCA Structured?

RCA functions as a dual-entity organization designed to balance mission and sustainability. The structure allows both the business and nonprofit sides to operate independently while pursuing a common goal.

## **For-Profit LLC**

The for-profit LLC, Redeemed Creative Arts, LLC, owns all intellectual property and manages revenue-generating activities, including technology development, platform operations, and strategic partnerships. It covers infrastructure costs such as web hosting, security, and API integrations, and reinvests profits into product improvements and support services.

## **501(c)(3)**

The nonprofit branch, Redeemed Creative Arts Foundation, Inc., directs educational, community, and grant-funded programs. It handles outreach, donor relations, and social impact initiatives while ensuring compliance with IRS 501(c)(3) standards and charitable solicitation rules.

The nonprofit's board composition, with a majority of women and faith-centered leadership, aligns with diversity and accountability standards outlined in BoardSource's Leading with Intent report. Annual independent financial reviews will be conducted to ensure transparency and maintain the confidence of funders.

# Meet Our Team



**Andrea J Newman**

**Founder & Board Chair**

A handwritten signature in black ink, appearing to read "Andrea J Newman".



**Barbara Newman**

**Vice Chair & Finance Chair**

A handwritten signature in black ink, appearing to read "Barbara Newman".



**Candice Cradle**

**Advisory Board Member**



**Linda Caison**

**Board Member & Secretary**



**Evan Newman**

**Faith Leader and Spiritual  
Advisor**



**Pauline Scott**

**Community Outreach Chair**



**David Newman**

**Lead Graphic Designer**



**Margaret Moon, Esq.**

**Legal Consultant – Nonprofit  
Formation & Governance**

# Future Goals

Short-term Goals & Long-term Vision



# Funding Requests

## Economic Mobility & Lasting Infrastructure

RCA is not simply delivering programs — it is building **lasting infrastructure** for community impact.

Most grant dollars are spent repeatedly solving the same problems: churches need help, artists need income, communities need outreach, and local businesses need customers. RCA creates a **shared system** that lets one dollar of funding do all of those things at once. When a grant supports RCA, it doesn't just pay for one project. It strengthens a platform that keeps producing service, jobs, creative work, and community engagement long after the initial funding is spent.

RCA is uniquely positioned at the intersection of **economic mobility, workforce development, creative enterprise, and community service**.

Grants help subsidize Helper wages, gig deliveries, and creative commissions so churches and grassroots organizations can access professional support without being priced out.

At the same time, that funding creates income for artists, drivers, and service providers who are often underpaid or overlooked. This creates a cycle where assistance becomes opportunity rather than dependency.

Funders also gain something increasingly rare: **visible, measurable impact**. RCA's platform tracks every funded action — from deliveries completed to Helpers paid to artwork commissioned to campaigns launched. Donors and grant-makers can see exactly how their resources were used and what outcomes were produced. This transparency builds trust and accountability, while allowing funders to report real community results rather than just activities.

Finally, RCA is built for scale. Rather than expanding one organization's capacity, grants to RCA strengthen a network of churches, creatives, and local businesses across entire regions. That means one investment can unlock hundreds of partnerships, thousands of service hours, and ongoing economic activity. Supporting RCA is not just funding a nonprofit — it is helping build a durable, community owned system for collaboration, dignity, and opportunity.

# Phased Rollout Objectives By Year:

01

## **Formation and Pilot Execution**

With both entities formed and EINs secured, RCA will finalize bylaws, complete state registrations, and activate legal and compliance systems, with cross entity agreements formalizing cost sharing and IP licensing.

02

## **Regional Growth and Operational Stability**

Building on the success of the pilot, RCA will expand to two additional regions while refining its digital infrastructure for scalability. Key milestones include:

03

## **National Expansion and Sustainability**

Year three will focus on nationwide expansion and sustainability through affiliate partnerships with church and creative networks, supported by upgraded finance, HR, and technology systems.

Long  
Term

Over 3 years, RCA is projected to transition from pilot validation to a sustainable catalyst for creative & ministry collaboration.

As participation grows, the total creative & charitable value is projected to surpass \$200K to \$250K by Year 3



**Thank you**