



BIZ-M-POWER™

Empowering Small Business



Patronicity





KARUNA CENTER FOR YOGA AND HEALING ARTS



SWEET BIRCH HERBALS



THE STASH HOUSE

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The International Economic Development Council honored Biz-M-Power with Gold for Entrepreneurial & Small Business Development at the 2025 Excellence in Economic Development Awards. The program was also nominated for a prestigious Best in Show award.



[Massachusetts Growth Capital Corporation](#) (MGCC) empowers small businesses in Massachusetts through access to capital and managerial education and promotes economic development in underserved and low- and moderate-income (LMI) communities and Gateway Cities. With economic opportunities, these business owners—often women, minorities, and immigrants—can build assets, better provide for their families, create employment, and strengthen their communities. MGCC has provided these entrepreneurs with capital and free managerial assistance since 2010.

About Biz-M-Power

The Biz-M-Power crowdfunding matching grant program offered small businesses in Massachusetts financial assistance with the acquisition, expansion, improvement, or lease of a facility, the purchase or capital lease of equipment, or meeting other capital needs for the business.

Eligible applicants were empowered to advance their business with an innovative approach to obtaining capital. Through crowdfunding campaigns, these businesses connected with local residents and stakeholders to advance projects supporting economic success and transformation of their businesses and communities.

The program considered small businesses in Massachusetts owned by low-to-moderate income individuals (LMI), businesses located in economically urban and rural communities, and businesses operating in Gateway Cities.

Small businesses that received approval from MGCC launched a crowdfunding campaign to support their specific needs.

Small businesses that reached their goal by rallying support from their community received a matching grant award from MGCC. MGCC awarded matching grants to small businesses ranging from \$1,500 to \$40,000 over the program's lifetime. This program's funding of \$7,500,000 was appropriated by the Commonwealth's FY2021 Operating Budget. The Biz-M-Power program made a meaningful impact on businesses and communities throughout the Commonwealth of Massachusetts.

Learn more at
www.patronicity.com/bizmpower

Impact by the Numbers

This is a snapshot of Biz-M-Power projects from July 2021–December 2024.

Total Matched



\$6,666,600

LIFETIME

Total Crowdfunded



\$4,657,671

LIFETIME

Total Projects



352

LIFETIME

Total Patrons



25,508

LIFETIME

93%

SUCCESS RATE

\$13,232

AVERAGE RAISE

\$13,140

AVERAGE GOAL

72

AVERAGE PATRONS

HIGHEST RAISE

Help the Benson Place Bring Back Gramp's Lot
had the highest crowdfunding campaign raise of **\$46,568.**

SMALLEST CAMPAIGN GOAL

Help Corner Cuts Uplift our community! had the smallest crowdfunding campaign goal of **\$1,833.**

LARGEST NUMBER OF PATRONS

Help Us Improve Stage Stop Candy had the largest number of patrons, with **1,582** contributing to the campaign's success.

SMALLEST COMMUNITY

Heath
Population: 723

LARGEST CITY

Boston
Population: 675,647





Harvesting Resilience at North Tabor Farm

North Tabor Farm is generating a strong and sustainable future thanks to the support of community crowdfunding and the Biz-M-Power program.

[North Tabor Farm](#) is an established 30-year-old family farm in Chilmark, Massachusetts, on Martha's Vineyard. The farm provides farm-raised vegetables, flowers, herbs, meat, and mushrooms to its rural community.

During COVID-19, the farm shifted from predominantly wholesale to retail after building a small, self-serve farm store.

Situated on an island, the farm is subject to frequent storms. While most of the farm is sustained by solar energy, it is still vulnerable to power outages given its rural environment and increasing extreme weather events. In 2021, the farm lost its stock of frozen and refrigerated items, was forced to close its farmstand during a four-day power outage, and had to turn to a neighbor to house its baby chickens.

In 2023, North Tabor Farm turned to Biz-M-Power to access the funds needed to install a generator, propane tank, and commercial freezer to protect their business, crops, and animals from unforeseeable events.

The farm launched a [crowdfunding campaign](#) to generate its future. The campaign crowdfunded \$19,585, far exceeding its goal of \$12,394 from 93 patrons. The business unlocked a 2:1 matching grant from MGCC by reaching its goal.

The funds have helped the business become more sustainable and resilient. They now provide access to fresh produce and value-added products year-round.

We spoke with Rebecca Miller, owner of North Tabor Farm, to learn more about the farm and how the Biz-M-Power program transformed her family business.

"Thanks to our successful Patronicity campaign, our ten freezers and four refrigerators will continue to run in case of a power outage," said Rebecca. "We can now feel secure that business will continue when most needed!"

Patronicity: Why do you love where you live and work?

Rebecca: As a farmer, I spend most of my day outdoors. I am so grateful to live on an island surrounded by natural beauty. It is remote, rural, and small. Being from a small town of 1,100 voters, people may know our business (personal and professional), but everyone shows up when you need it most.

During the summer season, our small island swells with vacationers who bring their appetites, and our farm gets to showcase how excellent access is to fresh, nutritious food. We could only have met our crowd-sourcing goal with the support of our customers and community.

Patronicity: What interested you in launching a crowdfunding campaign to support your business?

Rebecca: I was initially intimidated by the thought of crowdfunding for my business. The “ask” was daunting. It felt like we were exposing ourselves and our needs to a large population. Although I have always felt successful in our community, my definition of success was not based on financial security. In asking in such a public format, I had to overcome my inhibitions. Luckily, I like to learn new things, and I knew my future generator purchase would depend on challenging myself.

Patronicity: What was your experience with crowdfunding? Did you have prior experience with crowdfunding or fundraising?

Rebecca: I had zero experience in crowdfunding. What worked so well was that I always felt supported by my [Patronicity] staff representative if needed. Because the steps were broken into a small, manageable format, I could complete the prompts step-by-step. I found that I did not need the additional help. Even making the video was fun (I did need help from my 25-year-old daughter to share it). The challenge became fun as I created how I wanted my appeal to reflect my business's essence.

Patronicity: What have been the results of your crowdfunding campaign?

Rebecca: Besides meeting my goal sooner than expected, an excellent highlight has been deepening customer relationships. We are a small, intimate business, and I feel supported, and they feel invested in our future. As our business grows with our new commercial kitchen, our customer base increases as word spreads. Investing in relationships as a business model contributes more to the community than just financial gain.

Patronicity: Do you feel like your business is stronger or better equipped for the future because of the investment you have been able to make because of the grant? If so, how?

Rebecca: On a physical front, our products will be protected during inclement weather. We have a stronger emotional connection with our customers and community members who supported us directly and have shared our story with their friends. We have also been able to give back and share our gratitude with the donation appreciation gifts.

Patronicity: What advice would you give to other businesses exploring crowdfunding or the Biz-M-Power program?

Rebecca: Enjoy the learning experience of crowdfunding through Patronicity. Someone will always have your back, and although moments will be uncomfortable, you will learn so much valuable information about your business and how you want to convey it to your customers. There is a valuable skill set learned through the crowdfunding experience.

North Tabor Farm highlights that embracing community support and stepping outside your comfort zone can deepen customer loyalty and connections and secure financial stability. Read the full story on [Patronicity Resources](#).



Small Business Success

Explore a few small Massachusetts businesses and their successful Biz-M-Power campaigns.

ARTrelief

WALTHAM, MASSACHUSETTS

CROWDFUNDED: **\$11,044** CROWDGRANTING MATCH: **\$11,044**

POPULATION: **65,218** PATRONS: **82**

Since 2008, [ARTrelief™](#) has provided expressive arts, wellness, and community mental health services for individuals across the lifespan at our center, in homes, schools, community programs, and intensive care medical treatment programs. ARTrelief™ also serves as a training site for students from local universities.

In 2024, ARTrelief™ launched a crowdfunding campaign to install a chairlift to allow individuals with disabilities or mobility challenges to access the facility's second floor. The campaign received overwhelming support from its community, crowdfunding \$11,044 from 82 patrons. Now, community members of all abilities can access services from ARTrelief™.

[Learn More](#)

Crowdfunding allows small businesses to align their goals with community needs, fostering shared investment in important goals such as accessibility.



Bri's Sweet Treats

WORCESTER, MASSACHUSETTS

CROWDFUNDED: **\$19,240** CROWDGRANTING MATCH: **\$38,020**

POPULATION: **206,518** PATRONS: **269**

Bri's Sweet Treats began during the pandemic as a way for Bri and her young son to spread happiness through handmade treat boxes. Today, they craft delicious sweets, including their famous quarter-pound peanut butter cups, operate a retail shop in the Worcester Public Market, and have a strong presence at Central Massachusetts festivals, events, and local restaurants.

Biz-M-Power helped Bri's Sweet Treats secure funding for a cargo van to increase efficiency by providing ample space for sweet treats. The van has helped Bri's Sweet Treats expand its presence, reduce trips, and ensure timely deliveries.

[Learn more](#)

Strategic investments enable businesses to grow sustainably while strengthening ties to their communities through enhanced services.



Small Business Success

sweeties

BOSTON, MASSACHUSETTS

CROWDFUNDED: \$20,273

CROWDGRANTING MATCH: \$18,925

POPULATION: 675,647

PATRONS: 154

[sweeties](#) brings joy and connection to the community through a unique New Zealand-style ice cream experience. Using a micro-batch process, sweeties transforms premium ice cream into airy, rich, soft-serve blends crafted in real-time with creative mix-ins.

With growing demand, sweeties turned to Biz-M-Power to purchase equipment to expand capacity and serve customers efficiently. The grant enabled the purchase of Little Jem Ice Cream Blenders, increased frozen storage with chest and merchandising freezers, a second waffle cone machine, and components to outfit a mobile ice cream cart for events. These upgrades have allowed sweeties to reduce wait times, expand menu offerings, and introduce grab-and-go options like pints, quarts, and ice cream sandwiches.

[Learn more](#)

Investing in expanded equipment and storage enables small businesses to meet growing demand while enhancing customer experience and diversifying offerings.



Roundhead Brewing Company

BOSTON, MASSACHUSETTS

CROWDFUNDED: \$22,351

CROWDGRANTING MATCH: \$20,000

POPULATION: 675,647

PATRONS: 114

[Roundhead Brewing Company](#), Massachusetts's first Latino-owned brewery, was founded to bring people together through great beer and shared experiences in a neighborhood taproom.

With the support of the Biz-M-Power program, Roundhead expanded its taproom in the historic Powerhouse at Westinghouse Plaza in Hyde Park, doubling its space and creating a 3,000-square-foot community room for events. The grant also contributed to a new HVAC system. Roundhead continues to promote Hyde Park's diversity, showcasing the influence of Latino culture in the American beer tradition and creating a welcoming space for all.

[Learn more](#)

Expanding community spaces with crowdgranting support helps businesses foster cultural connection and inclusivity through shared experiences.

