

kitchen and 36-seat restaurant space to rent.

Combining Kickstarter and the center is a creative approach for the small business sector that is an increasingly important part of the economy, center program director Fermin Alvarez said.

Clients at the center are required to meet with business consultants and take training classes, and may stay up to 36 months before hopefully outgrowing the support. And they have to be serious.

"We always ask, why do you want to do it?" said Alvarez. "It doesn't matter how much help we offer, that person has to really commit to the dream."

Hunley was shopping commercial kitchens with little success before stumbling on the center

"We were just wandering, lost, reaching out to the universe. Then we found this and thought, 'Uh-oh it sounds too good to be true,' " she said. "But it's all it was promised to be and more."

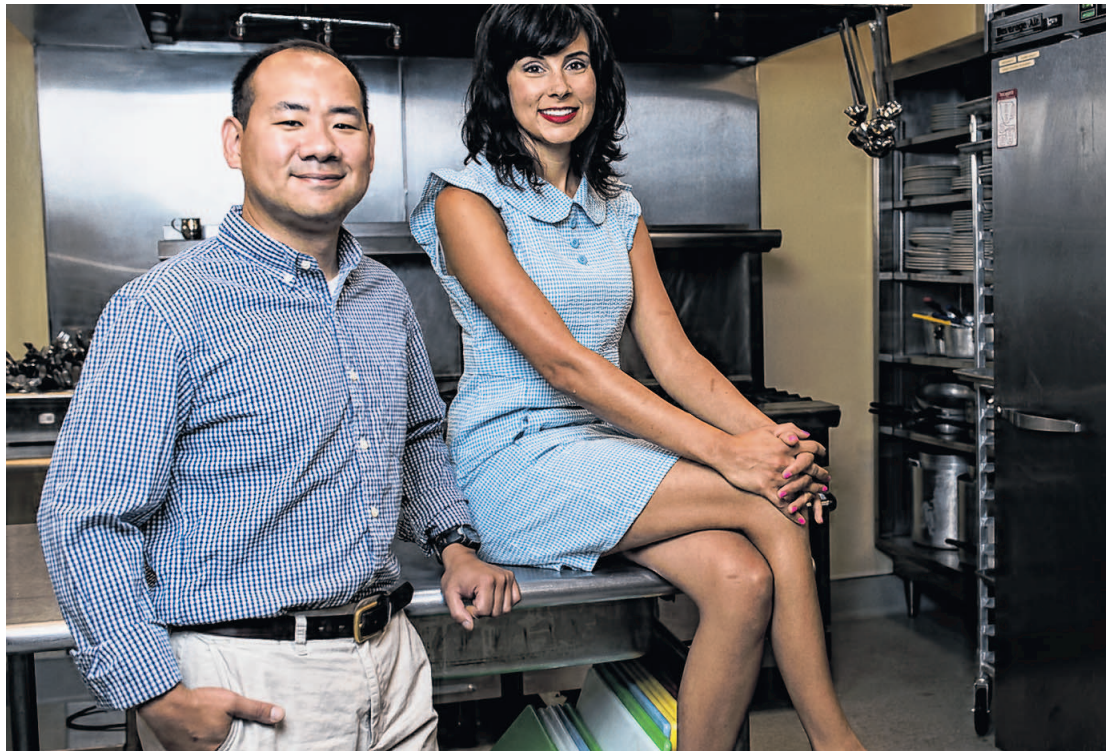
As Hundley sliced a fresh-from-the-oven cobbler, she acknowledged that every step of her new business adventure has been unexpected. She had left a lucrative law career to work at a bakery in New York a few years ago, then moved to Marin in 2011 to start her own bakery.

"I quickly realized how much work that would be," she said, seeming more relaxed now with her nose sporting a tiny stud piercing, and pausing periodically to check her phone. "And how lonely it would be."

She called on her longtime New York friend, Chang, and asked if he had ever thought about changing careers. He leapt from the world of high finance into the frying pan, and moved to Marin last year.

Both Chang and Hundley are Southerners, he was born in Tennessee and she in South Carolina.

But enjoying Southern cooking is vastly different from cooking and selling it, so they have been practicing by catering and cooking at events, like the summer Broadway Under the Stars concert series in Jack London State Park, and Labor Day's



Above: Arthur Chang, left, and Rachel Hundley are co-owners of Drums & Crumbs, a catering company based in San Rafael. Below: Hundley kneads dough

Taste of Sonoma in Healdsburg, where they served more than 2,500 fresh fried drumsticks.

One of Chang's colleagues used Kickstarter to fund a documentary on Alzheimer's disease, sparking the idea for the campaign.

But the Drums & Crumbs duo was aware that most successful campaigns have a specific goal. They might have humanitarian angle like improving health, a celebrity associated with the project, like when actor Zach Braff began a Kickstarter campaign to fund his upcoming movie, "Wish I Was Here," or a unique niche like the Pebble E-PaperSmartwatch — a watch connecting to iPhone and Android smartphones — that set out to raise \$100,000 and raked in \$10,266,845.

Still, Chang and Hundley targeted friends and family by posting on Facebook and Twitter and using the Kickstarter network. They met Sonoma residents Oz and Emily Robledo at an Under the Stars event, and the couple contributed \$100 for a picnic after tasting what Emily called "fabulous chicken."

One of Chang's college pals from the University of Ten-



nessee, Tom Schubert, signed up for the \$500 deal to have a dessert named after him. "Since I am not local, I cannot frequent the business," Schubert said. "But I am from the South, love good food, and wanted to give some tangible support."

And then a \$1,000 contribution arrived from a stranger, who wanted a graduation party catered.

"It's a really strange feeling to have random strangers give you money," Hundley said.

Meanwhile, their friends say they enjoy supporting Hundley

and Chang's creative efforts.

"It's awesome to see a classmate from law school do something totally outside of the box and follow her dreams," said Rebekah Grafton of North Carolina, who went to school with Hundley. "A lot of us get caught feeling like we have to be lawyers because that's what we went to law school to do, and really forget that finding something we love to do is even more important."

One of the strategies the Drums & Crumbs duo learned is to offer something with emo-

Drums & Crumbs

In the Renaissance Center Marin, 1115 3rd St., San Rafael, www.drumsandcrumbs.com.

Pop-up restaurant dinner: Sept. 27 with seatings at 6 p.m., 7:30 p.m. and 9 p.m. The event includes a full dinner plus wine and beer, live music and an art exhibit by a local artist. Tickets at <http://southernsupper.eventbrite.com>.

Breakfast and lunch: Stating Oct. 1, Drums & Crumbs will serve breakfast and lunch from 8 a.m.-2 p.m. Tuesdays and Wednesdays.

tional value.

"People like to feel involved," Chang said.

For example, Hundley's mother purchased a \$1,000 deal including "A song by Arthur and Rachel about chickens and our admiration for you posted to YouTube, a T-shirt, a hand-written postcard expressing our appreciation for you, and our eternal gratitude."

The song has yet to be finished, laughed Hundley.

The personal touch is what motivated West Coast investment manager Ryan Chapman to purchase a single personalized menu item.

"People want to be part of that shared experience of creative success," he said. "I'm hoping that in 10 years I can go to Drum & Crumbs' food truck and still eat the dessert with my name on it. That would definitely satisfy my stomach and my soul."

Chang and Hundley agree they could have gone after more Kickstarter funds, but not at the risk of losing all funding if they didn't make their target in 29 days. "15k was stressful enough," Hundley said.

As Drums & Crumbs gears up to opening day, Chang and Hundley say they feel ready.

"It's slightly terrifying," said Hundley. "It's impossible to predict what will happen. But now it's growing organically. It felt like a hobby, but now it's feeling like a career."

Carey Sweet is a North Bay freelance writer. E-mail InMarin@sfgate.com.