

September 2019

## Women Entrepreneurship Capacity building, Advocacy support & Nurturing growth WE CAN Program

### PROGRAM PURPOSE

The MUFG Union Bank Foundation (the Foundation) is launching a new two-year \$500K women entrepreneurship and small business initiative to assist in building the capacity of under-resourced Women Small Business Centers (WBCs) and strengthen their advocacy voice.

Through this initiative the Foundation aims to fund:

- Core operations and programming
- Training to build organizational capacity
- Advocacy engagement

With this support, six WBCs will be better equipped to deliver services to women entrepreneurs and spur economic growth. Geographic areas in California will include: Central Coast, Greater Bay Area, Inland Empire, Los Angeles, Sacramento and San Diego.

### BACKGROUND

There are currently 12.3MM\* women-owned businesses across the United States, yet only 4% of the commercial loans and 18% of the SBA-backed loans are granted to women-owned enterprises.

\*national number from WBENC posted August 2019

- Women's Business Centers (WBCs) have played a vital role in fueling the growth of women and minority-owned businesses.
- A focus on minority women is critical as businesses owned by women-of color have more than doubled since 2007, increasing by 2.8MM.
- WBCs are diverse in nature and constituency and have the flexibility and expertise to design programs and delivery models that best meet the needs of their business community.
- WBCs recognize that women often start businesses for different reasons than men and face unique challenges.
- WBCs provide a vast array of business technical training, assistance and services -- their consultants help build confidence, financial acumen, successful marketing strategies, access to capital, networking connections to markets and each other -- all elements of success.

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## GENERAL “WE CAN” PROGRAM OVERVIEW

The WE CAN initiative is divided into three distinct parts: Leadership, Training and Advocacy.

### 1) Leadership, Training and Framework:

- The Foundation will partner with California's statewide microenterprise association (CAMEO) to deliver the following: CAMEO will provide resources that will assist in measuring outcomes, digital enablement/online training, marketing, and increase access to capital.
- MUFG Union Bank Supplier Diversity will provide training on:
  - How to navigate formal risk assessments
  - 3<sup>rd</sup> party certifications

### 2) Training, core operating support, and implementation:

The Foundation has identified **six WBCs** organizations to receive support through CAMEO along with direct application to be provided to tier clients:

1. The California Capital Women's Business Center (Sacramento)
  2. San Diego Women's Business Center (San Diego)
  3. Mission Community Services Corp. Women's Business Center (Monterey)
  4. Inland Empire Women's Business Center (Riverside)
  5. Renaissance Entrepreneurship Center (San Francisco/Richmond)
  6. Asian Pacific Islander Small Business Program Women's Business Center (Los Angeles)
- WBCs to receive from CAMEO and MUFG Union Bank:
    - Assessment to identify areas for capacity building in their programmatic offerings and potential improvements
    - 1:1 coaching and training to address specific needs to support implementation of best practices and learning for WBCs
    - Quarterly collaborative WBC peer calls addressing training, best practices, and general action items for success
    - Four training modules focused on enhancing services to diverse women businesses owners:
      1. Bringing business assistance online;
      2. data collection;
      3. marketing your services; and
      4. Improving access to capital
    - 1:1 training regarding risk assessments and 3<sup>rd</sup> party certifications
  - WBCs to provide their clients:
    - 1:1 counseling to assess areas for opportunity and growth
    - Access to best practices captured under the four modules (see above)
    - Capacity building and technical assistance
    - MUFG Union Bank Supplier Diversity insights and training

### 3) Building an advocacy voice for public funding

- Build a collaborated single voice approach to maximize the collective impact of women-owned businesses to leverage resources
- Lift this voice through the California Women's Business Network which is utilizing the Women's Business Center of San Diego and Imperial Counties as Southwestern College as its fiscal agent

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## DESIRED OUTCOMES AND ADDITIONAL REQUIREMENTS

The Foundation has identified specific WBC organizations for this initiative. These organizations will be asked to outline historical performance and be prepared to respond to performance questions during the life of the grant. Applicants will be asked to provide program outcomes from the calendar year of 2018 in the application. Applicants will be required to participate in capacity building programming outlined and provided by CAMEO.

The Foundation will conduct annual outcome surveys for the calendar years 2019 and 2020. Organizations will receive final report requests in:

- 2020 Q1 (January-March)
- 2021 Q1 (January-March)

The WE CAN program focuses on the following results:

- Microenterprise association (CAMEO) achieving the following:
  - Capacity building and training for the Women's Business Centers through bringing business assistance online, data collection, marketing services and accessing capital
- WBCs in achieving the following:
  - Capacity building for their clients in the following:
    - Increasing revenue
    - Creating and retaining jobs
    - Gaining access to capital, specifically loans and investments
- The California Women's Business Network main outcomes for success:
  - Increase in public funding for the Women's Business Centers

Outcomes topics requiring response within the MUFG Union Bank Foundation grants management system:

- Types & size of small businesses served
- Program delivery approach, e.g. workshops vs 1:1 counseling
- Capacity to serve clients in language
- Demonstrated success in preparing clients access to capital
- Demonstrated success in connecting clients to capital
- Revenue and job growth

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## APPLICATION TIMELINE *(Note Very tight timetable)*

Activity	Date*
Submission Period	September 23, 2019 – October 11, 2019
Review Period	October 14 – October 30
Grant Notification	November 05, 2019

*\*Dates listed in timeline are subject to change at the sole discretion of the MUFG Union Bank Foundation*

## APPLICANT PROCESS

The WE CAN Program is by invitation only. Applications must be submitted online through our grants management system by going to: [MUFG Union Bank Foundation Grant Application](#).

The application deadline is Midnight Pacific Standard Time on October 11, 2019. Only one application per organization will be accepted for this targeted initiative.

If you have questions about the grant application, please contact: [MUFGUnionBankFoundation@Unionbank.com](mailto:MUFGUnionBankFoundation@Unionbank.com).