

SBAC

EMPOWER

Lighting the path to small business ownership



SUPPORTING SMALL BUSINESS OWNERSHIP

2022-2023 SPONSORSHIP PROSPECTUS

About SBAC Empower

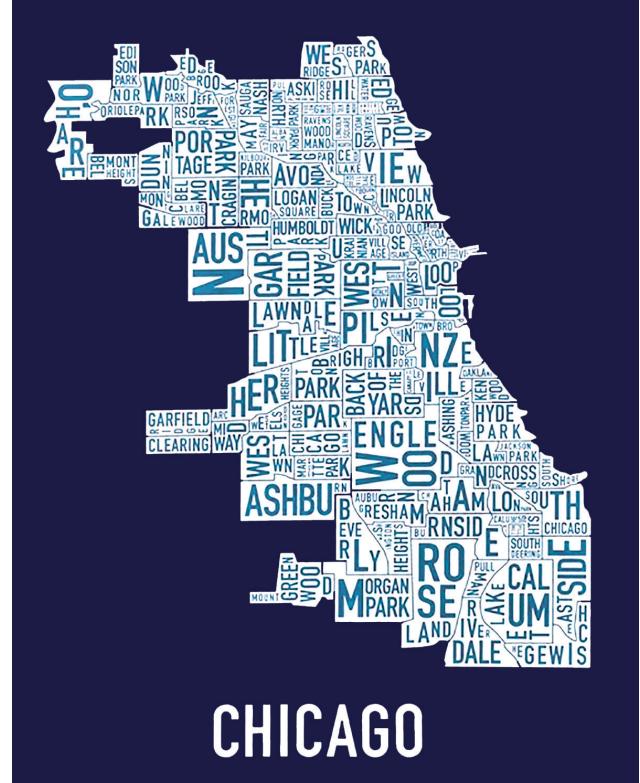
Chicago is a city of neighborhoods. 77 to be exact.

Some of these neighborhoods face serious economic challenges, and that's exactly where SBAC Empower hopes to help.

The path forward requires that these communities establish and maintain businesses that employ and serve their residents. Growing jobs and wages in these neighborhoods is the key to change. Small business stakeholders can unleash the power of economically challenged neighborhoods. And SBAC EMPOWER is the catalyst.

HISTORY

SBAC Empower was founded as a 501(c)(3) NFP and a sister organization to the Small Business Advocacy Council (SBAC). Our goal is to assist small businesses and aspiring entrepreneurs in disadvantaged communities by providing education, mentorship and access to support services and programs on local and national levels. We have an active Board, one part-time staff member and 24 volunteer mentors. To date, we have assisted 32 business owners in disadvantaged communities.

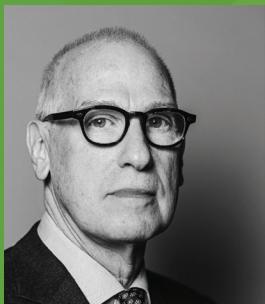


MISSION STATEMENT

The SBAC Empowerment Foundation provides educational and support resources to entrepreneurs and small business owners in economically challenged neighborhoods or those from disadvantaged circumstances including minorities, women, veterans, unemployed individuals, or those with limited financial means.

VISION

To be the bridge to education, resources, and support that empowers entrepreneurs to build communities.



"Starting and growing a business is difficult and even more so in disadvantaged neighborhoods. Having a mentor and friend who can ask the right questions and add accountability and support is a priceless benefit to a small business owner."

Scott Baskin
Board Member

OUR CORE VALUES

1. Passion for Empower mission
2. Collaboration mindset
3. Help first

OUR GOALS

1. Impact 100,000 entrepreneurs and small business owners in economically-challenged communities by 12/31/2030.
2. Establish 50 ongoing mentor-mentee relationships in our targeted communities by the end of 2022. Have 100 ongoing mentor-mentee relationships in our targeted communities by the end of 2023.
4. Create partnerships with 5 additional community organizations in our targeted communities by the end of 2022.

EMPOWER MENTOR PROGRAM

SBAC Empower's mentoring program specifically supports entrepreneurs and small business owners. We pair knowledgeable mentors with startup and early-stage business owners to help navigate the challenges all small businesses face.



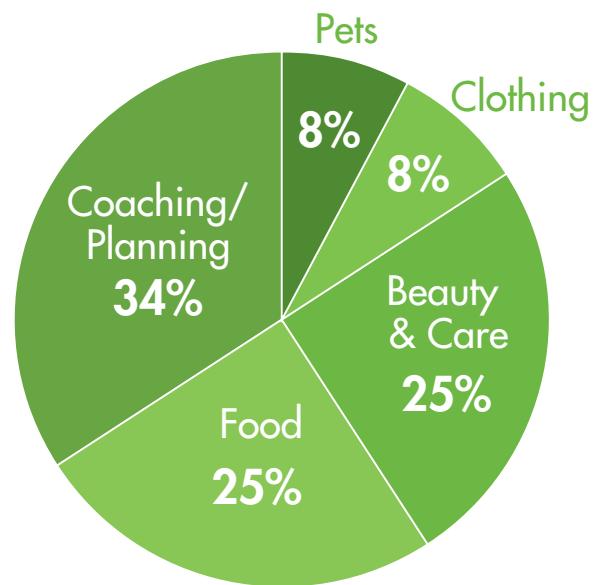
"My mentor, Phil, is amazing. He has taught me how to create a culture for my business and then be the culture I have created. This [mentor] program has been very impactful, very instrumental in the growth of Resourceful Friends, LLC. And I really appreciate SBAC [Empower] for this platform and this opportunity..."

Anjel Brown
Co-Founder, Resourceful Friends LLC

OUR RESOURCES are vast. Our mentors are successful small business owners and/or managers provided through our sister organization, the SBAC. They are 100% committed to helping mentees – challenging them and encouraging them to address uncomfortable issues and be open to new ideas.

Our mentees come from disadvantaged communities. Approximately 63% are female, 80% Black/African American, 10% Southeast Asian, and 10% Caucasian.

WHAT INDUSTRIES DO OUR MENTEES REPRESENT?



WHAT'S THE PROPOSED IMPACT?

SBAC Empower believes that the foundation of a thriving neighborhood is a thriving small business community. Small businesses employ neighborhood residents, provide neighborhood services, create neighborhood activity, and disproportionately give back to their respective communities. The economy of these neighborhoods is harmed when community-based entrepreneurs are unable to build and scale successful businesses.

Helping small businesses start, grow and flourish can be a game changer in a struggling neighborhood. Because so many small businesses do not survive (only 49% of new businesses survive for five years and only 34% survive for ten years), it is vital to promote the survival of small businesses in the disadvantaged areas of Chicago that SBAC Empower serves.



SBAC Empower assists neighborhoods where the median annual household income is \$29,300, less than half of Chicago's median income and only 32% of the national median income. Approximately 44.8% of households have an income of less than \$25,000 per year and approximately 35.5% of the population lives in poverty. The unemployment rate in these neighborhoods is higher than the City of Chicago as a whole, with an unemployment rate over two times that of Chicago.



"Having SBAC Empower be exactly what their name means - to empower me within such a hard environment...let me give you an example. In the last 60 days, I buried 6 people. In the process, I wanted to give up. But you know what I got? Scott [her SBAC Empower mentor]. Scott would text me randomly. Scott seems like he can feel when you're down and out, and he helped get me back on my ship. I make custom designs, but through my relationship with Scott, I'm doing my own line of blazers and dresses, and I'm excited about it!"

Dinitia Robinson
Owner/Creator, Embrace Love Designs

"A great benefit of attending the SBAC Empower Small Business training sessions was acquiring a business coach. My business coach provided me a new view of the vision I originally had of our organization and was a great sounding board of where I wanted to go. Working with a Business Coach allowed me to stretch my wings, and we are now impacting over 300 youth yearly."

Karen Jones

*President and CEO, Chocolate Chips Association,
Non-Profit 501(c)3 S.T.E².A.M. Program for Girls*

BENEFITS OF SUPPORTING EMPOWER

- SBAC EMPOWER's Mentor Program helps create sustainable businesses in neighborhoods that need services, employment opportunities, and growth.
- OUR MENTOR PROGRAM pairs new business owners, or Mentees, with experienced business owners who serve as Mentors. Mentors and Mentees meet monthly. The Mentee drives the agenda, and the Mentor provides guidance and challenges, helps the Mentee focus on important issues, and provides accountability. Mentees learn from someone who has been in their shoes, is a supportive friend and is willing to share both successes and failures.
- OUR MENTORS are well-known small business owners and/or managers recruited through our sister organization, the SBAC. SBAC Empower is collaborating with the Sheriff's Office Cook County Jail Entrepreneurship Program and the North Lawndale Community Coordinating Council.
- WE PROVIDE additional educational resources by partnering with organizations that focus on providing courses for new entrepreneurs. We provide Speed Coaching, a one-on-one coaching session for individuals requiring assistance with a business problem. There is a Resource page on our website where you'll find articles, organizations and government programs that might be of interest.



"I appreciate the opportunity to help small business owners. After 26 years of working with business which are primarily very established, I get to be reminded not only of hardships for the new entrepreneur, but also the advice that remains paramount to getting access to capital. The ability to train a company early in their life cycle is selfishly very satisfying. I feel like I'm making a difference."

Stephen Ball

*Senior Vice President / Chicago Market Executive,
- +Business Banking, Byline Bank*

**Your sponsorship of SBAC EMPOWER is a win-win.
It not only helps Chicago communities in need,
it's also a great way to build visibility for your company's brand.**