

The Western Women's Business Center at TSC Capital Access

*FY 2017 Buncombe County Community
Funding*

The Support Center

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Application Form

Project Name*

Name of Project

The Western Women's Business Center at TSC Capital Access

Amount Requested*

Amount Requested

\$100,000.00

Service Area*

Which Commissioner Districts are served by this program?

Access a map of Buncombe County Commissioner districts [here](#).

- District 1
- District 2
- District 3

Which county sustainability goal aligns best with the goals of this project?*

Based on the Buncombe County Sustainability Plan, select a Category, Goal & Objective that align with the focus of the project and the specific results that will be achieved.

Access the Buncombe County Sustainability Plan [here](#).

Economy > Sustainable Localized Economy > Support small business development

If applicable, select a second sustainability goal that aligns with project goals.

Result 2 is optional - Select if project aligns with more than one Sustainability Category, Goal & Objective.

Economy > Sustainable Localized Economy > Ensure a diverse economy with competitive wages

If applicable, select a third sustainability goal that aligns with project goals.

Result 3 is optional - Select if project aligns with more than one Sustainability Category, Goal & Objective.

Project Description

Project Description*

Description of Project

The Western Women's Business Center (WWBC) at The Support Center (TSC) seeks to provide capital for new and existing small businesses in Buncombe County to promote economic development and employment. However, along with capital, we must provide training and technical assistance to ensure these businesses are successful. This proposal requests funding to support and expand training and technical assistance programs geared towards artists, veterans and women in public housing.

How many people will this project serve?*

State the number of individuals or households in Buncombe County that will be served by this project. Also state the number of people that will experience the desired result. For example, if dropout prevention services are being delivered to 100 students, how many will successfully graduate from high school?

There are over 20,000 veterans, up to 6,000 women head-of-households in public housing and approximately 1,400 creative artists in Buncombe County. With a total Buncombe county workforce of over 174,000 and using North Carolina self-employment rates for women (4.25%) and veterans (1.2%), we conservatively estimate that 35 women in public housing, 30 veterans and 45 creative artists can be served by this project and likely 25%, 27 of the total, will actually complete the programming with approximately 25% from this group likely to access our capital to start or grow their business during the grant period.

Describe the people this project will serve.*

Characterize the demographics of the project's target population in terms such as age, gender, income, race, ethnicity, geographic area, etc. Include information about method of referral/recruitment of the target population.

Veterans and creative artists served will be a mix of men and women, and we will focus on women in public housing as 75% of the population is single-mother head of households. Creative artists and women in public housing typically live at or below the poverty level based on their limited income. All three groups can be found in various areas of Buncombe County. Creative artists will be reached through organizations such as the Asheville Area Arts Council, women in public housing will be reaching through the City of Asheville Housing Authority and Green Opportunities, and veterans will be reached through the Veterans Assistance Office in Buncombe County.

What key steps will you take to achieve the results of this project?*

Describe the core elements of your implementation plan, including milestones that will take place within the funding timeframe.

The WWBC has a number of programs designed to meet the needs of the 3 target groups. For creative artists, we will offer our continuing Creative Industry Management Curriculum (CIM), which provides instruction on how to create a business out of one's craft, including business and financial management, funding and operations. This 8-week course is offered 3 times a year.

Between July and October 2015, 13 business planning sessions were held reaching 65 clients. Of the 65 reached, 10 were women in public housing, 13 were minorities, 16 were veterans and 18 were artists. In that same period of time, 45 clients received TA, coaching and counseling. For veterans and women in public

housing, we have classes that address business plan creation, financial literacy and entrepreneurship. Some weekly meetings cover topics from market analysis and strategy. We offer 1-2 workshops and a networking event per month in addition to specific assistance for existing borrowers on an ongoing basis.

Describe the evidence of success that backs this project's approach.*

What evidence of success (i.e. evidence-based research, practice model, accreditation, industry standards, and/or other framework) are you using as a basis for your project design?

Business Ready is a course we offer as a business planning course for clients who live in public housing to address the barriers they face when entering into entrepreneurship. We have offered it 3 times since receiving the Buncombe County grant for FY2016.

We started a QuickBooks course for creative businesses that teaches book-keeping concepts for creative businesses, focusing on customer and vendor transactions.

The design of the project is based on the success of similar projects conducted by our main office in Raleigh, NC and by the women's business center that existed in Asheville prior to our opening. The former director of that program serves as the director of our WWBC. Through the same type project design as presented here, she successfully helped over 1800 women and supported the start of over 900 businesses in the county. The CIM program just graduated 9 more students, increasing the total graduates from the program to 28.

Describe your data collection, tracking, and reporting procedures.*

Explain your methods for documenting project, service and client information. Include a description of any software or other tools utilized.

TSC uses iContact software to capture client contact information and sign-in sheets, also capturing contact information for the clients, are collected for each session held. TSC conducts semi-annual surveys of our borrowers to verify job creation and retention numbers as well as assessing the impact of TSC's loan on both the borrower and their business. TSC now reports confirmed jobs created or retained in order to avoid overstating our impact. Results show that our borrowers have created or retained 742 jobs from the 330 small business loans TSC has funded since the launch of our lending program in 2010. TSC closed a total of 115 loans in FY2015 amounting to more than \$7.4 million deployed.

Explain your technological resources and capacity.*

Explain your current technological strengths and barriers and how this impacts your ability to track data and report outcomes. Who is responsible for adaptation and use of technology within your organization?

TSC uses iContact software to capture client contact information and sign-in sheets, also capturing contact information for the clients, are collected for each session held. TEA is software that TSC uses to web based software loan system that we use for data management, loan processing system. This platform is used for data extraction to create reports, to measure data outcomes, to assess delinquency and past due accounts, among other uses.

Organizational Profile

How does the proposed project support your mission and strategic plan?*

State your mission and the date of your most recent strategic plan, and explain how the proposed project helps advance your organizational goals.

TSC's mission is to foster economic development in underserved communities by providing capital, business services, and policy research to support small businesses. The WWBC mission is to provide high quality technical assistance and programs that reduce barriers and serve as a catalyst to the success of entrepreneurs, particularly women who are socially and economically disadvantaged, in the Western region of North Carolina. Our proposed project directly impacts our mission statement as the program will provide services to the underserved, prepare them to apply for and employ capital from us and deliver training and technical assistance that will help them sustain their small businesses.

What expertise/accomplishments do you have that are relevant to the proposed project?*

List your organization's strengths as well as accomplishments from the past 3 years that position the organization to be successful with the proposed project.

For the last 5 years, TSC has provided training and technical assistance to small business owners across the state of North Carolina. Each year we have trained approximately 600 people in collaboration with our partners including the Small Business Centers, Small Business Technology Development Centers, SCORE, the WWBC and our event partners. These organizations provide referrals in addition to the cooperative programs we offer. The WWBC recently hired an Associate Director & Latino Program Director and now the WWBC has the capacity to reach Latino entrepreneurial clients with training and lending, including business classes and one-on-one coaching, in the Buncombe county region.

Describe partners that are critical to the success of your organization.*

List any external partners, intermediaries or advisors important to your success, and describe their role and evidence of their commitment. Describe successful collaborations with these people or groups.

AAAC is an area organization that is an important part of our Creative Industry Management (CIM) Curriculum success. AAAC is a great source of referrals for the program and brings consulting resources. Our partnership on the first session was a great success. The WWBC has a partnership with A-B Technical College's Small Business Center have a partnership and referral system to help small businesses in the area. We work with OnTrack Financial to provide financial training to workshop participants and one-on-one counseling and coaching. They also provide great value for the CIM curriculum. As of December 2015, the Small Business Administration and the WWBC are partners in working to meet the needs of the small business community. We are growing our network of partner organizations. Once funded we will be able to use these partners to help us deliver our program services to the three market targets identified in this proposal.

Financial Information

Nonprofit financial assurance requirements:

Financial statements, prepared using a recognizable basis of accounting (i.e., modified accrual) and IRS Form 990s must be submitted to Buncombe County annually.

- Organizations with annual revenues of \$300,000 or greater must submit financial statements audited in accordance with generally accepted auditing standards.
- Those with revenues between \$100,000 and \$300,000 must submit financial statements reviewed in accordance with SSARS 19.
- Those with revenues of less than \$100,000 must submit non-disclosure financial statements compiled in accordance with SSARS 19.

All financial statements must be reported on by a certified public accountant and include a full balance sheet, income statement, and cash flow statement.

These requirements are considered minimum requirements. Organizations may submit a higher level of assurance than is required.

IRS Form 990 - Upload Here

Click Choose File to upload a copy of the 990 form you most recently completed.

990 FYE 2014 (2013).pdf

If your organization does not have a 990, briefly state the reason.

Include a statement of intent to comply with nonprofit financial assurance requirements as listed above.

Financial Statements - Upload here

Click Choose File to upload a copy of the most recently completed financial statements (audit, compilation or review).

FY2015 Audit.pdf

If your organization does not have financial statements, briefly state the reason.

Include a statement of intent to comply with nonprofit financial assurance requirements as listed above.

Complete Budget Worksheet - Upload Here*

Download the budget form [Here](#).

Complete the budget form for this project/program and the overall agency. Save it to your computer, then upload it by clicking Choose File.

2015 Budget PDF.pdf

Budget Narrative*

Describe all differences between current year and proposed year. List all pending funding sources with expected date of notification. Please detail any other information that may help clarify the budget.

This year, the Western Women's Business Center at The Support Center requests \$100,000 to support and expand training and technical assistance programs geared towards artists, veterans and women in public housing. The \$50,000 received helped the program but it has the capacity to grow if more funding is received.

What (if any) portion of requested funds will be used to support capital expenses?*

Capital projects are defined as those used to acquire or upgrade physical assets such as property, buildings, or equipment. Please detail.

None.

Employee Wages

Please provide information about the wage breakdowns of your employees. Living wage for Buncombe County has been identified as \$11.00 per hour for employees with employer-provided health insurance and \$12.50 per hour for employees without.

Employees with employer-provided health insurance*

List the number of employees in your organization with employer-provided health insurance in each wage category. For salaried employees, use hourly wage equivalents.

\$7.25 - \$10.99 per hour

\$11.00 - \$14.99 per hour

\$15.00 - \$19.99 per hour

\$20.00 - \$24.99 per hour

\$25.00 - \$29.99 per hour

\$30.00 - \$34.99 per hour

\$35.00 - \$39.99 per hour

\$40.00+ per hour

2- \$25.00- \$29.99 per hour

Employees without employer-provided health insurance*

List the number of employees in your organization without employer-provided health insurance in each wage category. For salaried employees, use hourly wage equivalents.

\$7.25 - \$12.49 per hour

\$12.50 - \$14.99 per hour

\$15.00 - \$19.99 per hour

\$20.00 - \$24.99 per hour

\$25.00 - \$29.99 per hour

\$30.00 - \$34.99 per hour

\$35.00 - \$39.99 per hour

\$40.00+ per hour

1- \$12.50- \$14.99 per hour

1- \$40.00+ per hour