
Streets University



A Youth Enterprise Development Program

www.streetsuniversity.org

Creating Income Opportunity in the 21st Century

IBSA, Inc. 408 SW Jackson Topeka, KS 66603 (913) 735-4272

A Kansas Not-For-Profit Corporation

<https://ibsa-inc.org>

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Streets University *Youth Enterprise Program*

From the streets to the boardroom... Your journey starts here !

Learned Activities

Website Design Using Wordpress

Social Media Marketing for Small Business

Basic Video Production & Promotion

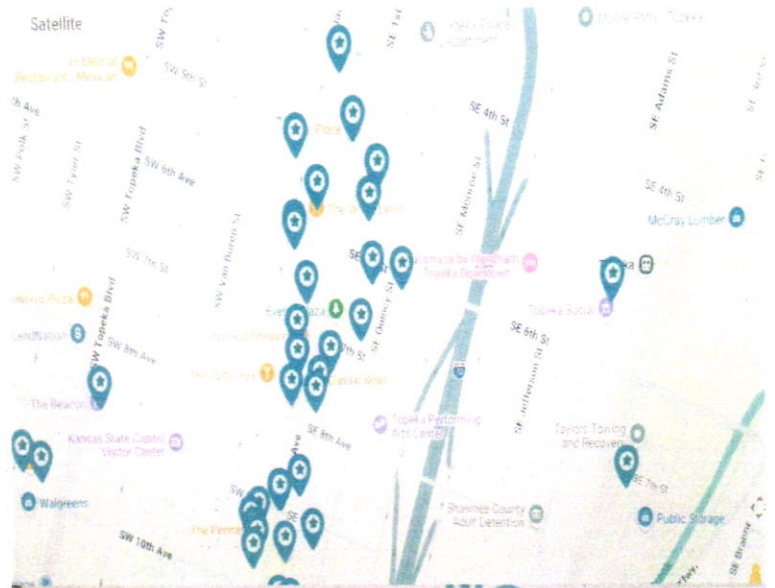
Drafting Standard Business Documents

Program Benefits

Earn Up-To \$1500 from Business Sponsors

Increase Reading, Writing & Math Skills

Understand Business & Entrepreneurship



Youth & Young Adults Age 14 - 24



Learn A Marketable Skill

IBSA, Inc.
408 SW Jackson
Topeka, Kansas

ujamaaclub.org
ussmallbizdirectory.org
kansassmallbizdirectory.com/home
Social Media Marketing / Video

Apply Skills Learned

Apply Online:
Email: info@streetsuniversity.org
https://ibsa-inc.org

**pay it
forward**

we support

YOUTH

**advocacy
leadership
engagement
economic opportunity**

Earn Money \$\$



Streets University is not affiliated with any accredited educational institution, governing body or government agency. Courses are not approved for any federal or state loans.

Streets University Overview of Activities

Core Learning & Competencies



Group Learning Activity

- Learn to Use the Internet for Business & Income (WordPress)
- Learn to Strategically Promote Small Businesses Online (SEO)
- Learn to Use Mobile Computing Units to Earn Money* (PayPal)
- Learn to Use Cloud-Based Technology to Work Anywhere (WiFi)
- Guest Speakers to Share Insight & Information with Students

Possible Local Field Trips

- City Hall, State Capitol, Etc...
- Local Tech Companies & Large Corp's
- Local Small Businesses & Nonprofits

Learn These Marketable Skills

- WordPress (Website Design & Development)
- MS Office Suites: 365, Copilot, Teams, AI & Other Cloud-Based Platforms
- Google Chrome: Gmail, Google Drive, YouTube, Virtual Meetings, Etc
- Salesmanship (Seizing Residual & Commission Income Opportunities)*

Time Commitment: 2 Days a Week – 2 hours Per Class

Year-Round Workshops, Activities and Opportunities

Youth Age 14 – 18* (class-size limited)

Program Benefits

- Earn Extra Spending Money for School, Leisure & Family*
- Increase Reading, Writing, Math; and other Social & Soft Skills
- Visit Interesting Businesses & Meet Supportive Adults

Location (*other off-site locations will be identified during orientation*)

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East Topeka Satellite Office



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Youth Enterprise Development Initiative (Year-Round Program)
Streets University –Income Opportunity Program

Who:

Youth (age 14 – 17+) *exceptions may be made for younger youth that exhibit go-getter qualities*
Low-Income, WIOA Eligible Youth, Youth in Foster Care, TANF Youth, Juvenile Justice

What: *(group workshops & assignments, individual work activity & assignments)*

Learn **WordPress** by creating profiles in our online business directories *(paid work activity)*

Learn salesmanship by recruiting small business owners & nonprofit program sponsors

Information Technology (IT)

Provides enterprising youth/young adults a marketable tech skill and promotes IT career paths in web development, video production/editing, and social media marketing

Provides an avenue to learn how to write more effectively and to increase ones vocabulary

To provide instruction on using cloud-based technology for productivity, business and school

Salesmanship = Earned Income*

To introduce enterprising youth/young adults to the principles of salesmanship & goal-setting

To introduce enterprising youth/young adults to commission & residual income*

Academic Enhancement: Outcomes & Competencies

Increased competencies in reading, writing, math, critical-thinking skills, problem-solving,

Activities include setting appointments, being on-time, exhibiting courtesy, hand-shakes, appropriate attire, interviewing, job-shadowing, and community service *i.e. special projects for small business/nonprofits such as website promotional via social media marketing & video*

Other Activities

Field trips, guest speakers, internships, job-shadowing opportunities and employment referral

Nomination and public recognition for program, academic and personal achievements

Beneficial Partnerships:

IBSA, Inc.

Dept. of Children & Families

Minority/& Women Chambers of Commerce

Dept. of Commerce (WIOA)

Local Chambers of Commerce

State African American Affairs

Local Economic Development Agency(s)

Dept. of Corrections

Unified/Public School District

City and/or County Municipality

Primary Deliverable:

Each student that succeeds in learning the skills required to create business profiles can earn \$30 per profile completed.

Those choosing to only recruit sponsors (interviews & salesmanship) will earn \$30* for each paid business sponsor they recruit into the directory.

*Target _____ Local Small Business/Nonprofit Sponsors (City Specific) *Residual Income*

COMMENTS:

**Streets University
Youth Enterprise Development
Program Comparison**

Entrepreneurship Programs

Ideal Student Participant:

Student who already had businesses or who wanted to start one

Community Participation:

Program Partners agree to provide \$\$\$ in seed money for each student-run business if chosen as a finalist to start or enhance an existing business

Student-run businesses are chosen as finalists based on their pitch to panels of local business and civic leaders; which could include verbal presentation or video

Traditional business ideas have ranged from lawn care, a coffee stand, jewelry, cakes, popcorn, high school mascot apparel, singing e-telegrams, natural lotions to unique ideas like Civil War-era women's clothing.

Benefits:

Connects existing business owners in the community who want to cultivate a relationship with the students.

Other:

Enterprise Development Programs

Ideal Student Participant:

Student who already had businesses, who wanted to start one, or who has ideals of earning money from their own hard work & efforts selling someone else's product or service of value

Community Participation:

Program Partners agree to sponsor a young participant for \$120 a year until they graduate high school.

Students self-identify their interest & desire to participate in the program and are chosen based on their attendance to orientation and follow-through to get registered. An advisor is provided to help the student connect with leads, assist with documents and provide any other technical assistance they can

Unlike traditional youth entrepreneurship programs where business ideas and plans are required before realizing a financial gain, students actively participate at Streets U. by scheduling interviews with local business owners & nonprofit professionals to share their program involvement, ask questions of the owner/director and seek support of sponsorship.

Students earn a commission for each successful sponsor they recruit and having completed other tasks requiring computer skills, basic coding and clerical work.

Benefits:

Connects existing business owners in the community who want to cultivate a relationship with youth, with students motivated to learn and excel in school.

Develops soft-skills needed for self-employment or traditional employment

IBSA is a nonprofit organization based in Topeka, KS that sponsors Streets University, an enterprise development program for youth that exhibit a go-getter attitude & express an interest in business & technology.

WordPress Templatic Directory for IBSA

Date _____

- ☐ Researching a business & business owner online
- ☐ Adding the business title in Directory
- ☐ Adding an adequate business description (*use proper spelling, grammar, punctuation, etc*)
- ☐ Adding image(s) to the 'media library'
- ☐ Adding image(s) from the media library into the business description
- ☐ Embedding a Google Map into the business description
- ☐ Adding an address to create a marker on the Directory Map
 - Choosing the Country ☐
 - Choosing the State ☐
 - Choosing the City ☐
- ☐ Adding correct contact information
 - Phone ☐
 - Email ☐
 - Website ☐
 - Social media links i.e. Facebook, X, Etc ☐
- ☐ Adding video embed(s) in the business description and/or link in the appropriate place
- ☐ Adding the Logo image to the business profile
- ☐ Adding a 'Featured Image' to the business profile

Images & Editing

Downloading to your computer or a flash drive ☐

Scanning, cropping & editing ☐

Resizing images with editing software ☐

Other
Brightening photos

Presentation & Salesmanship

- ☐ Developed a firm handshake
- ☐ Makes good eye contact
- ☐ Speaks with confidence & clarity
- ☐ Knowledgeable about the features & benefits of being in the directory
- ☐ Knowledgeable about Streets University and the program outcomes
- ☐ Knowledgeable about the staff and advisors they work with
- ☐ Knowledgeable about IBSA, Inc.

Student Name

Advisor Name



Streets University [Student/Intern Responsibilities]

Dressing appropriate for meetings/interviews

Putting in your best effort on assignment/projects



Ask questions from your advisor, mentors and sponsors

Know your product or service and any benefits to the customer (*friends, family, businesses, other*)

Be knowledgeable about the company providing the product or service you sell and promote

Closing a sale in a professional and courteous manner

Completing product order forms with few errors and providing accurate commission calculations & invoices

Setting goals and completing them satisfactorily

Setting and meeting deadlines, assignments & projects

Obtain at least one business mentor and 25 sponsors

Being a positive example among peers and to other enterprising or disconnected youth in the community

Participate in planning banquets, special events and assisting with other Streets University fundraising efforts



Streets University [Parent/Guardian Responsibilities]

Provide encouragement and support to complete assignments



Sit down and assist with assignments & provide your input

Enforce that some time weekly is dedicated to completing assignments

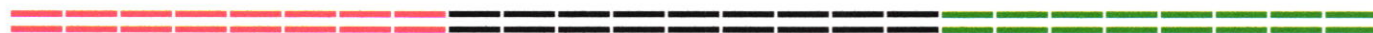
Promote their participation in the program to businesses you cater to and nonprofits you support

Constantly practice with your child their script provided to business owners and nonprofit leaders

Attend special events where their recognition and achievements are being identified, and constantly inquire about their progress

Purchase products sold by your child, and of their peers in the program

Encourage friends, family and acquaintances to purchase from your child and other youth involved in Streets University



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Streets University [Advisor Responsibilities]

Provides Insight, Expertise & Advice That:

Helps students reach business sponsor goal & access to other support in the community

Identify other products available to sell; or services to render

Develops potential customers/program sponsors for youth they advise

Help student seize opportunity at other special events & community activities

Help to calculate income (stipend) earned on products sold or services rendered

Encourages students to participate in other events, activities or programs that provides an opportunity to a earn legitimate money

Helps to identify other community resources & professionals that will assist them complete required assignments & special projects

Increases chances to be nominated/win awards: Local, State, National

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Streets University Point System [Success-O-Meter]



Calling to setup the interview - 10

Being on-time and dressed appropriately - 15

Firm handshake & introducing yourself - 10

(includes being courteous at all times)

Presenting what you are learning in the program - 10

To build websites using Wordpress

Other things they have learned about the internet, business, community nonprofits

The concepts of salesmanship and to better communicate with business owners, adults & peers

Presenting what the business will get for sponsoring you in the program - 10

Listing in our online directory (*KS Directory, US Directory, Ujamaa Club*)

(*includes logo, text, Google Map, contact info, keywords, and categories*)

Listing will increase listing rank on Google for location/product-based searches

Business profile shared on Facebook, LinkedIn and Other Social Networks

Sharing of business related post on KansasSmallBiz Facebook page

The chance to support a young person doing positive things in the community

Answering questions with confidence - 15

Questions about what they are doing in the program

What they are learning, and have learned so far

Questions about other Streets U or IBSA community activities

(field trips, guest speakers, special projects, etc)

Asking appropriate questions - 15

Questions about the business, business owner, product or service, industry, etc

Asking if the business owner will be your sponsor - 10

Explaining what time commitments, other requests, etc could be expected

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Streets University Point System [Success-O-Meter]

Making an appropriate exit – 5

- Thanking business owner or nonprofit director for their time
- Asking them to complete an evaluation to help them better their presentation
- Asking the business owner or nonprofit director for a referral to another business they know
- **Exit Handshake**

Total Points: 100

####

Based on the premise that as each of these steps are done to the best of your ability, the probability of getting the business to support you is very high...!

Doing well in these specific areas (at least reaching over a 59% rating) is like winning half of the battle.

The rest of victory is now within your reach and basically determined on a students technique & ability to closing the deal.

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Streets University Salesmanship Guide

Entering a Meeting

Dress the Part

Wear clean, neat, professional attire. First impressions are made in seconds.

Firm Handshake & Eye Contact

Extend your right hand, look them in the eye, and say: '

Good [morning/afternoon], I'm [Name] with StreetsU / IBSA.'

State Your Purpose Immediately

'Thank you for meeting with me. I'm here today to share an opportunity that could help grow your business online.'

Ask Before You Present

'Do you have about 10–15 minutes? I'll keep it brief and focused.' — Shows respect for their time.

Ending a Meeting

Summarize Key Points

'So just to recap — for \$150/year, your business gets listed, promoted on social, and you'll support a local youth program.'

Make the Ask (If You Haven't)

Don't leave without attempting to close. Even a 'Can I follow up with you on [day]?' is a next step.

Thank Them Genuinely

'I really appreciate your time today. It means a lot that you listened.' — Stand, shake hands, make eye contact.

Confirm Next Steps Before Leaving

'I'll follow up with you by [day]. Is this the best number/email to reach you?' — Log it in the app right after.

Golden Rule:

Always leave every meeting — whether you closed the sale or not — with a specific next step and follow-up date. A 'no today' can easily become a 'yes next week' if you follow up professionally.

Streets University Salesmanship Guide

StreetsU Youth Enterprise — Field Sales Training

This guide will help you confidently present IBSA's online directory listings to small business owners and nonprofit directors. You're not just selling a listing — you're offering them year-round promotion, community impact, and a connection to youth development.

Listing Features & Benefits

When talking to a business owner or nonprofit director, lead with what's in it for them. Here's what a \$150/year premium listing includes:

Google Top-20 Ranking

Our directories consistently rank in the top 20 on Google when someone searches for a business by product, service, or location.

Social Media Marketing

Students promote the business on social media all year long, increasing word-of mouth and online presence.

Pay It Forward Impact

\$20 of each listing fee is designated to a youth leadership organization of the owner's choice — community goodwill built in

Multi-Directory Exposure

Listings appear across
KansasSmallBizDirectory.com
USSmallBizDirectory.org
UjamaaClub.org
(reaching more buyers)

Diversity Designations

Highlight M/W/DBE, Veteran-Owned, Black Owned, and other certifications — used by government & corporate procurement buyers.

Full Profile with Rich Media

Business name, address, email, website, Google Map, discount offers, YouTube video embed, social media links, and category tags.

Key Talking Point:

"For just \$150 a year — less than \$13 a month — your business gets promoted online and on social media, year-round, by a team of motivated young people. And a portion goes directly back to the community."



Streets University [Income Opportunity Overview]

Ongoing:

Obtaining new business sponsors for the online directory

Facilitating renewals of paid business sponsors you bring on board and for updating their online business profile

Facilitating renewals of paid business sponsors others signed up and for updating their online business profile

Creating business profiles in the online business directory only

Creating short promotional video/websites for small businesses & nonprofits

Selling other products/services produced by StreetsU / business partners

Seasonal Opportunities:

Holiday Greeting Cards, Calendars, Special Event Tickets, Raffles, Etc..

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To Create a Business Profile I Will Need



1. **Business logo** (*two-three additional pictures optional*)
2. **10 keywords for your product/service**
3. **Official Business Website Address**
(*not required*) www.yourbusiness.com?
4. **Links to any social media sites you have for your business****
5. **Basic business information; business owner name, business address, phone,**
Facebook, Youtube, LinkedIn

IBSA Streets University

408 SW Jackson Topeka, Kansas 66603



Creating a Business Sponsor Profile Online **IBSA Directory - Wordpress Dashboard Navigation**

First Step:

- 1) **Login to the appropriate SmallBiz Directory at:**
- 2) www.usmallbizdirectory.org/wp-admin,
- 3) www.kansassmallbizdirectory.com/wp-admin, or
- 4) www.ujamaaclub.org/wp-admin
'Use the email address and password created during setup'



Next Steps:

- 1) In the **Wordpress Dashboard**, hover over '**Listing**' in the sidebar to the left and Click '**Add Listing**' or at the top of page hover over '**New**', choose '**Listing**'

Creating a Business Profile Page:

Begin completing online business profile page by adding:

Enter Title Here: Name of the Business

Description: Add text links, pictures and a more in-depth business description

Categories: Choose (5) that identify the main product/service for the business

Listing Tags: Add a few 'tags' to identify business products and/or service(s)

Address Line: Start adding Street Address and Google Maps will find it

Other Business Information: Add Hours of Operation, Phone Number, Email, Website, Links to business Twitter, Facebook and/or Google+ Page,

Video & Special Offers: Add a link to any **YouTube Video** promoting your business and/or text, pictures, or a pre-made coupon in the area provided

*** Choose Listing Price Package for the business profile being created**

Adding a Logo: You can upload one picture, that may be a head-shot photo of the owner or an image of their business logo. '*Shown on their profile*'

Adding Featured Image: Click 'Add Featured Image' and choose a previously upload picture. The ideal image is the business logo

Speak with an advisor to learn how to do this task correctly

Click '**Publish**' when all information, photos, uploads, text, video links/embeds, etc are added.



Creating a Business Profile on IBSA Business Directory's

1

1) Login at

<http://www.kansassmallbizdirectory.com/wp-admin>

<http://www.usmallbizdirectory.org/wp-admin>

<http://www.ujamaaclub.org/wp-admin>

(will need to be signed up and have a 'User Profile' to login & add listings)

2) At the top, hover over the word 'New', and then click 'Listing'...

Here you will go line-by-line and add the appropriate information as requested.

The screenshot shows the 'Add new listing' form in a WordPress dashboard. The left sidebar contains a menu with items like Dashboard, Jetpack, Revolution, Posts, Media, Pages, Comments, Listings (highlighted), Listings, Add Listing, Listing Categories, Listing Tags, Feedback, Marketplace, Appearance, Plugins, Users, Tools, Settings, and Collapse menu. The main content area is titled 'Add new listing' and includes a 'Enter title here' field. Below this is a rich text editor with options for adding media, shortcodes, and contact forms. To the right of the editor are tabs for 'Visual' and 'Text' editing. Further right are 'Publish' options: 'Save Draft', 'Preview', 'Status: Draft', 'Visibility: Public', and 'Publish immediately'. Below these are 'Move to Trash' and a 'Publish' button. The 'Listing Categories' section shows 'All categories' and 'Most Used' categories, including Automotive, Auto Repair, Paint & Body, Protective Coating, Used Cars, Trucks & Vans, Business Services, Chamber of Commerce, and Networking. There is also a 'Listing Tags' section with an 'Add' button and a 'Separate tags with commas' option. The 'Address' field is filled with '629 SE Quincy, Topeka'. Below the address is a map showing the location in Topeka, Kansas. The bottom of the form has a 'Layout' dropdown menu.

3) If you are already logged into WordPress, you can click the 'Submit Listing' link located on each homepage

4) Next, provide the appropriate listing information and click "Save Draft" Be sure that you have added a detailed descriptions for the business, the correct contact information, their business address, have checked appropriate 'listing categories', added any descriptive listing tags, uploaded a featured image, added information regarding any special offers, and link to a YouTube Video, etc...

Remember to ask questions when you have them.... admin@ibsa-inc.org

The Online Small Business Directory serves as an online promotion & marketing resource for small, women, minority and disadvantage enterprises. We make no representations or warranties about listed businesses and are not responsible for the accuracy, policies and practices of sites that are linked to our online directory or its users.

IBSA Business Directory Listing Benefits, Features, Other

Benefits

- Increase your business presence on **Google Search**
- Increase word-of-mouth referrals
- Increase your business exposure on social networks like **Facebook**
- Helps local youth learn marketable tech skills, the principles of salesmanship, courtesy and they have an opportunity to earn a few dollars
- \$20 of a PAID listing is donated back to a local youth organization or program of your choice*

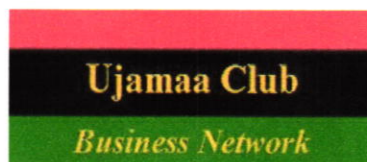
Pay It Forward *only certain groups apply

Features

- **Google Map** embedded on your business profile
- Embed a **YouTube** video on your business profile
- Link to your business website
- Links added to your business **Facebook** account
- Text and images added to your business profile

Other

- ***Business listed on our App (coming soon)***
- Business may be added to other IBSA business directory's



IBSA, Inc.

A Not-For-Profit Corporation

<https://ibsa-inc.org>

Est. 1993

FEIN: 48-1137236

www.usmallbizdirectory.org

www.kansassmallbizdirectory.com

www.ujamaaclub.org



IBSA Online Business Directory Receipt

kansassmallbizdirectory.com ujamaaclub.org usmallbizdirectory.org

[] **One-Year Listing - \$150.00** [] **5-Page WordPress Website - \$695.00+** [] **Video - \$599.00**

(please speak with our representative about listing benefits, features, and other services)

Form of Payment: [] Check [] Cash [] Online **Amount Paid:** \$ _____
[] Annual Listing Renewal

Business/Nonprofit Name _____

Owner/Director Name _____ **Title** _____

Business Address _____ **Phone** _____
(Street, City, State, Zip Code)

Website _____ **Email** _____

Social Media Sites: [] Facebook [] Instagram [] YouTube [] Other

Please provide as much information about your business or organization as possible.

ALL SALES ARE FINAL – NO REFUNDS

IBSA Representative _____ **Date** _____
(IBSA Students, Staff & Volunteer Advisors)

Business Owner/Nonprofit Director _____ **Date** _____

This agreement is between IBSA, Inc., and the above mentioned business requesting to be listed in the appropriate directory(s) maintained by our nonprofit agency. Listing fees may be deductible as an allowable business expense. Please speak with your business tax preparer for more information.

+Websites: *The business owner is responsible for purchasing webhosting, domain name and a specialty WordPress theme, with those costs deducted from our fee. Other annual fees may apply.*

FOR INTERNAL USE ONLY

[] For-Profit [] Nonprofit [] Minority-Owned [] Woman-Owned
[] Chamber Member *Barter/Trade [] ITEX [] Tradebank*



Business Interview By: _____ **Date:** _____ **Commission Paid On:** _____

Listing Added To Directory By: _____ **Date:** _____ **Service Fee Paid On:** _____

Business Profile Created On: [] KS SmallBiz [] US SmallBiz [] UjamaaClub **Add To:** [] **KS Commerce (M/W/VBE)**

Discount Offered: [] State Employees [] City Employees [] Veterans [] Other _____

Nonprofit Partner Organization: _____ **Phone:** _____

Contact Name: _____ **Contact Email:** _____

Pay It Forward \$20.00 _____ *(to approved local nonprofits only) (optional)*

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Streets University - Advisor Business Referral Sheet

20 _____

1. Business Name: _____ Business Type: _____
2. Business Name: _____ Business Type: _____
3. Business Name: _____ Business Type: _____
4. Business Name: _____ Business Type: _____
5. Business Name: _____ Business Type: _____
6. Business Name: _____ Business Type: _____
7. Business Name: _____ Business Type: _____
8. Business Name: _____ Business Type: _____
9. Business Name: _____ Business Type: _____
10. Business Name: _____ Business Type: _____
11. Business Name: _____ Business Type: _____
12. Business Name: _____ Business Type: _____
13. Business Name: _____ Business Type: _____
14. Business Name: _____ Business Type: _____
15. Business Name: _____ Business Type: _____
16. Business Name: _____ Business Type: _____



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