SUCCESS
National Convening
Rice University, TX
March 29 - 30, 2024
THRIVING BEYOND THE ACADEMY: OPPORTUNITIES FOR INCOME GENERATION

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Executive Director
Immigrants Rising
What word(s) come to mind when you think of entrepreneurship as an alternative to employment?
What challenges/opportunities do you face when introducing students to entrepreneurship?
**Purpose**: Provide conference participants with the knowledge and resources to effectively support undocumented young people develop an entrepreneurial mindset

**Outcomes**
Conference participants will:
1. Learn about income generation options, regardless of immigration status
2. Learn the differences between entrepreneurship vs employment
3. Be able to share entrepreneurial opportunities with their students
Challenge: Liminal Status
• Negative immigrant narrative, despite all the benefits of immigration
• Push and pull factors of immigration not understood by the general public
• Polarized and political issue
• Barriers to employment as a result of IRCA, despite a high demand for immigrant labor
Undocumented Students

- **MPI estimates** that 98,000 undocumented students graduate from high school every year.
- 408,000 undocumented students are enrolled in U.S. colleges and universities.
- Most undocumented students pursuing postsecondary education in the United States do not have DACA.

Source: American Immigration Council and Presidents' Alliance on Higher Education and Immigration.
● Majority of undocumented students came to the US at a young age
● Investment in education was made
● Educated future workforce with vast talent and skills
● Economic benefit for all to allow ALL students, regardless of status, to thrive
● There is a need for long-term and short-term strategies
Opportunity: Income Generation Through Entrepreneurship
Entrepreneurship is an income generation opportunity for anyone, regardless of immigration status!
“Entrepreneurship can lead to financial success for immigrants, especially those who lack legal status to work. They in turn help fuel the nation's economic growth.” Axios (March 28, 2024)
808,199 of undocumented entrepreneurs, 2018

8%: Share of working-age undocumented immigrants who were entrepreneurs, 2018

$15.2 billion: Total business income of those entrepreneurs, 2016

Source: New American Economy
ENT Challenges and Opportunities

- Younger folks
  - Entrepreneurial mindset
  - Skills matching
  - Opportunities within major

- For all
  - Access to capital
  - Training to formalize and grow business
  - Technical assistance
  - Mentorship
  - Networks
  - Confidence-building
IR’s Entrepreneurship Framework

1. Entrepreneurship Training & Storytelling
2. Access to Capital
3. Entrepreneurship Ecosystem
The #UndocuHustle refers to entrepreneurial spirit at the heart of the immigrant experience. We’re here to show you how to leverage your skills, knowledge and experience to generate income through contracting or business start-up opportunities.

- As proven resilient and creative risk takers, immigrants already have a strong foundation for a transition into income-generating freelance and entrepreneurial activities.
Defining Entrepreneurship
Entrepreneurship Opportunities

- Not employment!
- Not a linear pathway
- Working for Yourself
  - Independent contracting
  - Professional consulting
  - Gig economy
- Entrepreneurship (business)
  - Sole proprietorship
  - Partnerships
  - C Corporations
  - LLC, Worker Cooperatives
<table>
<thead>
<tr>
<th></th>
<th>Sole Proprietor</th>
<th>Partnership</th>
<th>C Corporation</th>
<th>S Corporation</th>
<th>LLC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Legal Status</strong></td>
<td>Same entity as owner</td>
<td>Separate entity from owner</td>
<td>Separate entity from owner</td>
<td>Separate entity from owner</td>
<td>Separate entity from owner</td>
</tr>
<tr>
<td><strong>Separate Taxable</strong></td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Depends on tax status as sole proprietor, partnership, or corporation</td>
</tr>
<tr>
<td><strong>Entity from Owner</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ease of Formation</strong></td>
<td>Very easy</td>
<td>Partnership agreement is helpful</td>
<td>Articles of incorporation generally required</td>
<td>Articles of incorporation generally required</td>
<td>Articles of organization generally required</td>
</tr>
<tr>
<td><strong>Management</strong></td>
<td>Owner</td>
<td>May be divided among partners</td>
<td>Board of Directors</td>
<td>Board of Directors</td>
<td>Per articles of organization</td>
</tr>
<tr>
<td><strong>Eligible Owners</strong></td>
<td>Individuals</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Some limitations</td>
<td>Depends on tax status as sole proprietor, partnership, or corporation</td>
</tr>
<tr>
<td><strong>Owner Liability</strong></td>
<td>Unlimited exposure</td>
<td>Unlimited if general partner; limited to investment if limited partner</td>
<td>Limited to investment, except for personal services</td>
<td>Limited to investment, except for personal services</td>
<td>Limited to investment, except for personal services</td>
</tr>
<tr>
<td><strong>Transferability of</strong></td>
<td>Only by sale of entire business or creation of a different entity</td>
<td>Can sell all or a portion of partnership interest</td>
<td>Can sell all or a portion of stock</td>
<td>Can sell all or a portion of stock</td>
<td>Per articles of organization; commonly has some limitations</td>
</tr>
<tr>
<td><strong>Ownership</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ability to Raise</strong></td>
<td>Limited to owners assets and borrowing ability</td>
<td>Limited to owners assets and borrowing abilities; can sell interests to raise capital</td>
<td>Limited to owners’ contributions and corporation borrowing abilities; can sell interests to raise capital</td>
<td>Limited to owners’ contributions and corporation borrowing abilities; can sell interests to raise capital</td>
<td>Limited to owners’ contributions and LLC’s borrowing abilities; can sell interests to raise capital</td>
</tr>
<tr>
<td><strong>Capital</strong></td>
<td></td>
<td></td>
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<td></td>
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</tr>
</tbody>
</table>
Benefits of Starting a Business

- Make money $$
- Hire employees (who have work authorization)
- Create a layer of identity protection between the person and the business
- Access financial capital for business
- Have the ability to seek larger, more competitive contracts
- Get more cost-effective benefits, such as cheaper health insurance premiums
Legal Considerations

- The Immigration Reform and Control Act of 1986 (IRCA) states that it is illegal to **knowingly employ** unauthorized workers in the United States.
  - The IRCA requires employers to verify that every new employee is legally authorized to work in the U.S., through the “I-9 System”.
- **EXCEPTION:** Form I-9 is NOT required for independent contractors or business owners.
Independent contractors or business owners may use an **ITIN or EIN** to legally earn a living in the U.S., **as long as taxes are paid**

- **W-9 Form** is used to collect income tax identification information from independent contractors or business owners
  - The form does not require work authorization or a SSN, **an ITIN may be used**

- **W-9s** are used by businesses to generate **1099s**, which are then sent to the taxpayer and the IRS to pay taxes on earned income
Individual Tax Identification Number (ITIN)

- IRS issues ITINs regardless of immigration status; used for federal tax reporting
- Can be used to open bank accounts and establish credit
- Can be used to report income as independent contractor or sole proprietor
- Can be used to start a business and get an Employer Identification Number (EIN)

DACA recipients: regardless of the possible termination of DACA, the assigned SSN will remain their SSN even if the individual’s work authorization terminates.
## A Clear Understanding of Entrepreneurship

<table>
<thead>
<tr>
<th>Entrepreneurship Is...</th>
<th>Entrepreneurship Is NOT!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earning money without work authorization</td>
<td>A way to “get a job” without work authorization</td>
</tr>
<tr>
<td>Getting paid for services</td>
<td>“Under the table” employment</td>
</tr>
<tr>
<td>Participating in the economy</td>
<td>Volunteer work</td>
</tr>
<tr>
<td>Owning your own business</td>
<td>Working as an employee</td>
</tr>
<tr>
<td>Leveraging your skills, talents &amp; ability to make money</td>
<td>Trying to get “a job” in your field</td>
</tr>
<tr>
<td>Employment</td>
<td>Entrepreneurship</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>------------------------------------------------</td>
</tr>
<tr>
<td>Develop a resume</td>
<td>Develop a portfolio</td>
</tr>
<tr>
<td>Apply for jobs</td>
<td>Look for clients/gigs</td>
</tr>
<tr>
<td>Wait for an interview/job posting</td>
<td>Contact possible clients directly</td>
</tr>
<tr>
<td>Go to job fairs</td>
<td>Create a list of individuals who might need your services</td>
</tr>
<tr>
<td>Form I-9: Requires work authorization &amp; SSN</td>
<td>Form W-9: May use ITIN and EIN</td>
</tr>
</tbody>
</table>
What information stood out the most or was new to you?

Click Present with Slido or install our Chrome extension to activate this poll while presenting.
Entrepreneurship is an income generation opportunity for anyone, regardless of immigration status.

Work authorization IS required for employment, but NOT for independent contracting or business start-up.

Employment activities are very different from entrepreneurship activities.

Independent contractors or business owners may use an ITIN or EIN to legally earn a living in the U.S., as long as they pay taxes.

Anyone regardless of immigration status, may get an ITIN and EIN.

Independent contractors and business owners complete Form W-9 for tax purposes; does not require work authorization or SSN.

Clients submit Form 1099 with summary of money paid to contractor or business.
Spreading the UndocuHustle
What is the #undocuhustle?

The #UndocuHustle refers to entrepreneurial spirit at the heart of the immigrant experience. We’re here to show you how to leverage your skills, knowledge and experience to generate income through contracting or business start-up opportunities.

- As proven resilient and creative risk takers, immigrants already have a strong foundation for a transition into income-generating freelance and entrepreneurial activities.
Denea Joseph, a 28-year-old DACA recipient, says she always had an entrepreneurial mindset. (Steve Saltivars / Los Angeles Times)

Denea Joseph, a 28-year-old DACA recipient and consultant, said she always had an entrepreneurial mindset, but the program’s precarious situation led her to start her sole proprietorship in 2019.

“Given DACA’s uncertain future, there was no clear path moving forward,” Joseph said. “I needed to make preparations for what’s to come.”

“Without papers, working for yourself is not only a way to survive,” Joseph said. “In many instances, it’s a way to thrive.”
Building an entrepreneurial mindset begins with imagining what is possible! Meet innovative and courageous entrepreneurs from across the U.S. who have built their own businesses and found ways to work independently, despite many obstacles. Click on the links in each profile to learn what it took for them to get started and the different ways people can develop their entrepreneurial spirit.
Information & Resources
Five Tips for Educators To Help Students

1. Learn the Basics about Income Generation, Regardless of Immigration Status

2. Understand Contracting/Freelancing Considerations

3. Help Students Develop an Entrepreneurial Mindset

4. Identify Institutional Support

5. Develop Partnerships with CBOs
HELPING STUDENTS GET THEIR UNDOCUHUSTLE ON INTRODUCTION TO ENTREPRENEURSHIP (LESSON PLAN)

“My entrepreneurship was born out of two things: necessity — because I couldn’t get hired and needed to do something on my own — and passion for my art.” – Bo Derek, Fashion Designer

“As undocumented immigrants, many of us have inherited the entrepreneurial spirit, often times not by choice but out of necessity. The art of the #Undocuhustle is being able to recognize the value in opportunities where others do not.” – Zacil (CJ) Sizel, Artist & CEO

Introduction to the Lesson Plan

As an educator and advocate for undocumented students, it’s important to be able to inform your campus about the income-generation opportunities via entrepreneurship that are available to anyone regardless of immigration status. This lesson plan will walk you through the steps you should take to introduce entrepreneurship to your students through an interactive workshop. Remember, you don’t have to be an expert on entrepreneurship to successfully lead this presentation!

In this step-by-step guide you will find:

- Instructions on how to use this lesson plan
- Slide deck presentation template to use during the workshop
- Ice Breaker to lead with your students
- Stories of undocumented entrepreneurs
- Introducing entrepreneurship video
- Developing an entrepreneurship mindset

Workshop Audience: Individuals with and without DACA, college students, high school students, and community members

Workshop Level: Beginner, Introductory

Workshop Time: 1 hour

Workshop Objectives:
- Introduce entrepreneurship as an income generation option
- Begin brainstorm on entrepreneurial skills and experience
- Provide resources to explore income generation options

Note: This workshop is not intended to answer any questions on ITINs, business entities, permits, or general business formation.
INTRODUCTION TO ENTREPRENEURSHIP
Learn how to turn your dream into a business, with this step-by-step guide.

SECTIONS:

INTRODUCTION
What do you want your dream to do, and how can you sustain it?

LEGAL CONSIDERATIONS
Walk through some important questions to ask yourself before starting a business. Which one is right for your dream?

INDEPENDENT CONTRACTING
When getting started, it's important that you classify your new business accordingly.

SOCIAL ENTREPRENEURSHIP
You and the business are legally one and the same, with the same liabilities but all the profit is yours.

VISION, MISSION, AND BUSINESS DESCRIPTION
In this structure, you and at least one other person team up to start and run a business.

CALIFORNIA LAWS
With this model, stakeholders invest resources in exchange for the business's capital stock in the form of profit.

RESOURCE LIST
ADDITIONAL RESOURCES
More information on the structure, permits,

WORKSHEET
STARTING A BUSINESS
INCOME GENERATION OPTIONS FOR UNDOCUMENTED STUDENTS TOOLKIT

Created for the University of California Office of the President
Released 05/2020
Beyond DACA

We are living in a time of ongoing uncertainty for the immigrant community. Threats of ending DACA and stalled federal immigration policies make us yearn for stability. We will continue to share updates on DACA as we receive them, but we want you to know that we are here for you—with or without DACA.

UNDOCUTHRIVE WITH/OUT DACA WEBINAR SERIES

We want to help you prepare for a future without DACA. This webinar series will cover a range of topics—including immigration law, education, mental health, and entrepreneurship—to equip you with tools that can help you move forward with your life.

- DACA’s Future & My Legal Options (Nov. 9, 2022 – Recording)
- Understanding & Assessing Mental Health Resources (Dec. 15, 2022 – Recording)
- Income Generation Through Entrepreneurship (Jan. 26, 2023 – Recording)
- Information is Power: Accessing Higher Education (Feb. 16, 2023 – Recording)
- Getting a PERM; An Employment-based Green Card (Mar. 23, 2023 – Recording)

TOPICS TO EXPLORE

Most of our resources are created for those without DACA! Whether it’s learning about the long-term immigration options, starting your own business, or taking care of your mental and emotional well-being, we’ve got your back in your undocu-journey.
START WITH THESE RESOURCES

INCOME GENERATION WEBINAR SERIES
Understand what it means to work for yourself, develop an entrepreneurial mindset and launch your own business. Click here to watch the webinar in Spanish.

5 TIPS TO GET STARTED AS AN INDEPENDENT CONTRACTOR/FREELANCER
Learn how to get started as an independent contractor or freelancer. This guide outlines the entire process from industry research to contracts and taxes.

INDEPENDENT CONTRACTOR BRAINSTORMING WORKSHEET
Use this worksheet to brainstorm the type of gig work and professional services you can provide as an independent contractor.

GET MONEY TO LAUNCH YOUR BUSINESS

ENTREPRENEURSHIP FUND
Receive funding and guidance on your entrepreneurial project.

FIND SUPPORT FOR YOUR BUSINESS

VENTURIZE
Visit our partner Venturize to learn about loans, retirement and healthcare for small businesses; get connected to trusted providers to help your enterprise grow.

STAY CONNECTED

ENTREPRENEURS @ IMMIGRANTS RISING
Ask questions, share resources and network with other immigrant entrepreneurs through our Facebook group.

https://immigrantsrising.org/start-here/making-money/
Moving Forward
Creating an Ecosystem

- You DO NOT have to be an expert on the topic and you are not alone
- Connect with other institutions to learn about promising models
- Consider creating a working group focused on career training and income generation
- Promote cross-campus collaboration (career services, DRCs, business school)
- Share stories of undocumented immigrant entrepreneurs and invite them to speak at your institution (and pay them)
- Find local entrepreneurship partners (CBOs, SBDCs, local banks, tax preparers, government agencies)
What action will you take today to create or grow the ecosystem?

Click **Present with Slido** or install our **Chrome extension** to activate this poll while presenting.
Connect with us!

- Email us at: entrepreneurship@immigrantsrising.org
- Sign up to get our updates
- Join Entrepreneurs@Immigrants Rising (FB Group)
Click Present with Slido or install our Chrome extension to show live Q&A while presenting.
BREAK (10 mins)
Helping Students Build An Entrepreneurial Mindset (Beginner)
Room 107
This breakout session is a great place for educators to increase their own understanding and confidence about entrepreneurship as well as support their students in building an entrepreneurial mindset.

Engaging Your Career Center to Support Undocumented Students (Intermediate)
Auditorium
This breakout session will provide concrete examples of how to mentor students in their career pathways as well as partner with career centers to increase support for undocumented students & alumni.

Building an Ecosystem for Entrepreneurship within Your Institution
Room 108
This breakout session is a great place for educators to increase their own understanding and confidence about entrepreneurship as well as support their students in building an entrepreneurial mindset.
ENTREPRENEUR PANEL

Cris Mercado
Founder & CEO
Grant Answers

Nestor Vazquez
Entrepreneur and Student
University of North Texas at Dallas

Valeria Avila Guerrero
Robotics Engineer
Aprumo Design

Madeleine Villanueva
Higher Education Manager
Immigrants Rising
What captivated you the most about the panel conversation?

Click Present with Slido or install our Chrome extension to activate this poll while presenting.