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CRAFTNOW BRINGS TOGETHER CAPITAL RESOURCES AROUND PHILADELPHIA IN NEW ONGOING SERIES CAPITALNOW

Philadelphia, PA – On Wednesday, September 29, 2021, at 5:30 p.m., join [CraftNOW](#) and partnering organizations for the ongoing [CapitalNOW](#) series. Spend your happy hour with fellow creative entrepreneurs and learn about the three key forms of funding – grants, crowdfunding, and financing – and the business readiness required to secure investments. The goal is for attendees to leave with a deeper understanding of the funding options available to them when the next opportunity or challenge presents itself.

This month, CraftNOW will host a discussion about crowdfunding and introduce [Kiva](#), an international non-profit organization that offers creative entrepreneurs small business loans of up to \$15,000. Kiva uses crowdfunding to make affordable loans accessible to a wide range of entrepreneurs by employing alternative eligibility requirements and a community of nearly two million lenders. The program features Kiva's Program Director **Emily Keebler**, Associate Director of the Creative Business Accelerator **Katie Johnson**, and multidisciplinary artist and Kiva loan recipient **Jessica Alpern Brown**.

This program will be held virtually. Attendees are required to [register](#) in advance. Visit CraftNOW's [website](#) for more information about September's event.

Participating speakers include:

Katie Johnson – Katie Johnson is the current Associate Director of the [Creative Business Accelerator](#) and has an extensive background in ceramics, business, and non-profits. She previously served as the Director of Braddock Tiles, a social enterprise that produced small-batch architectural tiles with youth to teach job readiness. Johnson now provides artists and designers with technical assistance, funding options, and opportunities to grow their businesses.

Emily Keebler – Emily Keebler is the Kiva Pittsburgh Program Director at [Riverside Center for Innovation](#), the Kiva Hub for Southwestern Pennsylvania. Keebler has helped over 300 business owners successfully crowdfund a collective \$2 million in Kiva loans.

Jessica Alpern Brown – [Jessica Alpern Brown](#), a successful Kiva recipient, is a multidisciplinary artist that creates fine art and design for homes, public realms, and the built environment. At the core of her practice is a desire to contribute art that will integrate naturally into daily life and a belief that fine art can inspire functional design.

Images: Found [HERE](#).

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About CraftNOW

CraftNOW was founded by a consortium of individuals, galleries, museums, universities, retailers and civic organizations. Though diverse in background, CraftNOW has been united in its desire to capitalize upon Philadelphia's outstanding resources and highlight the city's continuing role in defining the future of craft. With its inaugural events in 2015, CraftNOW began its mission to showcase the city's community and create opportunities for the public to engage directly with the handmade. For more information on CraftNOW visit www.craftnowphila.org. CraftNOW is made possible through a collaborative partnership with University of the Arts serving as fiscal agent.