



The Division of Entrepreneurship & Business Development

The National Urban League's evidence-based and scalable signature programs are professionally implemented by local Urban League affiliates to enhance the economic and educational status of our constituents.

Entrepreneurship Center Program

A SIGNATURE PROGRAM OF THE NATIONAL URBAN LEAGUE



Our Mission.

To support the development and growth of minority entrepreneurs in a manner that leads to the creation of jobs in sustainable businesses and ultimately generates wealth for the owners, their families, and their communities.

The Entrepreneurship Center Program (ECP), with its focus on accelerating the growth of Black-owned small businesses and entrepreneurs, has become an even more crucial component in the quest for improved quality of life and economic resilience as businesses recover from COVID-19.

Accomplishments.

Through training and support, the ECP filled vital gaps created during the COVID-19 crisis such as lack of access to capital, ineffective financial and/or operating systems, and weak management skills, and serving as grantmaker, we awarded cash grants through public and private funds to small businesses.

o **SBA Community Navigator Pilot Program:** A \$5 million, 2-year program, which reaches thousands of underserved small businesses to help them recover from the effects of COVID-19.

o **Black Restaurant Accelerator Program (BRAP):** Launched in partnership with the PepsiCo Foundation, this \$10 million, 5-year program addresses systemic barriers faced by Black-owned food service companies.

29,394

participants served in 2021 through 13,813 counseling & training sessions

\$119 Million+

in financing & contracting opportunities secured in 2021

936

full-time/part-time jobs saved or created in 2021

2025 EMPOWERMENT GOAL

Every American has access to jobs with a living wage and good benefits.

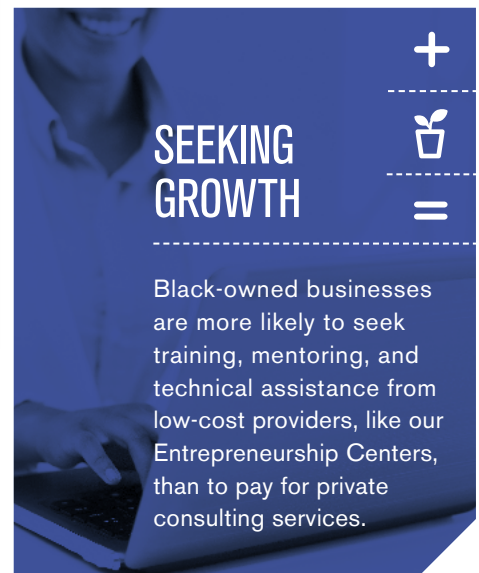


National Scope.

The COVID-19 pandemic disrupted minority businesses and underscored the need for operating capital and assistance in developing scalable business models with multiple revenue streams and the operational flexibility to drive self-sustainability.

41% of Black-owned businesses closed, compared to 17% of white-owned businesses.¹

Only 54% of entrepreneurs of color received Paycheck Protection Program funding vs. 63% of all businesses.²



SEEKING GROWTH

Black-owned businesses are more likely to seek training, mentoring, and technical assistance from low-cost providers, like our Entrepreneurship Centers, than to pay for private consulting services.

1. National Bureau of Economic Research, June 2020

2. Small Business Majority survey of its small business network

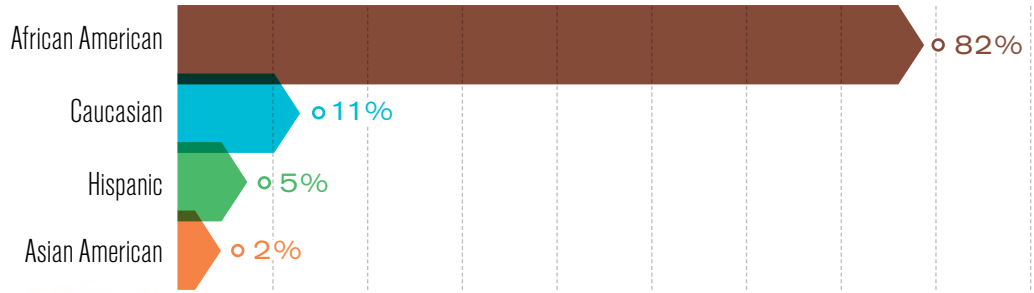
Services. Thirteen Urban League affiliates, funded by the National Urban League's signature Entrepreneurship Center Program, provide management counseling, mentoring, and training services geared toward the development of management skills that will enable minority entrepreneurs to grow their businesses, obtain financing or contracts, and preserve or create jobs.

- CHICAGO URBAN LEAGUE
- GREATER BALTIMORE URBAN LEAGUE
- GREATER WASHINGTON URBAN LEAGUE
- HOUSTON AREA URBAN LEAGUE
- JACKSONVILLE URBAN LEAGUE
- LAS VEGAS URBAN LEAGUE
- LOS ANGELES URBAN LEAGUE
- URBAN LEAGUE OF GREATER ATLANTA
- URBAN LEAGUE OF GREATER CLEVELAND
- URBAN LEAGUE OF GREATER SOUTHWESTERN OHIO
- URBAN LEAGUE OF LOUISIANA
- URBAN LEAGUE OF METROPOLITAN ST. LOUIS
- URBAN LEAGUE OF PHILADELPHIA

Participants.

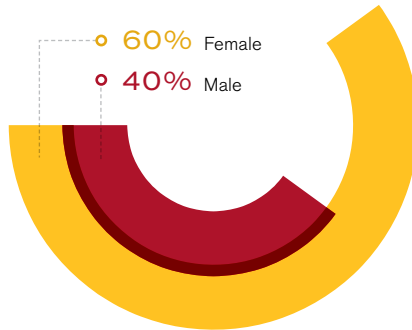
The typical participant utilizing the services of the Entrepreneurship Center is an African American female entrepreneur whose business is at an early stage of development.³

Ethnicity of Participants

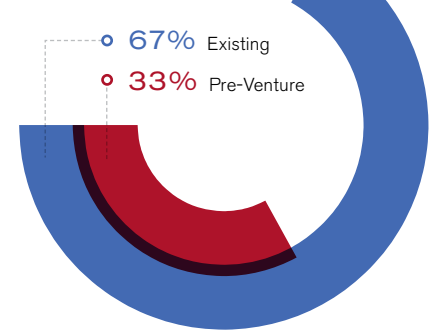


3. Biz-Trakker.

INDIVIDUALS SERVED



BUSINESSES SERVED



Success Stories.

CENTER LOCATION: BALTIMORE

Dwayne Williams, owner of Tropical Vybes Restaurant, a Caribbean restaurant in Baltimore, MD says, "BRAP has helped me to significantly understand a business plan as a guide to regulate and run my business efficiently and effectively—a good business plan is the key ingredient in any business. Through BRAP, I learned how to improve cash flow, apply for business credit, stop using personal money for business needs, reduce overhead costs and operating expenses, make investments, market my business, and use social media to hire staff and attract more customers. From the grant, I will hire a more qualified PT accountant, use QuickBooks for some accounting needs to cut down on costs, buy a new cooker oven because mine blew out during the pandemic, and invest in a marketing person for social media."

CENTER LOCATION: WASHINGTON D.C.

Peter Opare, owner of Africa Kitchen, dba Open Crumb, runs a "from-scratch" kitchen that focuses on making all its food from raw ingredients with a primary focus on West African cuisine. During the pandemic, Peter needed help readying himself for obtaining capital to spur growth. He also needed to renew his business license in order to apply for a new grant. The Greater Washington Urban League (GWUL) was able to connect Peter with a government representative to assist. "We have been able to use some of the BRAP funding to become up to date with some of our overhead expenses. This has given the business the ability to make better decisions and plan further into the future. In addition, with the help of GWUL we were able to quickly get our business license renewed in time to apply for a large grant from the city. This grant will allow us to renovate our establishment and grow the business even further. The quality of support is some of the best that we have ever received. The training allows us to meet individuals that are important to business, which gives us the opportunity to plan for future events. There is never a moment that we feel as if we are alone in this journey. Rather, we are all working together for a common goal of success. We thank GWUL and Mr. Tate—your support came right when we needed it to keep our doors open."