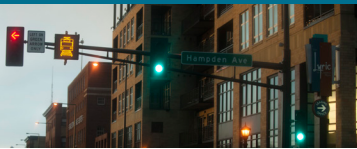


# Why We Support ENTERPRISE DEVELOPMENT



## PEOPLE & GOALS



**Across our region of eight states and 75 Native nations, we are working** to help build strong, vibrant communities with thriving economies—where people have access to good jobs and the financial capability to build assets and take control of their own financial future.

## PROBLEM



**In our current economic system, opportunities for small businesses in** communities haven't kept pace with the prosperity other communities in the region have enjoyed.

These communities haven't received enough investment and need more resources to thrive. They need a supportive environment—like banks, business development services, and technical assistance—that helps businesses get off the ground and grow. Without these conditions, the economic promise and job-creation potential of local entrepreneurs and small businesses are lost. Income inequality and opportunity gaps continue to grow. The jobs that are available don't pay enough and offer few, if any, benefits.

## SOLUTION



**That is why we invest in the Enterprise Development work of organizations** whose mission is to serve communities who haven't received their fair share of investment: Native nations, communities of color, rural communities, and areas with high immigrant and refugee populations.

Enterprise Development drives entrepreneurship and provides ownership, jobs, and training opportunities to people who have been denied them in the past. It empowers people to pursue their dreams of opening a business so they can thrive on their own terms.

Enterprise Development also means community investment. Locally owned small businesses understand that their own success depends on the well-being of their communities, economic and otherwise. They offer good jobs and improve the financial capability of their employees. Investing in Enterprise Development is a proven way to achieve meaningful results for people and communities who have been denied opportunity for generations.

## LEARN MORE

We invite you to visit [nwaf.org/portfolio/enterprise-development](https://nwaf.org/portfolio/enterprise-development) to learn more about how investing in Enterprise Development is making a difference in the lives of people determined to help their families and communities thrive.

# LIFTING UP SMALL BUSINESS AND MICROENTERPRISE

Small businesses and the people who run them are the lifeblood of thriving local economies. Businesses with fewer than 20 employees account for more than 97 percent of all new jobs. Small and microenterprises owned by local residents extend and expand key economic opportunities, especially for people who face limited job prospects where they live.



**7 in 10**

Microbusinesses are not side projects. More than seven in 10 microbusiness owners report their business to be their **SOLE SOURCE OF INCOME**.

Source: [Association for Enterprise Opportunity](#)

**92%**

Microbusinesses, defined as enterprises with **FEWER THAN FIVE EMPLOYEES**, represent 92 percent of all U.S. businesses.

Source: [Association for Enterprise Opportunity](#)

**95%**

of microenterprises that went through **DEVELOPMENT PROGRAMS** were still running the next year.

Source: [FIELD at The Aspen Institute](#)

**80%**

The Aspen Institute's FIELD program found that when **BUSINESS OWNERS RECEIVE TRAINING** and coaching help, 80 percent are still in business after five years, compared to 50 percent of those who did not get such help.

Source: [Huffington Post](#)

## SUPPORTING SOCIAL ENTERPRISE STRATEGIES

Local nonprofits do good in the community by providing job training and teaching financial literacy, workplace skills, and entrepreneurship to build people's financial capability. At the same time, they deploy social enterprise strategies—like a youth-run garden and café, or a technology recycling program operated by adults facing barriers to employment—to raise revenue to further their own mission and have a greater impact for the people they serve.



**85%**

of people entering social enterprises didn't have **STABLE HOUSING** the year prior.

Source: [REDF Jobs Report](#)

**71%**

of **MONTHLY INCOME** for people entering social enterprises previously came from government benefits.

Source: [REDF Jobs Report](#)

**TRIBAL AGRICULTURE ENTERPRISES** not only provide jobs for tribal citizens and surrounding communities, but they also have a social component—supporting **BETTER NUTRITION, HEALTH, AND WELL-BEING**, as well as putting traditional foods into the marketplace.

Source: [NCAI](#)

**25%**

of people entering social enterprises had **NEVER HELD A JOB** before.

Source: [REDF Jobs Report](#)