

start up for success



United Way of Greater
Richmond & Petersburg

Start Up for Success is a training program that empowers participants with a solid foundation to start and/or grow their business by providing these individuals with social capital, training, coaching and start-up funding needed to bring their ideas to life and lead economic development in local communities. Each year has produced a new cohort of aspiring entrepreneurs with business ideas ranging from business consulting and holistic medicine to food services and clothing and apparel.

“CREATING OPPORTUNITIES FOR ASPIRING ENTREPRENEURS IS A CRITICAL STEP FOR HELPING PEOPLE AND COMMUNITIES REBUILD.”

James Taylor, President and CEO of United Way of Greater Richmond & Petersburg





“THIS HAS BEEN A LIFE-CHANGING EXPERIENCE FOR MY HUSBAND AND I. IT WAS MY HUSBAND’S DREAM TO BECOME A FARMER AND HELP WITH THE CURE OF OUR FOOD DESERT.”

– Andretta Whitfield, co-owner of Thank God Urban Farm

Andretta and Ricky Whitfield enrolled in the Start Up for Success program to build a better life for their family and community, and they used the funds and training to start their business Thank God Urban Farm. Together, the couple hopes to create a legacy for their family and bring local, affordable food options to their area.



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