



SABC **EMPOWER**

# 2022 IMPACT REPORT

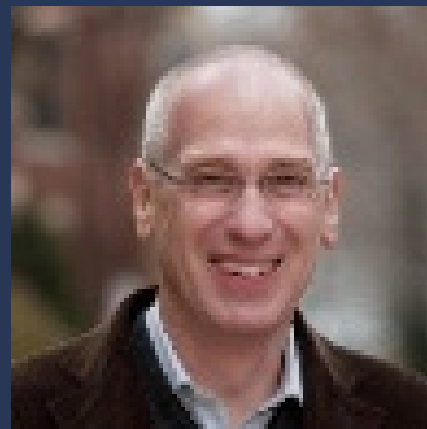
SABC Empower Mentoring Program



---

**“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**  
SBAC EMPOWER BOARD





# Overview

- PART 1 Introduction to SBAC Empower
- PART 2 Our Small Business Community
- PART 3 Our Program & Demographics
- PART 4 Key Impact and Expected Outcomes
- PART 5 Testimonials

\*Data made possible through SBAC Empower Data collection, April 2019- April 2022



# INTRODUCTION

## SBAC EMPOWER HISTORY

---

SBAC Empowerment Foundation (a.k.a. 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.

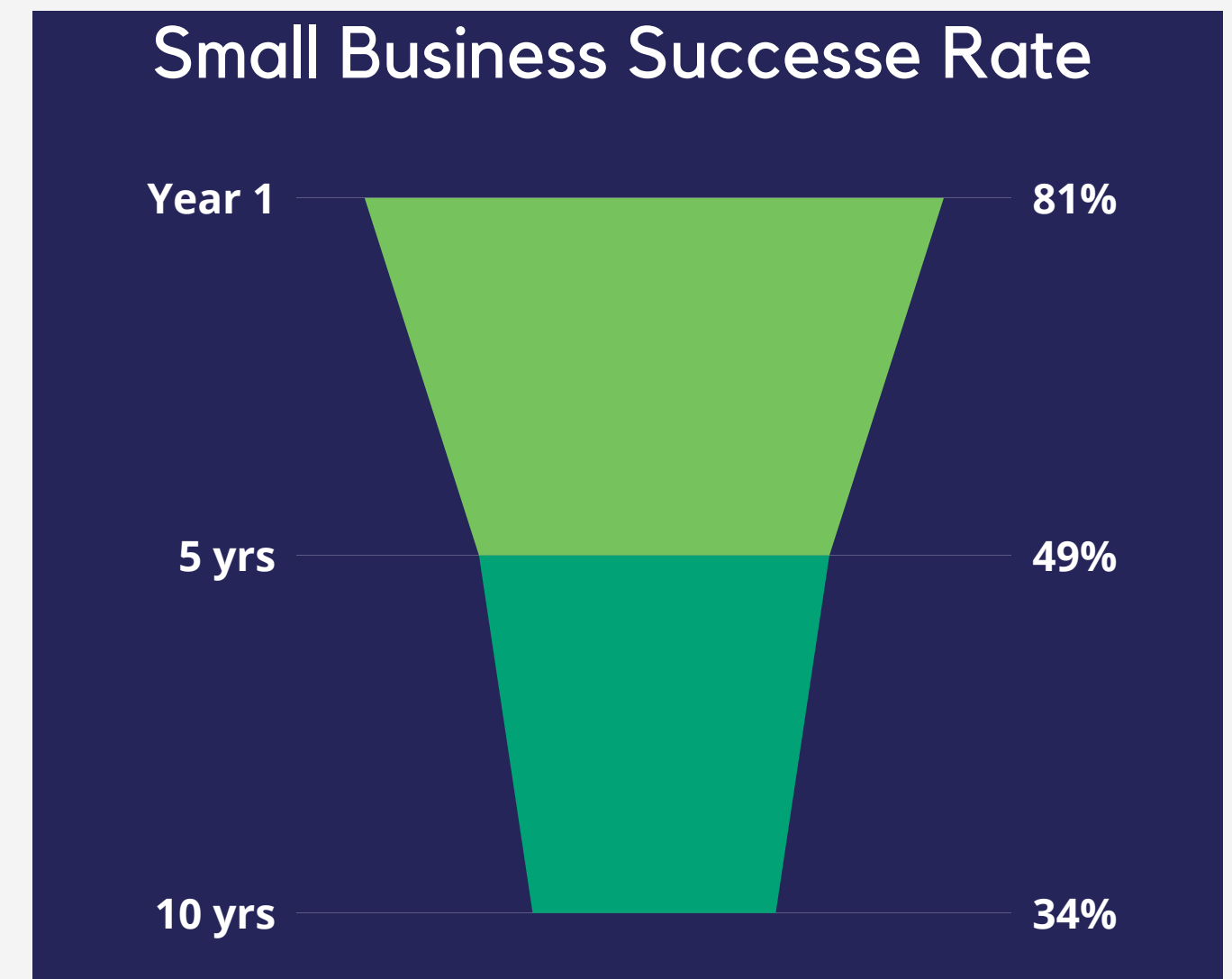




## Our Small Business Community

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.





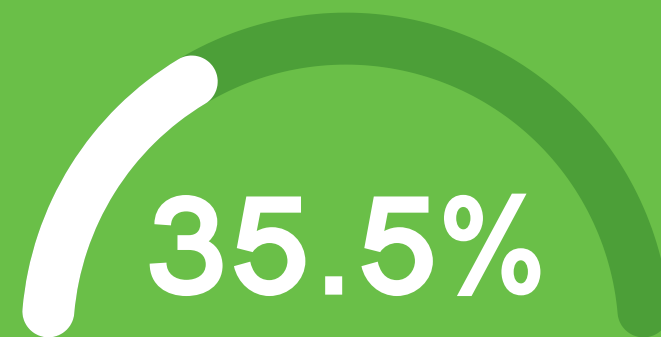
## Our Neighborhoods



SBAC Empower provides education, support, and 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. Some of the communities we have helped include Englewood, North Lawndale, South Shore, Cook County Jail, Bronzeville, Logan Square, and Woodlawn and more.

## Key Demographics

- Median Household Income
  - \$29,300 - less than 1/2 of Chicago's Median income
  - 44.8% make less than \$25,000 annually
  - 35.5% live in poverty
- Unemployment Rate
  - over 2x higher than the City of Chicago as a whole
- Neighborhood Diversity
  - 84.2% African-American
  - 5.06% Hispanic
  - 1.8% Asian



*35.5% of the neighborhood population we serve lives in poverty.*

# Our Mentoring Program

Education | Support | Resources

Established small business owners, startups, and even large firms need assistance at times. Knowing that someone is working to help us succeed somewhere, somehow helps us avoid some of the reasons stated below. Mentors not only help you understand success, they also help you understand failure and how to grow.



Help Set  
Goals

Inspire &  
Motivate

Provide  
Opportunities  
&  
Connections

Offer  
Trusted  
Advisors

Help with  
the Big  
Picture

Provide  
Accountability

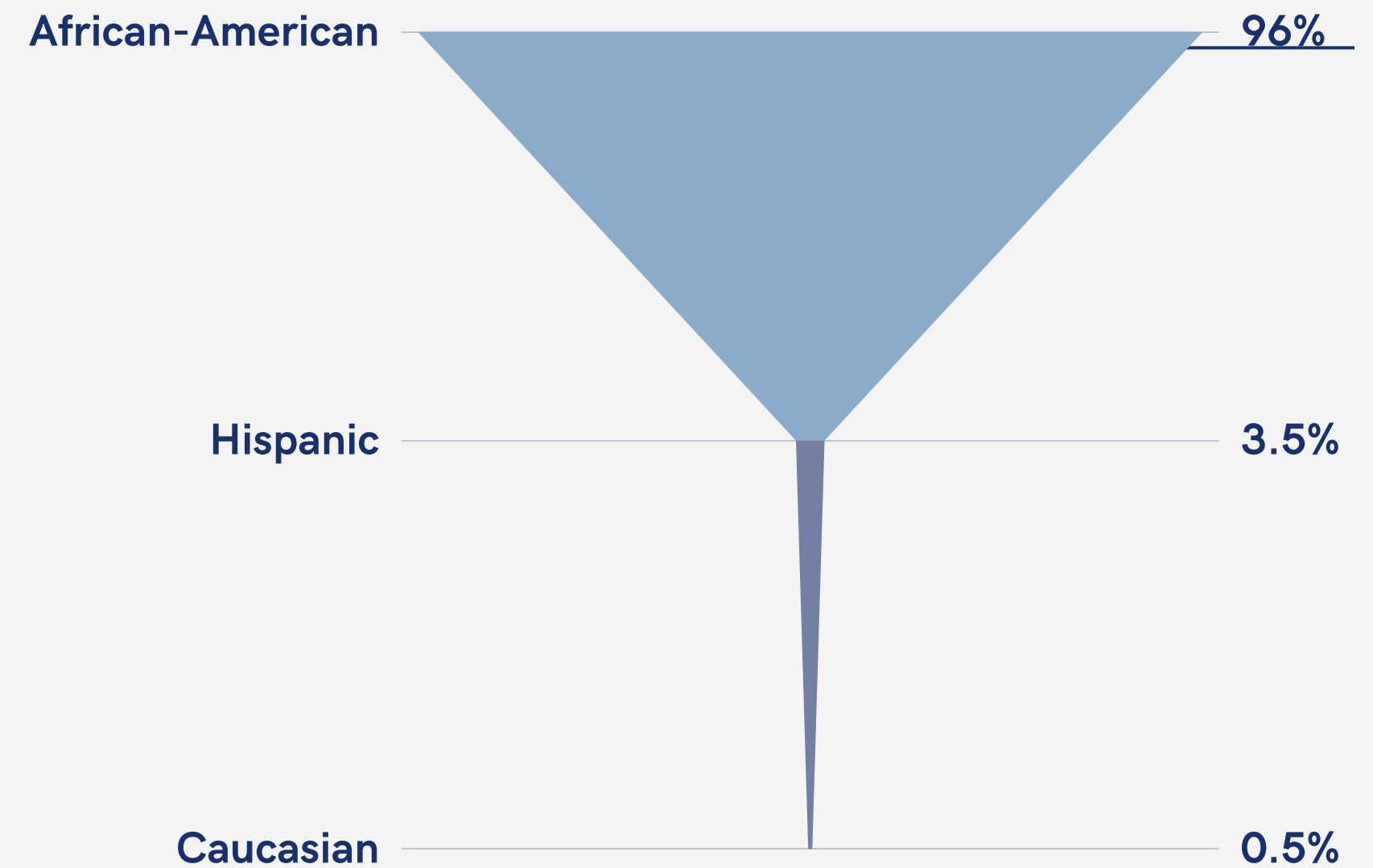
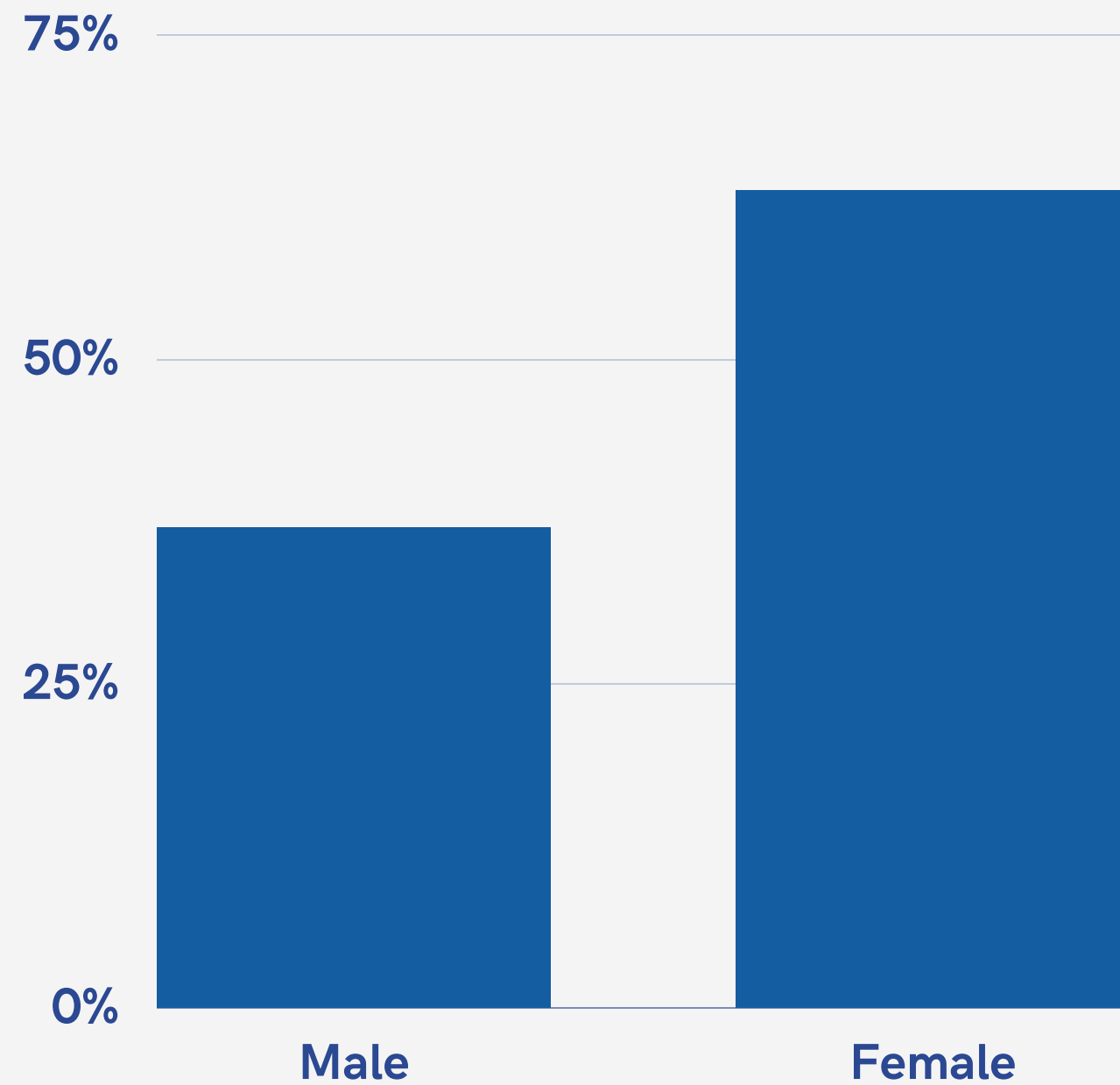
Give  
Insightful  
Feedback

Improve  
Skills





## RACE/ETHNICITY & GENDER BREAKDOWN



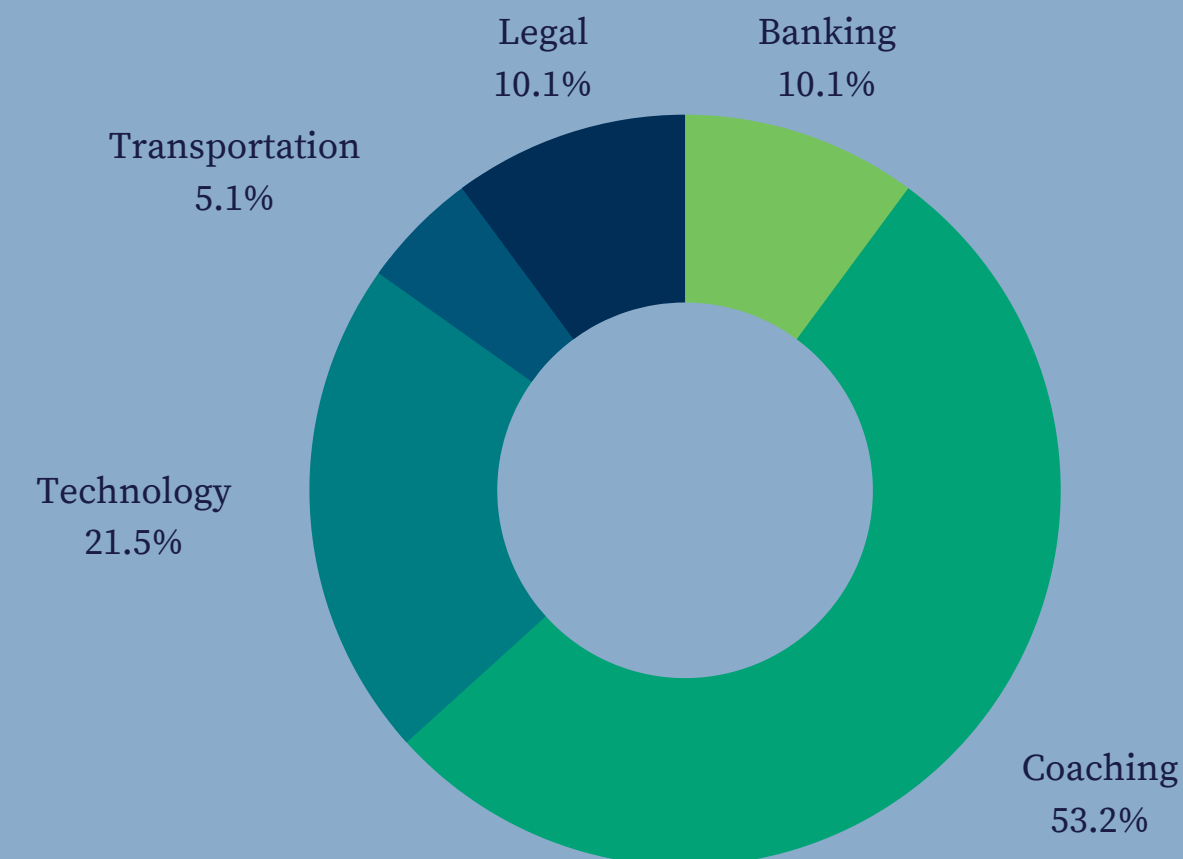
SBAC Empower Mentees  
2019-2022



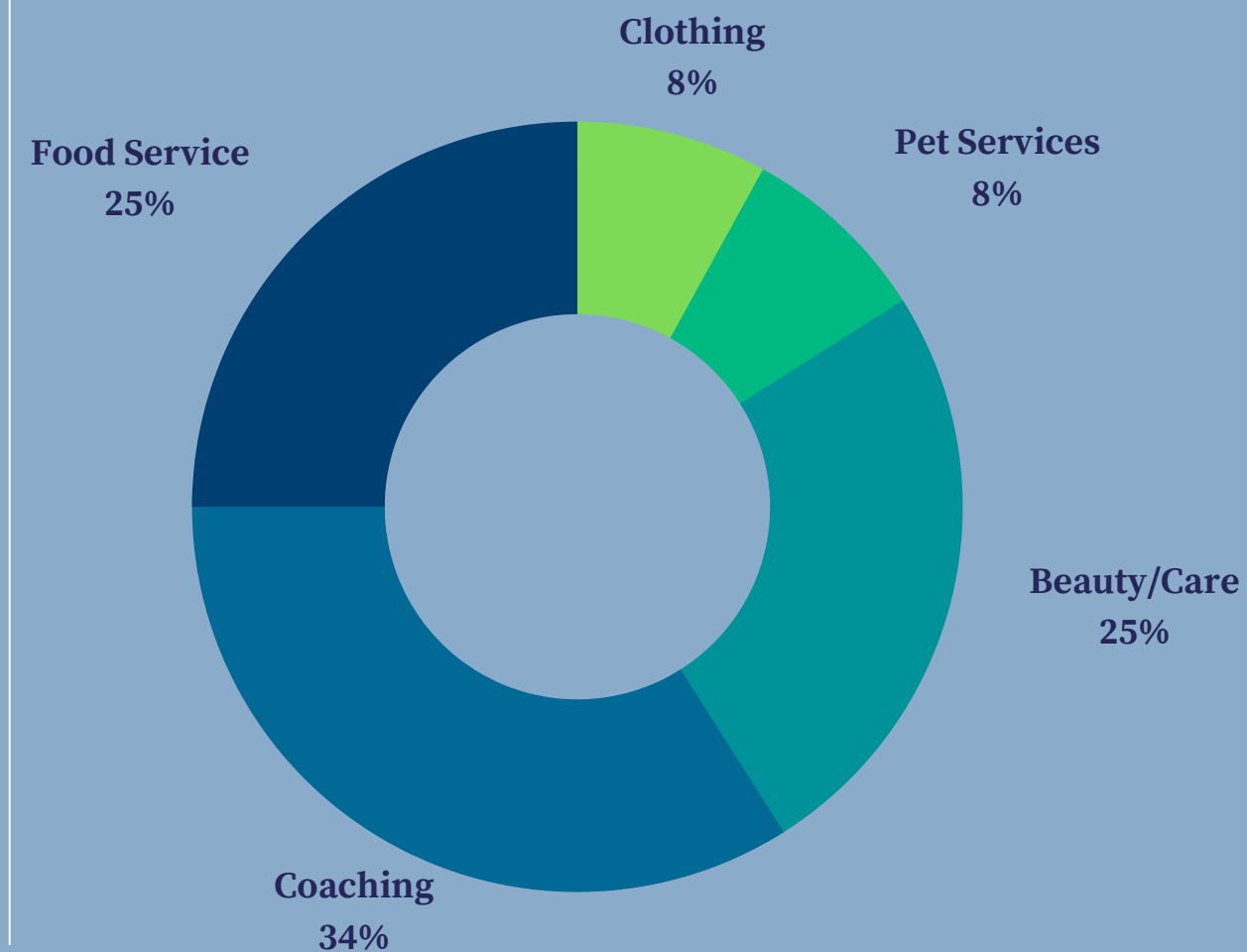


## Mentor Program Industry

### MENTORS BY INDUSTRY



### MENTEES BY INDUSTRY



### 1 OUR MENTEES

Working with local chambers of commerce and locally run community development corporations in economically challenged neighborhoods, we identify and recruit small business owners who want a mentor to help and guide them with their business.

### 2 OUR MENTORS

Our Mentors are procured from the SBAC and other established organizations. They volunteer to participate in our mentoring program to assist in your growth, help you learn from their mistakes, and have a passion for extending a helping hand whenever, wherever it is needed.

### 3 TRAINING

Potential Mentors and Mentees are required to submit an application before being accepted. Mentees must provide details on their business service/product and intentions. Furthermore, both parties are required to participate in a training session to fully understand their responsibilities and commitment.



# KEY IMPACT

SBAC Empower | 2022

We focus on areas with fewer resources, funding, and attention. Some of the communities we have helped include Englewood, North Lawndale, South Shore, Cook County Jail, Bronzeville, Logan Square, and Woodlawn and more.

80% of the businesses we assist are in the critical initial phase of their business with a business life starting between 1-4 years.

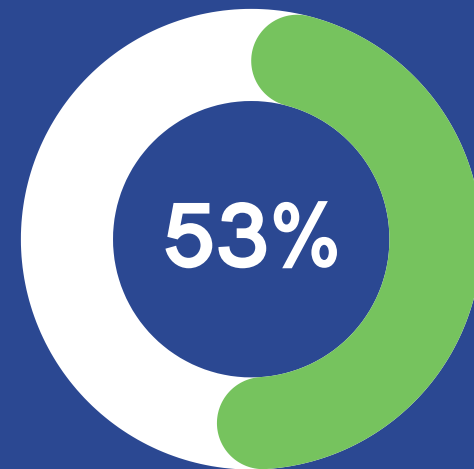
2/3 of those businesses have only 1-4 employees (not including themselves) while the other 1/3 are operating solo.

Proving that our mentors really care, 53% of our Mentee/Mentor relationships continue past the 1-year commitment.

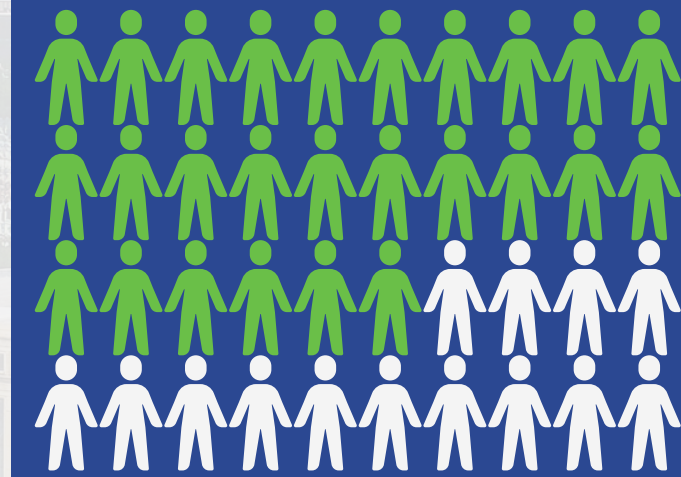
\*Data made possible through SBAC Empower Data collection, April 2019- April 2022

## SBAC EMPOWER PROGRAM IMPACT

*\*\*Compiled through SBAC Empower data collection tools*



*Mentees remain active with their Mentor after a year*



*Mentee/Mentor Pairings 2020-2022*

7

Chicago  
Neighborhood



80%

*Have been in business  
1-4 years*

0-4

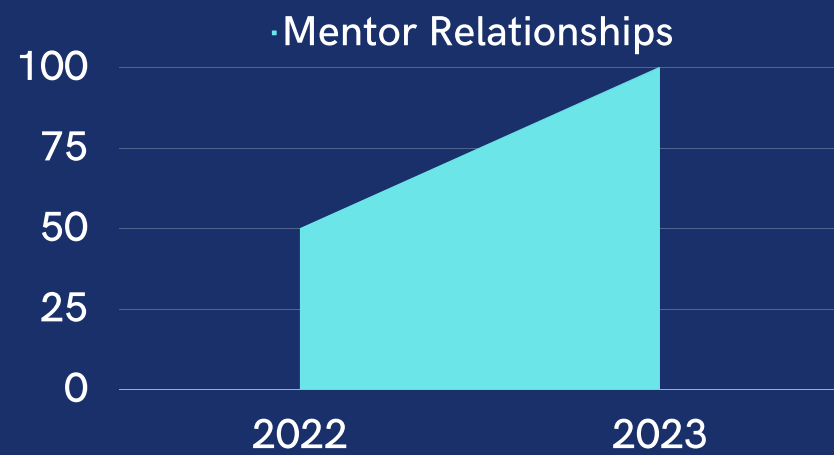
*Average number of  
employees*





# KEY OUTCOMES

SBAC Empower | 2022



## SMALL BUSINESS WORKSHOPS



**100,000**  
SMALL BUSINESS OWNERS

## EDUCATIONAL PARTNERSHIP

Create educational partnerships with 5 additional community organizations in our targeted neighborhoods by the end of 2022. Offering workshops, mentoring and resources to build the bridge to successful neighborhoods throughout Chicagoland

1

2

## MENTOR PROGRAM

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.

## SMALL BUSINESS WORKSHOPS

Workshops planned in collaboration with Chambers of Commerce, Foundations and/or Businesses with the aim of helping small business owners grow. Focused around programming that pertains to navigating the process of zoning, licensing and leasing. These workshops will be offered on a quarterly basis, with 2 additional workshops more planned this year (2022)

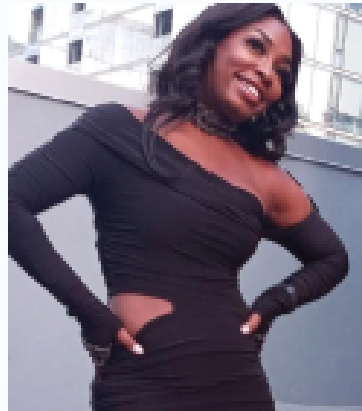
3

4

## SMALL BUSINESS OWNERS

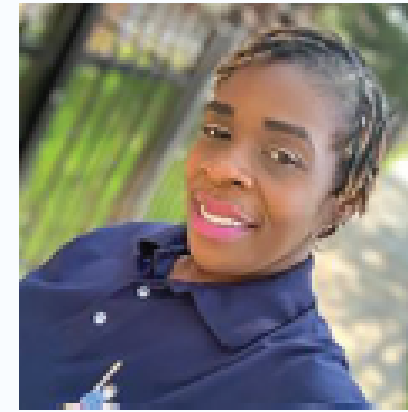
Impact 100,000 entrepreneurs and small business owners in economically-challenged communities by 12/31/2030. Our current impact from 2019 - May 2022 is roughly 17,500 small business owners.

# TESTIMONIALS



Dinitia Robinson  
Embrace Love Designs

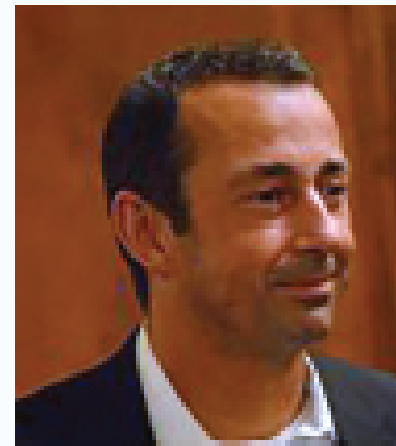
"I appreciate the opportunity to help small business owners. After 26 years of working with business which are primarily very established, I get to be reminded not only of hardships for the new entrepreneur"



Anjel Brown  
Co-Founder, Resourceful Friends LLC

"A great benefit of attending the SBAC Empower Small Business training sessions was acquiring a business coach. Working with a Coach allowed me to stretch my wings, and we are now impacting over 300 youth yearly."

"Having Empower be exactly what their name means - to empower me within such a hard environment...I wanted to give up. But you know what I got? Scott [her mentor]"



Stephen Ball  
Senior Vice President/Chicago Market Executive, Byline Bank

"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. I really appreciate SBAC [Empower] for this platform and this opportunity..."

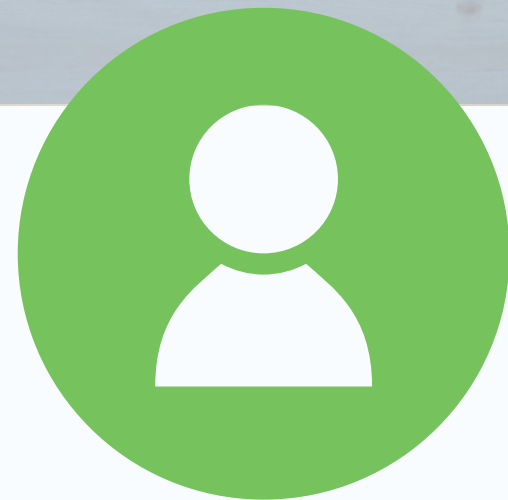


Karen Jones  
President and CEO, Chocolate Chips Association, Non-Profit  
501(c)3 S.T. E<sup>2</sup>.A.M. Program for Girls





# THE EMPOWER TEAM



**NIC ROVERUD**

Executive Director  
[nic@sbacempower.org](mailto:nic@sbacempower.org)



**PATTI ZIKMUND**

Acting Director  
[patti@sbacempower.org](mailto:patti@sbacempower.org)