

MICROCREDIT 1-01 [99 AWARDS]

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**FIRST LADY HILLARY RODHAM CLINTON PRESENTS
AWARDS FOR EXCELLENCE IN MICROENTERPRISE DEVELOPMENT
The White House, Presidential Hall
January 16, 2001**

Today, First Lady Hillary Rodham Clinton and Treasury Secretary Lawrence Summers Present Awards for Excellence in Microenterprise Development. The Presidential Awards for Excellence in Microenterprise Development reflect an on-going commitment by the Federal Government to advance the role of microenterprise in expanding economic opportunities for all Americans, especially low-income workers, women and minorities who often lack access to traditional sources of credit. The awards are administered by the Community Development Financial Institutions Fund of the U.S. Department of Treasury. The fund, signed into law by President Clinton in 1994, has certified over 400 Community Development Financial Institutions (CDFIs) to date. It also has provided over \$427 million to match investments in CDFIs and to encourage traditional financial institutions to increase lending opportunities in under-served markets.

The awards were an outgrowth of the First Lady's work on microcredit over the past 15 years and her participation at the United Nations Fourth World Conference on Women in Beijing in September 1995. It was there that the U.S. government made a commitment to improve microcredit opportunities, and soon after Mrs. Clinton announced the creation of the awards as part of that effort.

In keeping with the U.S. commitment in Beijing, the President directed the Treasury Department to establish the Presidential Awards to draw attention to the important role and success of microenterprise development in the domestic economy. The awards, first presented in January 1997, are given in different categories to reflect the diverse goals, purposes and activities of microenterprise organizations.

This Year's Awardees (And Some of Their Clients' Stories) Are:

Center for Economic Options. The Center for Economic Options (CEO) of Charleston, WVA, is being honored for Excellence in Program Innovation. CEO provides a comprehensive set of business support services to economically distressed West Virginia residents, particularly women, and was selected because of its success in developing strategies to meet the unique needs of microentrepreneurs who live in isolated rural communities. CEO targets customers who want to participate in the market economy but have little history of gainful employment, few employment opportunities, or unrealized entrepreneurial potential. Key to the program's success is a series of sectoral networks – groups of small rural businesses that cooperatively access training and marketing services – created by CEO to support their customers' endeavors.

➤ ***Client Profile: Charlotte Chandler, Honey of an Herb Farm***

Charlotte Chandler started with a small stone herb garden, when in 1994 she learned about CEO's new Appalachian Flower Network. She attended the first meeting and has since become an active network member with a successful business, Honey of an Herb Farm, a three-and-a-half acre farm in Roane County, West Virginia. Through network training

provided by CEO, she has learned production, business development, and marketing skills. Originally, Ms. Chandler had feared that her rural location would limit customer traffic. However, Ms. Chandler says that CEO's comprehensive support has been the key to her ability to start and grow her very successful business. "One of the most important things that the Center has given me is encouragement," states Ms. Chandler, "Every time I lost faith in myself, someone from the Center was there to encourage and help me. I couldn't have done it without that."

Ms. Foundation for Women. The Ms. Foundation for Women of New York, NY, was selected for a Presidential Award for Excellence in Public or Private Support for Microenterprise Development, because of its long-term commitment to the microenterprise development field. Through an integrated, comprehensive set of initiatives, including the direct training of women in microenterprise development, a Peer-to-Peer Assistance program for the sharing of expertise among some microenterprise development organizations, and the dissemination of practitioner lessons, the Foundation has been an effective supporter and promoter of microenterprise. The Foundation's Collaborative Fund for Women's Economic Development has created partnerships among foundations, corporations, and individuals to support microenterprise development organizations (MDOs) across the country, and provides seed money to MDOs to experiment with new program strategies.

- ***Client Profile: Acre Family Day Care Corporation, Lowell, Massachusetts and Marea Washington, Family Day Care Business Owner.*** The Acre Family Day Care Corporation (Acre), based in Lowell, MA, provides training to Spanish-speaking residents on how to start child care businesses in their homes. Over the past 12 years, more than 250 child care providers have graduated from the Acre training program. The Ms. Foundation began funding the fledgling Acre in 1991 with a \$150,000 grant from the Collaborative Fund, which lead to new resources that Acre needed to transform itself from a pilot project into the full-fledged, bilingual organization it is today.

Marea Washington, 27, is one of Acre's graduates. As a single mother, she is the sole supporter of her three children and spent three years on welfare after her second child was born. When her third child was just two weeks old, Marea enrolled in Acre's 12-week Family Child Care and Entrepreneur training program. She became a licensed child care provider in April 1998, and her business has experienced a steady increase in revenue. Now, Marea, like many other Acre graduates, has signed up for its new Individual Development Accounts program, which will help her save for a down payment on a house. The purchase of a house will enable Marea to begin caring for children with physical disabilities.

Partners for the Common Good 2000 (PCG 2000). PCG 2000, of San Antonio, TX, was selected to receive a Program Innovation award because its unique limited partnership model demonstrates a new type of vehicle through which investor capital can be raised to support microenterprise. PCG, a partnership of nearly 100 religious organizations devoted to innovative economic development strategies, makes low-interest loans and deposits to support microenterprise organizations and credit unions engaged in microenterprise lending and low-income housing. PCG is the first group to organize a private sector venture capital vehicle to attract and manage investments in microenterprise. PCG's services have worked to benefit

women and minorities, creating jobs and increasing the wages of low-income people, and leveraging private investment.

➤ ***Customer Profile: The Esperanza Peace and Justice Center***

Established in 1987, the Esperanza Peace and Justice Center is a San Antonio, TX, city-wide community-based organization working for social justice and cultural enrichment through programming in education and the arts. It used a low-interest loan from PCG 2000 to acquire a building in downtown San Antonio. Esperanza's *MujerArtes* program gives low-income Mexican-American women the opportunity to build incomes by selling their hand-made clay crafts. This cooperative model recognizes that women are often heads of households in need of employment, and that women usually play a preeminent role in passing art and culture on to future generations. The *MujerArtes* program includes an intensive training component for up to 20 participants who commit to 20 hours of class time each week over a two-year period. The training is offered by an artist-in-residence, who is joined by community leaders, scholars, and other Latina women, who also facilitate in-depth discussions on economics, history, culture and race. The participating women sell their work through the Esperanza Center, and a percentage of the proceeds of the sale of the women's artwork is reinvested in the *MujerArtes* Cooperative.

The Women's Initiative for Self Employment. The Women's Initiative for Self Employment (WI) of San Francisco, CA, is being honored for Excellence in Enhancing Entrepreneurial Skills and as an outstanding model for providing comprehensive bilingual microenterprise development training, consulting and financial services to low and very low-income women in the San Francisco Bay Area. To date, thousands of women have received training and technical assistance services and assistance in starting or expanding businesses from WI, which offers its core curriculum in both English and Spanish. WI offers entrepreneurial training programs, and on-going business development services, such as business plan writing, seminars, one-time workshops, and business financing to graduates of its entrepreneurial training program.

➤ ***Client Profile: Danielle Franklin, Danielle's Touch, Skin & Body Care.*** Seven years ago, Danielle Franklin was suddenly widowed, left alone without any resources, and with a two-year old child. In 1996, while on public assistance, she began coming to Women's Initiative (WI) to gain focus and the technical skills to improve her business development. She also obtained WI financing to relocate her business to a more lucrative part of town. Today, her cosmetics business is booming, and she is able to support her family without outside help. But this success would not have occurred without the support, both technical and financial, that WI provided as Ms. Franklin had no outside resources at the time she approached them. Now, in addition to running her business, Ms. Franklin volunteers her time at WI and helps run mentoring and training sessions.

Women's Opportunity Resource Center. Women's Opportunity Resource Center (WORC) of Philadelphia, PA, was selected to receive a Presidential Award for Excellence in Poverty Alleviation for its success in providing targeted and innovative services to help many low-income and unemployed individuals start microenterprises. With a mission of promoting social and economic self-sufficiency for disadvantaged women and their families, WORC serves women and men by helping them build assets while strengthening basic life skills and business expertise. WORC has been very successful in helping its customers start businesses – over 90

percent of WORC's customers are low-income individuals and nearly 60 percent have household incomes of less than \$20,000.

- ***Client Profile: Nancy Santana, Nancy Santana Cleaning and Maintenance, Inc.*** In 1996, Nancy Santana was on welfare – a single parent with three young children, one born with a disability. She knew she had to make a change, and went to WORC to take up self-employment through their unique entrepreneurial training. Invoking her long experience in cleaning and maintenance, she was able to start her own cleaning business, and was so successful that today she is no longer dependent on welfare, and has 22 employees, many of whom were once on assistance, and some who are disabled. WORC was critical to helping her identify contracts and financing for her business at a time when she had no ability to leverage these resources on her own.

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NOTE TO MEDIA: Digital photos of today's event will be available through the U.S. Department of Treasury. Please contact Deborah Smith at SmithD@cdfi.treas.gov for more information.

Presidential Awards for Excellence in Microenterprise Development

Excellence in Program Innovation

Center for Economic Options

Location:	Charleston, West Virginia
Program Type:	Comprehensive business support services, with a focus on access to markets
Service Area:	West Virginia
Target Market:	Economically vulnerable individuals in West Virginia, particularly women
Contact:	Pam Curry, Executive Director (304) 345-1298

The Center for Economic Options (the Center) was selected to receive a Presidential Award because of its success in developing strategies to meet the unique needs of microentrepreneurs living in isolated rural communities. The Center provides a holistic approach to microenterprise development for economically vulnerable West Virginia residents. Its comprehensive set of business support services includes: business development training and technical assistance; access to markets, marketing assistance; and product assessment and production services within sector networks.

Founded in 1979, the Center began providing service to small-scale entrepreneurs in 1983. In 1995, the Center changed its mission to exclusively focus on microenterprise development as a strategy for promoting rural economic development. By 1999 the Center was serving nearly 900 current and prospective small-scale entrepreneurs annually. The Center realizes that micro-businesses play a crucial role in West Virginia's economy, and in 2000, contracted with Marshall University's Lewis School of Business to explore the scope of micro-businesses' economic impact on West Virginia's economy. Preliminary research indicates that there are over 3,600 registered micro-businesses in the state employing over 73,000 people – or over 10 percent of the workforce!

The key innovation that the Center is recognized for is the creation of sectoral enterprise networks. Sectoral networks are groups of very small, rural businesses that cooperatively access training and marketing opportunities, as well as share information and lessons learned. As a group, the businesses that are members of the networks may achieve outcomes that one business alone could not accomplish. The Center's most famous sectoral network is Appalachian by Design. This network was so successful that it was spun off into an independent nonprofit organization in 1995. Today, many-hand crafted items bearing the Appalachian by Design label can be found in upscale craft and home décor retail stores and catalogues. The Center currently coordinates three networks—the Appalachian Flower Network, the Forest Enterprise Network, and the Small Farms Network.

A new Center innovation is the creation of "road show" events. The road shows bring the Center's training and technical assistance services to entrepreneurs who reside in rural, mountain communities – far from urban centers where training services are usually provided. Begun in 1999, the road shows have already had several early successes. Through the road shows, the Center heard again and again the need for access to markets and marketing training. Based on

this information, in 2000 the Center hosted *The People's Market Place* – a buyer's market where over 60 micro-businesses showcased their products to local and regional wholesale and retail buyers. Over 60% of the micro-business owners made sales during the two-day event. In October 2000, the Center opened *Showcase West Virginia* – a retail shop featuring the products of small-scale West Virginia businesses – at the Charleston Town Center Mall. Many of the over 70 micro-business owners that are participating in *Showcase West Virginia* are based in rural communities and have limited retail experience. Originally conceived as a three-month pilot project, *Showcase West Virginia* was extremely well received during the holiday shopping season, and the mall management has requested the Center keep *Showcase West Virginia* open throughout the year. In its first two-and-a-half months, *Showcase West Virginia* grossed \$44,000. The Center is now being approached by communities and resort developers to replicate the *Showcase West Virginia* retail model.

Customer Profile: Charlotte Chandler, Honey of an Herb Farm

Charlotte Chandler is a true entrepreneur. After winning a bet with her husband, who is a stonemason, he had to build her a stone herb garden. From that first small garden, Charlotte has grown her business, Honey of an Herb Farm.

"I've always enjoyed flowers and herbs, and owning my own greenhouse business is a dream come true," said Charlotte. "Having my own business is wonderful. I have flexible hours, and I really enjoy what I do. I don't dread getting up in the morning and going to work."

But like all entrepreneurs, Charlotte did have her challenges. Her farm is located in a rural, mountain community far from towns and commercial resources, but this did not deter Charlotte. In 1994, Charlotte learned about the Center's new Appalachian Flower Network. She attended the first meeting a few months later. Through network training provided by the Center, she has learned production, business development, and marketing skills. Charlotte has become a consummate networker who has taken advantage of marketing events sponsored by the Center to meet new customers and expand her market.

Though her original intent was to keep her business strictly wholesale, an emerging market for value-added products such as bath products, potpourris and dried wreaths lead her to retail sales. During the 1998 holiday season, Charlotte hosted Honey of an Herb Farm's first Open House. Relying only on word of mouth advertising, the first Open House was a remarkable success. She originally believed that her rural location would limit customer traffic. However, the great success of the Open House in 1998 made Charlotte see that retail is a viable option.

The problems and challenges of growth have not kept Charlotte from moving forward in a positive manner. For instance, in August 2000, lightning struck a tree, which then fell and burned the building where all of the value-added products were being stored. Despite this tragedy, the Farm is still thriving.

Charlotte says that the Center's comprehensive support has been the key to her ability to start and grow her very successful business. "One of the most important things that the Center has given me is encouragement," states Charlotte, "Every time I lost faith in myself, someone from the Center was there to encourage and help me. I couldn't have done it without that."

Presidential Awards for Excellence in Microenterprise Development

Excellence in Public or Private Support for Microenterprise Development

Ms. Foundation for Women

Location:	New York, New York
Program Type:	Foundation-based national microenterprise support program
Service Area:	National
Target Market:	Community-based organizations primarily serving low-income women
Contact:	Anna Wadia, Director of Program (212) 742-2300, ext. 319

The Ms. Foundation for Women was selected for a Presidential Award for its long-term commitment to the microenterprise development field. The Foundation's Collaborative Fund for Women's Economic Development (Collaborative Fund) has created a unique partnership that has brought together 39 foundations, corporations, and individuals to pool their resources to support microenterprise development organizations (MDOs) across the country. Since 1991, the Collaborative Fund has leveraged over \$10 million for multi-year grants and technical assistance to MDOs.

The Collaborative Fund is part of the Ms. Foundation's Women's Economic Security Program. The program's purpose is to improve and create economic opportunities for low-income women, their families, and their communities. The program and Collaborative Fund are integral parts of the Ms. Foundation's overall mission to support the efforts of women and girls to govern their own lives and influence the world around them.

The Collaborative Fund has significantly enhanced the overall funding environment for MDOs. The Ms. Foundation has attracted a new category of donor to the microenterprise field -- family foundations. Participation in the Collaborative Fund by family foundations and individuals has grown from \$312,000 in 1991 to \$2.3 million today. Furthermore, many of the Collaborative Fund donors who had never previously funded microenterprise now make their own direct grants to MDOs. One such foundation has made nearly \$400,000 in direct grants to MDOs since joining the Collaborative Fund. Finally, the Collaborative Fund provides seed money to MDOs to experiment with new program strategies -- such as working with welfare recipients. The success of these MDOs has played a key role in attracting new federal funding.

The Ms. Foundation supports MDOs through an integrated and comprehensive set of initiatives. For more than ten years, the Ms. Foundation has sponsored the Institute on Women and Economic Development. The Institute has trained more than 2,000 women from across the country on the basics of microenterprise development. Since 1987, the Ms. Foundation has sponsored a Peer-to-Peer Assistance Program. Through this unique and innovative program, some 25 MDOs have come together to collaborate and share their expertise. Finally, the Ms. Foundation documents and widely disseminates lessons learned by practitioners about microenterprise development as a poverty alleviation strategy for low-income women.

Customer Profile: Acre Family Day Care Corporation, Lowell, Massachusetts and Marea Washington, Family Day Care Business Owner

From its early days as a small project of a local community organization to its current status as a \$2 million organization, the Acre Family Day Care Corporation (Acre) provides a clear illustration of the Ms. Foundation's work. Based in Lowell, MA, Acre provides training to Spanish-speaking residents on how to start childcare businesses in their homes. Over the past 12 years, more than 250 child care providers have graduated from the Acre training program.

The Ms. Foundation began funding the fledgling Acre in 1991 with a \$150,000 grant from the Collaborative Fund. The Collaborative Fund's award legitimized the Acre program's vision to other funders. This support led to new resources that Acre needed to transform itself from a pilot project into a full-fledged organization. After receiving the grant, Acre created a training program for a growing population of Cambodian immigrants in Lowell. Acre was able to enhance its support services to child care providers, including business improvement loans, monthly workshops, and scholarships for continuing education. In 1996, Acre received another \$150,000 grant from the Collaborative Fund. This grant was used to create a training program in English and modify Acre's curriculum to better meet the needs of welfare recipients.

Marea Washington, 27, is one of Acre's graduate. As a single mother, she is the sole supporter for her three children. She spent three years on welfare after her second child was born -- an experience she did not want to repeat. When her third child was just two weeks old, Marea enrolled in Acre's 12-week Family Child Care and Entrepreneur training program. The program offered Marea the promise of being able to earn a decent living while caring for her infant.

Marea became a licensed child care provider in April 1998. In her first year of operation, Marea earned \$14,000 in business revenue. Last year, her business revenue rose to \$22,000. This year, she's on her way to bringing in more than \$30,000. Last year, the average provider in the Acre network earned \$33,600 in business revenue with some reporting as much as \$54,000.

Marea is among the 50 Acre customers who have signed up for its new Individual Development Account program. Through this program, Marea deposits \$25 a month into a special savings account, which is matched by \$75 from public and private monies. By the end of two years, Marea will have saved \$2,400 for a down payment on a house. Purchase of a house will enable Marea to begin caring for children with physical disabilities. Marea plans to continue operating her home child care business until her youngest child begins school in three years. Afterwards, she would like to return to school to obtain the credentials that are needed to work with children with special needs. Acre will be there to help Marea with that goal through its early childhood education scholarship program.

Presidential Awards for Excellence in Microenterprise Development

Excellence in Program Innovation

Partners for the Common Good 2000

Location:	San Antonio, TX
Program Type:	Investor in Microenterprise Development Organizations
Service Area:	United States
Target Market:	Organizations working with Low-Income persons
Contact:	Sister Carol Coston, O.P. (210) 431-0616

Working quietly and with little public fanfare, the Partners Group, Inc. created Partners for the Common Good 2000 (PCG 2000) in 1994 with \$7.9 million from 99 religious institutions. The Partner's Group is a wholly owned subsidiary of the New York-based Christian Brothers Investment Services. Among its investors are 68 congregations of Catholic Sisters, 19 congregations of Catholic Brothers and Priests, eight Catholic healthcare systems, and three Protestant denominations. Sister Carol Coston, OP, an Adrian Dominican Sister, manages PCG 2000. Eighty-eight percent of the portfolio is comprised of investments from individual congregations of Catholic Sisters, who have played a pioneering role in the field of alternative investing and community development finance.

PCG 2000 was selected to receive a Program Innovation award because its unique limited partnership model demonstrates a new type of vehicle through which investor capital can be raised to support microenterprise. Structured as a six-year limited partnership, PCG 2000 makes low-interest loans and deposits to support microenterprise organizations and credit unions engaged in microenterprise lending and low-income housing. Eighty percent of PCG's portfolio consists of activities in the United States with over 40% of its total portfolio supporting microenterprise.

PCG 2000 is the second limited partnership created by the Partners Group, Inc.. The first five-year limited partnership was created in 1989 and provided \$3.25 million in support to organizations that promote microenterprise development. Although other microenterprise organizations have obtained support from religious investors, this is the first group to organize a private sector venture capital vehicle to attract and manage investments in microenterprise. PCG grew out of the corporate responsibility movement and provides a social investment vehicle through which religious organizations can proactively share their financial resources in ventures that generate a high social impact "return."

Its first partnership was so successful that the Partners Group had investors waiting before the second partnership was established. These partnerships are innovative and exciting models for generating community impact. PCG uses social screens to select organizations to receive investments. These screens include benefiting women and minorities, creating jobs and increasing the wages of low-income people, and leveraging private investment. PCG's commitment to social justice has translated into a program that is high impact, financially self-sustaining, and replicable. All operating expenses are paid through a management fee, which is

incorporated into each investment, thereby relieving staff of considerable fundraising activities. PCG's unique structure provides an effective way to attract new funders to the microenterprise field. This is an outstanding example of an innovative program and is one of the best-kept secrets of the microenterprise field.

Customer Profile: The Esperanza Peace and Justice Center Graciela Sanchez, Executive Director

Established in 1987, the Esperanza Peace and Justice Center is a San Antonio, city-wide community-based organization working for social justice and cultural enrichment through programming in education and the arts. Esperanza has used a \$150,000 low-interest loan from Partners for the Common Good 2000 (PCG 2000) to acquire a 9,500-square-foot building in downtown San Antonio, Texas. Esperanza, which means "hope" in Spanish, works in a city where the average family income is the lowest among the 50 largest metropolitan areas in the country.

Through its *MujerArtes* program, Esperanza aims to combat the effects of discrimination and poverty by providing low-income Mexican-American women with an opportunity 1) to nourish their spirits by acquiring a greater understanding and appreciation of their culture, and 2) to gain income-producing skills by learning the art of creating clay objects. This cooperative model recognizes that women are often heads of households in need of employment, and that women usually play a preeminent role in passing art and culture on to future generations. *MujerArtes* recognizes that women must learn to respect their own culture, language, and history if they are to offer succeeding generations a stronger sense of self-respect and respect for their community. *MujerArtes* is built on the belief that every woman who participates in the cooperative venture -- whether as a student or teacher -- inspires the others.

The *MujerArtes* program includes an intensive training component for up to 20 participants, who commit to 20 hours of class time each week over a two-year period. The training is offered by an artist-in-residence, who is joined by community leaders, scholars, and other Latina women, who share in the struggles of the participants. These leaders facilitate in-depth discussions on racism, the economic condition of women, history and culture, economic literacy, and other issues.

The participating women sell their work through the Esperanza Center, which each year hosts a "Spring Fair" and a pre-Christmas "Peace Market" that draw thousands of people from South Texas. A percentage of the proceeds of the sale of women's artwork is reinvested in the *MujerArtes* Cooperative. In the coming year, Esperanza plans to open a retail storefront operation that will provide an ongoing outlet for selling the art of the women in *MujerArtes*, as well as that of other San Antonio artisans.

When the PCG 2000 loan is repaid in full in September 2000, Esperanza will hold free title to the building that houses its operations, ensuring a permanent presence in San Antonio as a vibrant community center and source of *esperanza* for generations to come. The loan to the Esperanza Peace and Justice Center is one of 78 loans and deposits totaling \$8.5 million made to date by PCG 2000.

Presidential Award for Excellence in Microenterprise Development

Excellence in Enhancing Entrepreneurial Skills

Women's Initiative for Self Employment

Location: San Francisco, CA
Program Type: Regional non-profit that provides bilingual microenterprise development training, consulting and financial services.
Service Area: Five county San Francisco Bay Area
Target Group: Low and very low-income women
Contact: Barbara J. Johnson, Executive Director
(415) 247-9473

The Women's Initiative for Self Employment (Women's Initiative) is recognized for excellence as a model for providing bilingual entrepreneurial skills development through its comprehensive training, on-going business support and financial services. Women's Initiative is targeted to low and very low-income women in the San Francisco Bay Area.

A documented lack of entrepreneurial training services addressing the needs of women led to the creation of Women's Initiative for Self Employment in 1988. To date, more than 5,268 women have received training and technical assistance services from Women's Initiative; an additional 3,132 women have received information about self employment through their introductory Orientations. The Awardee has assisted more than 720 women in starting or expanding a business – two-thirds of whom were low-income when they first came to Women's Initiative. Since 1990, Women's Initiative has disbursed 175 loans totaling \$629,082. On average, Women's Initiative enjoys a 94% pay-back ratio on its loans.

At the core of Women Initiative's success is its entrepreneurial screening and assessment process. Applicants selected for the program enroll in a rigorous fourteen-week, 21 session entrepreneurial training program -- of which seven sessions focus on Personal Effectiveness and Power (PEP) training. PEP is designed to integrate factors such as a client's family life and relationship to her community into her entrepreneurial education. Women's Initiative also offers on-going business development services such as business plan writing, seminars and one-time workshops, one-on-one consulting, and matched savings accounts for program graduates.

Women's Initiative offers its curriculum in both English and Spanish. Sessions are designed for individuals who have had limited business experience or formal education. The English language training is offered in a fourteen-week, 21-session workshop entitled *Managing Your Small Business*. The goals of the workshop are to help participants: (1) understand the basics of operating a business; (2) understand how to engage in necessary industry and market research; (3) develop essential business skills; and (4) develop a business plan.

Since 1991, Women's Initiative has provided entrepreneurial training to bilingual and monolingual Latinas, through the *Alternativas para Latinas en Autosuficiencia* (ALAS) program. ALAS was created in response to a significant lack of culturally and linguistically relevant community development services available to entrepreneurial Latinas. The ALAS program offers a comprehensive five-part training curriculum designed for low-income Latinas who have recently settled in the United States.

Customer Profile: Danielle Franklin, Danielle's Touch, Skin & Body Care

Danielle Franklin began her business, *Danielle's Touch, Skin & Body Care*, in 1995. Her business provides skin care, natural nail care, and spa body treatments. Within five years, Danielle has gained a loyal following and fine reputation as a licensed aesthetician.

Danielle's road to success was not an easy one. Widowed at twenty-three, Danielle was forced to be the sole provider for her two-year-old baby girl. With the help of disability insurance and AFDC, she graduated from Beauty College, earned her cosmetology license, and opened *Danielle's Touch*. However, Danielle stated, "I had no real sense of business finance, so most of my decisions were made on faith and prayer. Some worked and some didn't."

In 1996, Danielle began receiving services at Women's Initiative to gain focus and the technical skills that would allow her business to grow and prosper. After graduating from the Women's Initiative training program, Danielle continued to utilize its services, including a peer support group and one-on-one technical assistance. In her second year, Danielle obtained a \$2,000 loan from Women's Initiative that enabled her to relocate her business to a central downtown location. The new location provided more visibility and the opportunity to expand her customer base. After three years of operation, Danielle plans to expand her business to a larger facility with more services,

Today, Danielle's business is thriving. She credits the support of the Women's Initiative and the business skills she gained as key to operating a healthy business and earning enough income to support her family.

"Public assistance should be used as a stepping stone and not a crutch," states Danielle, who used the Women's Initiative program to build a solid foundation for her business. "Today my business plan serves me well; it is the heart and soul of who I am as an entrepreneur, what my business is, who it serves, and what it can be."

Presidential Awards for Excellence in Microenterprise Development

Excellence in Poverty Alleviation

Women's Opportunities Resource Center

Location:	Philadelphia, Pennsylvania
Program Type:	Training, technical assistance, loans, individual development accounts.
Service Area:	Philadelphia and Bucks, Chester, Delaware and Montgomery Counties
Target Market:	Low-income or underemployed individuals, displaced workers
Contact:	Lynne Cutler, President (215) 564-5500

Women's Opportunities Resource Center (WORC) was selected to receive a Presidential Award for Excellence in Poverty Alleviation for its success in providing targeted and innovative services to help many low-income and unemployed individuals start microenterprises. With a mission of promoting social and economic self-sufficiency for disadvantaged women, WORC helps its customers by building assets while strengthening basic life skills and business expertise.

Over 80% of WORC's customers are low-income individuals. Given the economic and social challenges faced by this population, WORC has been remarkably successful in helping its customers start businesses. Each year, 40 to 50 percent of customers entering WORC's training program start businesses. Most of WORC's customers who had once received public assistance are no longer eligible due to increases in household income or assets. Since 1995, WORC has served nearly 1,200 prospective microentrepreneurs.

The core of WORC's services is its entrepreneurial training program. WORC assists prospective entrepreneurs in evaluating the feasibility of their business ideas and assessing their readiness for business ownership. WORC's customers learn business skills, including marketing, financial analysis, and business plan preparation. WORC also helps customers find jobs if they need part-time work to support themselves while their businesses are growing or if they decide not to start a business.

WORC provides one-on-one business assistance tailored to the needs of each microenterprise. Specialized assistance includes the Contract Access Services, which helps link WORC customers to contracting opportunities. For example, as a result of participating in a WORC-sponsored networking event, a program graduate landed a \$50,000 maintenance contract with Sunoco.

To help meet the unique needs of its low-income customers, WORC provides case management services. WORC helps microentrepreneurs address personal issues that could hinder business development. WORC also ensures that microentrepreneurs receiving public benefits are compliant with the requirements of such programs. WORC staff members help microentrepreneurs identify additional benefits that they may be eligible to receive.

Credit problems are often a significant barrier to WORC's customers in obtaining business financing. To address this barrier, WORC helps its customers develop credit repair plans. WORC provides customers with its own credit-scoring instrument—so that they can understand what is needed to receive a loan. Since 1999, WORC has provided quick access to direct loans

(up to \$2,500) to its clients through its subsidiary, the Economic Opportunities Fund, a certified Community Development Financial Institution. WORC also offers other bank and community development loan and loan guarantee products tailored to the needs of microentrepreneurs. Through its partnership with the Commonwealth of Pennsylvania, WORC has been a pioneer in bringing innovative services to its customers. Through its participation in Pennsylvania's Family Savings Account program, which offers individual development accounts to encourage low-income families to save. Participants in this program are required to save at least \$10 a week for a period of one to two years. For each \$1 saved by an account holder, WORC provides a 50¢ match on savings up to \$600 over two years. The savings and the match may be used to start a microenterprise, buy or repair a home, pay for tuition, or for other approved uses. As part of the program, participants receive training on personal financial management. In 1999, over 400 individuals participated in this program. In 2000, participation grew to more than 600 and was expanded to include new Americans.

Customer Profile: Nancy Santana, Nancy Santana Cleaning and Maintenance, Inc.

"WORC gave me the courage to reach for my goals and to believe in myself and my business," says Nancy Santana, a WORC graduate was recently named one of "Pennsylvania's 50 Best Business Women" by the *Philadelphia Business Journal*. She was also featured in Governor Tom Ridge's budget address in 1997, and honored as a "citizen hero" at the Democratic National Convention in 2000.

Only four years ago Nancy was struggling to provide for her family -- raising three children on public assistance and dreaming of a better life. Today, she is President of Nancy Santana Cleaning and Maintenance, Inc., of Philadelphia. Her janitorial and maintenance service company employs 20 people, many of whom are former welfare recipients. The company specializes in pre- and post-construction cleaning, working primarily on commercial and government contracts. Nancy's business currently has a number of contracts including one with the City of Philadelphia. As a member of a number of local Chambers of Commerce, Nancy mentors other entrepreneurs and finds time to volunteer for community projects.

When Nancy came to WORC in early 1996, she was on welfare -- a single mother of three young children, one of whom was born with a disability. "I knew that the only way he would never need for anything would be for me to start my own business." At age 15, Nancy started working to help support her family (including a widowed mother and six siblings) while working on her GED at night. Working in cleaning and maintenance for 12 years, Nancy knew the business, but she also knew she needed to know more if she was going to start her own cleaning company.

Nancy enrolled in WORC's self-employment training program, an intensive 12-week program, where she learned the essentials of running a business and preparing a business plan. After she graduated from her program, she launched her company by negotiating a contract to clean the 57-unit complex in which she lives. Her landlord helped her with start-up costs, which she promptly repaid.

Nancy holds several small and large city contracts. She is a certified female business owner, is 8-A state certified and is certified with Amtrak and Conrail. Her business has received two important loans, one through the American Street Financial Services of the Philadelphia Empowerment Zone and, most recently, another through the SBA Pre-Qualified program.

Presidential Awards for Excellence in Microenterprise Development

The Presidential Awards for Excellence in Microenterprise Development reflect an ongoing commitment at the highest level to advance the role that microenterprise development plays in enhancing economic opportunities for all Americans, especially those who have traditionally lacked access to traditional sources of credit such as women, low income people, and minorities. President Clinton directed the Treasury Department to establish the Presidential Awards, which are administered by the Community Development Financial Institutions (CDFI) Fund. By recognizing outstanding microenterprise organizations, these non-monetary awards bring wider public attention to the important role and successes of microenterprise development in the domestic economy. The awards were created as one of the commitments made by the United States at the United Nations Fourth World Conference on Women, held in Beijing China in September 1995.

What is Microenterprise?

A microenterprise is a business with five or fewer employees -- at least one of whom is the owner -- and that have a demand for small amounts of credit (less than \$25,000). Microenterprise is also often referred to as self-employment.

A microenterprise development organization promotes the development of microentrepreneurs by providing access to credit, business training, and technical assistance.

Award Categories

The award categories are designed to embrace the diverse goals, purposes, and activities of successful microenterprise organizations as well as the challenges and opportunities they face.

- *Excellence in Program Innovation:* The award category recognizes programs which have made a leap of creativity in the delivery of microenterprise services.
- *Excellence in Providing Access to Credit:* The award category recognizes programs that have achieved outstanding success in broadening the availability of credit to microentrepreneurs.
- *Excellence in Poverty Alleviation:* The award category recognizes programs that have developed unique and effective methods of lessening poverty through developing microentrepreneurs.
- *Excellence in Public or Private Support for Microenterprise Development:* The award category recognizes a government agency, foundation, non-profit organization, financial institution, or corporation that has provided strong and innovative support for microenterprise development.
- *Excellence in Enhancing Entrepreneurial Skills:* This category recognizes the organizations that have demonstrated effectiveness in building entrepreneurial skills through providing training, technical assistance or other skill development activities that help develop successful microentrepreneurs.

Selection Process

Winners of Presidential Awards are selected through a rigorous two-stage review process. A key element of the review process was involvement of a team of 20 nationally recognized experts on microenterprise from the public, private and non-profit sectors. With the evaluations, advice, and recommendations of these experts, the CDFI Fund selected the award winners based upon the following criteria:

- *Poverty Alleviation:* Extent to which the program serves poor people, number of people served, scope of services provided, program design effectiveness, impact, financial and organizational health, and transferability.
- *Access to Credit:* Effectiveness of program design in reaching its intended borrowers, number of people served, quality of loan program management, cost effectiveness, financial and organizational health, and transferability.
- *Program Innovation:* Creativity, effectiveness of the innovation, relevance to the microenterprise field, financial and organizational health, and transferability.
- *Public or Private Support:* Creativity, impact, number of people served, duration of support for microenterprise, extent of financial commitment, and transferability.
- *Enhancing Entrepreneurial Skills:* appropriateness to market, achievement of scale, impact, effectiveness, financial and organizational health, and transferability.

Why is Microenterprise Important?

- Microenterprise is about providing access to opportunity for people who are often left out of the economic mainstream -- such as low income people, women and minorities.
- Microenterprise reinforces the key American values of opportunity, responsibility, and community.
- Microenterprise development is about opportunity. Microenterprise programs assist entrepreneurs in starting new, very small businesses and helping those businesses to grow and flourish. Many Americans have the talent and ideas to start small businesses, but cannot get bank loans or lack some business skills. Microenterprise programs provide access to those tools and promote micro-business ownership as an entry point into the mainstream economy.
- Microenterprise is about responsibility. Microenterprise is not a hand out -- it is a hand up. Entrepreneurs must repay their loans and work hard to build their businesses and improve their economic well being. Microenterprise programs are new in the United States and represent a fresh opportunity to tap the American entrepreneurial spirit and help people help themselves.
- Microenterprise is about building community. Microenterprise programs build community by creating jobs, building businesses, generating new economic activity, and bringing new entrepreneurs into established business networks and institutions. The microenterprise field consists of some 700 - mostly grassroots - community organizations dedicated to building their communities for the people who live there.
- The microenterprise industry in the United States is young, dynamic, and diverse. As demonstrated by the Presidential Award winners, these programs and the businesses they assist reflect the diversity of the microenterprise field, its importance to our national economy, and the well being of our citizens.

**FIRST LADY HILLARY RODHAM CLINTON AWARDS
FOR EXCELLENCE IN MICROENTERPRISE
DEVELOPMENT**

The White House, Presidential Hall

January 16, 2001

- YOU greet greeters in hallway outside room 450.
- YOU enter hold with stage participants:
 - Secretary Summers
 - Nancy Santana, Nancy Santana Cleaning Services
 - Pam Curry, Center for Economic Options
 - Marie Wilson, Ms. Foundation
 - Sara Gould, Ms. Foundation
 - Sr. Sara Coston, Partners for Common Good
 - Barbara Johnson, Women's Initiative for Self

Employment

Lynne Cutler, Women's Opportunity Resource Center

- YOU are announced out accompanied by stage participants
- YOU proceed to podium and deliver remarks
- YOU introduce Nancy Santana
- Nancy Santana delivers remarks and introduces Secretary Summers
- Secretary Summers delivers brief remarks and then begins to read out citations per awardee.
- After each citation is read, YOU stand for photo with each awardee, Secretary Summers, and awardee's certificate.
- After awards are given out YOU close the program and invite audience to reception in Indian Treaty Room [YOU will not attend reception].

**FIRST LADY HILLARY RODHAM CLINTON
AWARDS FOR EXCELLENCE IN MICROENTERPRISE
DEVELOPMENT**

The White House, Presidential Hall

January 16, 2001

Greeters

- ✓ Treasury Secretary Lawrence Summers
- SBA Administrator Aida Alvarez
- SBA Deputy Administrator Fred Hochberg
- ~~Senator Paul Sarbanes (D-MD)~~

Center for Economic Options (Charles ton W. VA)

- ✓ - Pam Curry, Executive Director
- Rich Zelik, Board Chair
- Charlotte Chandler, Owner, Honey of an Herb Farm

Ms. Foundation (New York, NY)

- ✓ - Marie Wilson, President
- ✓ - Sara Gould, Executive Director
- Anna Wadia, Director of Programs
- Marea Washington, client and owner of child care business

Partners for the Common Good 2000 (San Antonio, TX)

- ✓ - Sr. Carol Coston, OP, Director
- Sr. Patricia Siemen, OP, Former Vicaress of the Adrian Dominican Sisters
- Graciela Sanchez, Executive Director, Esperanza Center

Women's Initiative for Self Employment (San Francisco, CA)

- ✓ Barbara Johnson, Executive Director & Co-Founder
- Paulette Meyer, Board Chair & Co-Founder
- Danielle Franklin, Client and Owner, Danielle's Touch, Skin & Body Care

Women's Opportunities Resource Center (Philadelphia, PA)

- ✓ - Lynne Cutler, President
- Rochelle Massarella, Treasurer
- Nancy Santana, client and owner Nancy Santana Cleaning and Maintenance, Inc.

FIRST LADY HILLARY RODHAM CLINTON
REMARKS AT CEREMONY HONORING RECIPIENTS OF
PRESIDENTIAL AWARDS FOR EXCELLENCE IN
MICROENTERPRISE DEVELOPMENT
EISENHOWER EXECUTIVE OFFICE BUILDING
WASHINGTON, D.C.
JANUARY 15, 2001

Thank you all – and welcome.

This is a very special event for me. It is probably one of the last I'll have the privilege of hosting here at the White House. And certainly one of the most meaningful experiences I've had these past eight years has been working with many of you to spread the gospel of microcredit through the U.S. and the world.

So, it is a great personal honor for me to welcome all of you here for the third presentation of the Presidential Awards for Excellence in Microenterprise Development.

Now, as most of you know, this awards program was the result of a commitment our country made at the U.N. Fourth World Conference on Women in Beijing to support micro-lending. But, that promise was only fulfilled because of the people in this room.

I especially want to thank our extraordinary Secretary of the Treasury, Larry Summers, who understands better than anyone that economic strength depends upon investments in human capital, including microentrepreneurs.

We also owe a great debt of gratitude to everyone at the Community Development Financial Institutions Fund, which administers today's awards, and has granted almost \$20 million dollars to support microcredit loan funds since 1995. And I want to thank SBA Administrator Aida Alvarez, Deputy Administrator Fred Hockberg; and all the members of the Interagency Workgroup on Microcredit Development, who have worked tirelessly to bring us to this day.

Now, of course, most of the credit goes to the borrowers themselves – and the organizations that serve them. And I want to congratulate today's awardees for showing, by their own powerful examples, that microcredit works, that it changes lives.

In a few minutes we will hear from Nancy Santana who, not long ago, was a single parent struggling to raise her children on welfare. But she comes here today chosen by the Philadelphia Business Journal as one of "Pennsylvania's 50 Best Business Women."

Each of today's awardees – and indeed each of us here – could come up and tell countless stories about the power of microcredit. We need only look at the pictures on this stage.

Time and again, I have seen the same kinds of faces. Women who, with great pride, tell me how a borrowing group helped them raise not only capital, but also confidence. How they were able to get off welfare, and turn a dream into a thriving business. How they were able to buy a home, or send a child to school – perhaps for the first time.

I think of the woman in Colorado, who told me that “Too many good ideas die in the parking lot of banks.” Or the woman in Chile who told me that the big sewing machine she was able to get with her loan made her feel like a “caged bird set free.” Those are the voices I have carried with me as we’ve all worked to increase microcredit loans. And those are the voices I bring here today.

It is amazing to think about how far microcredit has come since my husband and I first heard about it some 15 years ago. Just in the last five years since Beijing, we’ve dramatically increased resources for domestic and international microcredit programs. Last month, we funded a new law – the PRIME Act – which will help SBA provide \$15 million in technical assistance to low-income entrepreneurs.

What's more, people who want to learn more about microcredit and the programs that support it can now log onto an interagency website hosted by the SBA – which is WWW.SBA.GOV. And I am told that in the Spring, there will be a new resource guide on the site, which will provide information about available resources for microcredit – and spotlight the best practices from the field.

But, in many ways, the greatest changes of recent years were not in policies, but in attitudes. Those of you here have shown that poverty need not be permanent, that access to credit can change lives, and that, as one woman said to me, “the poor are bankable.” I often tell my friends in commercial banking about the repayment rates of these programs – which can be 96, 97, 98, 99, 100 percent.

You know, last year, my husband hosted a White House conference on the New Economy. And all the likely players were there – including Alan Greenspan and Bill Gates. But, I'm told that the person who stole the show was a woman from the Self Employed Women's Association whom the President had met on his trip to India.

She talked about what poor people, especially women, need to close the digital divide – tools such as technology and health care, education and credit, employment and self-empowerment. In short, all the things that microcredit offers. And, all the things that are becoming increasingly necessary in this new economy.

Because too often when we focus on the sweeping changes in this global economy – we lose sight of the countless people still living in poverty, and struggling not to be left behind.

And so I hope we leave here today filled not just with pride over the work being done by the awardees and others. I hope we also leave determined to finish the job – and bring micro loans – and the hope they represent -- to all those who need them.

Yesterday I was in New York to commemorate Martin Luther King Day. And we talked quite a bit about his dream, and the obstacles that still keep us from reaching it – including poverty and economic inequity.

One of my favorite things Dr. King said was this: “We refuse to believe there are insufficient funds in the great vaults of opportunity.” It is been one of the great privileges of my life to have worked with so many people who are determined to tap into those vaults of opportunity. Never before have they been so full. Never before have we had a greater chance to lift up those too long forgotten. I look forward to working with all of you in the days and years ahead to fulfill the promise we made in Beijing.

We have the dream. We have the means. We only need the will. So, again, let me congratulate today’s awardees and thank everyone here who helped make their success possible.

And now I am delighted to introduce the President of Nancy Santana Cleaning and Maintenance. She is an employer of 22 people. And she is a courageous and committed woman whose story tells us all how microcredit works – and why must continue. Please welcome Nancy Santana.

[After Program] Thank you all for coming. And I hope you’ll stay and continue your conversations at the reception in the Indian Treaty Room.

RESERVED

DRAFT – SECRETARY SUMMERS’ REMARKS

Presidential Awards for Excellence in Microenterprise Development ceremony

January 16, 2001

Secretary Summers: Thank you very much. Please let me say what a very great pleasure it is to join the First Lady on this auspicious occasion to honor the recipients of the Presidential Awards for Excellence in Microenterprise Development.

The First Lady’s efforts and support have helped to bring microenterprise into focus as a powerful economic instrument that is changing the face of America’s communities, and that is bringing hope to the many who have stood for too long on the sidelines of this nation’s economy. On behalf of all of us, we thank you for getting America’s attention on microenterprise.

And to our esteemed awardees, I wish to give you my fervent thanks for everything that you are doing to assist those in your communities with their microenterprise dreams, and to further the field of microenterprise. The First Lady has often said, “it takes a village to raise a child,” but I know, and you know, that it takes capital--- access to capital, and know-how--- access to technical assistance, to build that village. Through your work, people in your communities are achieving that American dream of owning their own small businesses. You are giving people a hand up into the mainstream of our economy, through the important resources you provide --- not just the money for loans, but the training, the long hours of handholding, the market connections, the belief in these wonderful entrepreneurs who are out there taking the daily risks, making a difference in their own lives, in the lives of their children, and in the lives of their “villages.”

Please believe me when I say that there is a role for microenterprise in every part of our country. As the diversity in this room represents, it is an economic tool whose time has come. It can be developed in the smallest rural town, or the greatest of our cities. But it must continue to be in place in order to afford all citizens a pathway to economic stability and full participation in our economy.

It is my very distinct honor, then, to recognize those of you who are helping to create these pathways throughout our great nation.

CITATIONS

Second Awardee:

Selected for its success in developing strategies to meet the unique needs of microentrepreneurs living in isolated rural communities, the Center for Economic Options provides a holistic approach to microenterprise development for economically vulnerable West Virginia residents. Founded in 1979, the Center has served entrepreneurs for 17 years, with a specialty in the creation of sectoral enterprise networks. About 900 microenterprise owners benefited from their services in the most recent year. Therefore, for its creation of sectoral networks that help microentrepreneurs located in remote, rural areas access markets, suppliers and information needed to run a successful business, I would like to present the

Presidential Award for Excellence in Microenterprise Development: Excellence in Program Innovation

To the **Center for Economic Options** of Charleston, West Virginia.

Congratulations to Pam Curry, Executive Director, and her colleagues!

2nd

CITATIONS

Fifth Awardee:

The Ms. Foundation for Women of New York City has been selected for an award for its long-term commitment to the microenterprise development field, and for promoting microentrepreneurship as a strategy for women to govern their own lives and influence the world around them. Ms. Foundation for Women was critical in forming the Collaborative Fund for Women's Economic Development, a unique partnership that pooled the resources of 28 foundations, corporations, and individuals to support microenterprise development organizations nationwide. It was so successful that the Fund attracted new categories of donors who had never been engaged in microenterprise before, and are now giving direct grants to microenterprise organizations for hundreds of thousands of dollars.

It is my pleasure to give the award for the:

Presidential Award for Excellence in Microenterprise Development:

Excellence in Public or Private Support for Microenterprise Development

to **Ms. Foundation for Women.**

Congratulations to Marie Wilson, President, and to the other members of the Fund!

CONCLUSION

My heartfelt thanks to all of you for the important work and leadership that you have demonstrated in the field of microenterprise. May you long continue it!

CITATIONS

Fourth Awardee:

Also receiving an award for Program Innovation are the **Partners for the Common Good** of San Antonio, Texas, for their unique limited partnership model, demonstrating a new type of vehicle through which investor capital can be raised to support microenterprise, and generate high “social impact” returns. The Partners Group, PCG2000 is currently structured as a six-year limited partnership, to make low-interest loans and deposits that support microenterprise organizations and credit unions engaged in microenterprise lending and low-income housing. Investments focus on organizations benefiting women and minorities, creating jobs, increasing the wages of low income people, and leveraging private investment.

It is an honor to present the:

**Presidential Award for Excellence in Microenterprise Development:
Excellence in Program Innovation**

To Partners for the Common Good.

Congratulations to Sister Carol Coston and her group!

ym

CITATIONS

First Awardee:

As an excellent model for providing entrepreneurial skills development through its comprehensive, bilingual training, ongoing business support and financial services, I am happy to recognize the **Women's Initiative for Self-Employment** from San Francisco, California. Created in 1988, the Women's Initiative has served more than 4,000 women, two-thirds of whom are low income, with their award-winning training and technical assistance services. Their special focus on the needs of English speaking women and Spanish speaking Latinas is indeed an outstanding model for all in the microenterprise field.

It is with pleasure that I announce the:

**Presidential Award for Excellence in Microenterprise Development:
Excellence in Enhancing Entrepreneurial Skills**

Made this year to the **Women's Initiative for Self-Employment.**

Congratulations to Executive Director Barbara Johnson, and her colleagues!



CITATIONS

Third Awardee:

Superior, innovative work, a unique entrepreneurial training program, and asset-building strategies tailored to low-income and unemployed individuals desiring to start small businesses earned the **Women's Opportunities Resource Center (WORC)** of Philadelphia, Pennsylvania, the award in the next category. Since 1995, WORC has served nearly 1,000 prospective microentrepreneurs, with 80% being low income. Each year, up to 50% of class participants start businesses--- no small feat for the number of economic and social barriers they face. For its success in improving the lives of low-income individuals by helping microentrepreneurs build assets while strengthening basic life skills and business expertise, I am pleased to give the:

**Presidential Award for Excellence in Microenterprise Development:
Excellence in Poverty Alleviation to:**

Women's Opportunity Resource Center.

Congratulations to President Lynne Cutler and her associates!

Laura E. Schiller
01/16/2001 02:19:32 PM

Record Type: Record

To: Ruby Shamir/WHO/EOP@EOP

cc:

Subject: Re: for your/mv edits... 

FIRST LADY HILLARY RODHAM CLINTON
REMARKS AT CEREMONY HONORING RECIPIENTS OF
PRESIDENTIAL AWARDS FOR EXCELLENCE IN
MICROENTERPRISE DEVELOPMENT
EISENHOWER EXECUTIVE OFFICE BUILDING
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even in the last five years since Beijing.

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✓ Self-employed Women's Assn -

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**FIRST LADY HILLARY RODHAM CLINTON PRESENTS
AWARDS FOR EXCELLENCE IN MICROENTERPRISE DEVELOPMENT
The White House, Presidential Hall
January 16, 2001**

Today, First Lady Hillary Rodham Clinton and Treasury Secretary Lawrence Summers Present Awards for Excellence in Microenterprise Development. The Presidential Awards for Excellence in Microenterprise Development reflect an on-going commitment by the Federal Government to advance the role of microenterprise in expanding economic opportunities for all Americans, especially low-income workers, women and minorities who often lack access to traditional sources of credit. The awards are administered by the Community Development Financial Institutions Fund of the U.S. Department of Treasury. The fund, signed into law by President Clinton in 1994, has certified over 400 Community Development Financial Institutions (CDFIs) to date. It also has provided over \$427 million to match investments in CDFIs and to encourage traditional financial institutions to increase lending opportunities in under-served markets.

The awards were an outgrowth of the First Lady's work on microcredit over the past 15 years and her participation at the United Nations Fourth World Conference on Women in Beijing in September 1995. It was there that the U.S. government made a commitment to improve microcredit opportunities, and soon after Mrs. Clinton announced the creation of the awards as part of that effort.

In keeping with the U.S. commitment in Beijing, the President directed the Treasury Department to establish the Presidential Awards to draw attention to the important role and success of microenterprise development in the domestic economy. The awards, first presented in January 1997, are given in different categories to reflect the diverse goals, purposes and activities of microenterprise organizations.

This Year's Awardees (And Some of Their Clients' Stories) Are:

Center for Economic Options. The Center for Economic Options (CEO) of Charleston, WVA, is being honored for Excellence in Program Innovation. CEO provides a comprehensive set of business support services to economically distressed West Virginia residents, particularly women, and was selected because of its success in developing strategies to meet the unique needs of microentrepreneurs who live in isolated rural communities. CEO targets customers who want to participate in the market economy but have little history of gainful employment, few employment opportunities, or unrealized entrepreneurial potential. Key to the program's success is a series of sectoral networks – groups of small rural businesses that cooperatively access training and marketing services – created by CEO to support their customers' endeavors.

➤ ***Client Profile: Charlotte Chandler, Honey of an Herb Farm***

Charlotte Chandler started with a small stone herb garden, when in 1994 she learned about CEO's new Appalachian Flower Network. She attended the first meeting and has since become an active network member with a successful business, Honey of an Herb Farm, a three-and-a-half acre farm in Roane County, West Virginia. Through network training

provided by CEO, she has learned production, business development, and marketing skills. Originally, Ms. Chandler had feared that her rural location would limit customer traffic. However, Ms. Chandler says that CEO's comprehensive support has been the key to her ability to start and grow her very successful business. "One of the most important things that the Center has given me is encouragement," states Ms. Chandler, "Every time I lost faith in myself, someone from the Center was there to encourage and help me. I couldn't have done it without that."

Ms. Foundation for Women. The Ms. Foundation for Women of New York, NY, was selected for a Presidential Award for Excellence in Public or Private Support for Microenterprise Development, because of its long-term commitment to the microenterprise development field. Through an integrated, comprehensive set of initiatives, including the direct training of women in microenterprise development, a Peer-to-Peer Assistance program for the sharing of expertise among some microenterprise development organizations, and the dissemination of practitioner lessons, the Foundation has been an effective supporter and promoter of microenterprise. The Foundation's Collaborative Fund for Women's Economic Development has created partnerships among foundations, corporations, and individuals to support microenterprise development organizations (MDOs) across the country, and provides seed money to MDOs to experiment with new program strategies.

- ***Client Profile: Acre Family Day Care Corporation, Lowell, Massachusetts and Marea Washington, Family Day Care Business Owner.*** The Acre Family Day Care Corporation (Acre), based in Lowell, MA, provides training to Spanish-speaking residents on how to start child care businesses in their homes. Over the past 12 years, more than 250 child care providers have graduated from the Acre training program. The Ms. Foundation began funding the fledgling Acre in 1991 with a \$150,000 grant from the Collaborative Fund, which lead to new resources that Acre needed to transform itself from a pilot project into the full-fledged, bilingual organization it is today.

Marea Washington, 27, is one of Acre's graduates. As a single mother, she is the sole supporter of her three children and spent three years on welfare after her second child was born. When her third child was just two weeks old, Marea enrolled in Acre's 12-week Family Child Care and Entrepreneur training program. She became a licensed child care provider in April 1998, and her business has experienced a steady increase in revenue. Now, Marea, like many other Acre graduates, has signed up for its new Individual Development Accounts program, which will help her save for a down payment on a house. The purchase of a house will enable Marea to begin caring for children with physical disabilities.

Partners for the Common Good 2000 (PCG 2000). PCG 2000, of San Antonio, TX, was selected to receive a Program Innovation award because its unique limited partnership model demonstrates a new type of vehicle through which investor capital can be raised to support microenterprise. PCG, a partnership of nearly 100 religious organizations devoted to innovative economic development strategies, makes low-interest loans and deposits to support microenterprise organizations and credit unions engaged in microenterprise lending and low-income housing. PCG is the first group to organize a private sector venture capital vehicle to attract and manage investments in microenterprise. PCG's services have worked to benefit

women and minorities, creating jobs and increasing the wages of low-income people, and leveraging private investment.

➤ ***Customer Profile: The Esperanza Peace and Justice Center***

Established in 1987, the Esperanza Peace and Justice Center is a San Antonio, TX, city-wide community-based organization working for social justice and cultural enrichment through programming in education and the arts. It used a low-interest loan from PCG 2000 to acquire a building in downtown San Antonio. Esperanza's *MujerArtes* program gives low-income Mexican-American women the opportunity to build incomes by selling their hand-made clay crafts. This cooperative model recognizes that women are often heads of households in need of employment, and that women usually play a preeminent role in passing art and culture on to future generations. The *MujerArtes* program includes an intensive training component for up to 20 participants who commit to 20 hours of class time each week over a two-year period. The training is offered by an artist-in-residence, who is joined by community leaders, scholars, and other Latina women, who also facilitate in-depth discussions on economics, history, culture and race. The participating women sell their work through the Esperanza Center, and a percentage of the proceeds of the sale of the women's artwork is reinvested in the *MujerArtes* Cooperative.

The Women's Initiative for Self Employment. The Women's Initiative for Self Employment (WI) of San Francisco, CA, is being honored for Excellence in Enhancing Entrepreneurial Skills and as an outstanding model for providing comprehensive bilingual microenterprise development training, consulting and financial services to low and very low-income women in the San Francisco Bay Area. To date, thousands of women have received training and technical assistance services and assistance in starting or expanding businesses from WI, which offers its core curriculum in both English and Spanish. WI offers entrepreneurial training programs, and on-going business development services, such as business plan writing, seminars, one-time workshops, and business financing to graduates of its entrepreneurial training program.

➤ ***Client Profile: Danielle Franklin, Danielle's Touch, Skin & Body Care.*** Seven years ago, Danielle Franklin was suddenly widowed, left alone without any resources, and with a two-year old child. In 1996, while on public assistance, she began coming to Women's Initiative (WI) to gain focus and the technical skills to improve her business development. She also obtained WI financing to relocate her business to a more lucrative part of town. Today, her cosmetics business is booming, and she is able to support her family without outside help. But this success would not have occurred without the support, both technical and financial, that WI provided as Ms. Franklin had no outside resources at the time she approached them. Now, in addition to running her business, Ms. Franklin volunteers her time at WI and helps run mentoring and training sessions.

Women's Opportunity Resource Center. Women's Opportunity Resource Center (WORC) of Philadelphia, PA, was selected to receive a Presidential Award for Excellence in Poverty Alleviation for its success in providing targeted and innovative services to help many low-income and unemployed individuals start microenterprises. With a mission of promoting social and economic self-sufficiency for disadvantaged women and their families, WORC serves women and men by helping them build assets while strengthening basic life skills and business expertise. WORC has been very successful in helping its customers start businesses – over 90

percent of WORC's customers are low-income individuals and nearly 60 percent have household incomes of less than \$20,000.

- ***Client Profile: Nancy Santana, Nancy Santana Cleaning and Maintenance, Inc.*** In 1996, Nancy Santana was on welfare – a single parent with three young children, one born with a disability. She knew she had to make a change, and went to WORC to take up self-employment through their unique entrepreneurial training. Invoking her long experience in cleaning and maintenance, she was able to start her own cleaning business, and was so successful that today she is no longer dependent on welfare, and has 22 employees, many of whom were once on assistance, and some who are disabled. WORC was critical to helping her identify contracts and financing for her business at a time when she had no ability to leverage these resources on her own.

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NOTE TO MEDIA: Digital photos of today's event will be available through the U.S. Department of Treasury. Please contact Deborah Smith at SmithD@cdfi.treas.gov for more information.

January 12, 2001

**PRESIDENTIAL AWARDS FOR EXCELLENCE IN
MICROENTERPRISE DEVELOPMENT CEREMONY**

DATE:	Tuesday, January 16
TIME:	4:30-5:30 PM
LOCATION:	OEOB 450
FROM:	Daniela Nanau

I. PURPOSE

To host an awards ceremony for the recipients of the 1999 Presidential Awards for Excellence in Microenterprise Development.

II. BACKGROUND

On Tuesday, you will host a ceremony in honor of the five organizations that have been awarded the Presidential Awards for Excellence in Microenterprise Development for 1999.

As you know, the Presidential Awards for Excellence in Microenterprise Development were created as one of the commitments made by the United States at the United Nations Fourth World Conference on Women, held in Beijing China in September 1995. The awards reflect an on-going commitment by the Clinton Administration to advance the role that microenterprise development plays in enhancing economic opportunities of all Americans, especially those that lack access to traditional sources of credit such as women, low income people, and minorities.

President Clinton directed the Treasury Department to establish the Presidential Awards, which are administered by the Community Development Financial Institutions (CDFI) Fund, to help bring wider public attention to the important role and successes of microenterprise development in the domestic economy.

As you will recall, the Presidential Award is a non-monetary award program that has recognized the efforts of thirteen microenterprise organizations since its inception in 1996. What follows is a brief description of the five organizations that will be awarded today.

Recipients of the 1999 Presidential Awards for Excellence in Microenterprise Development

Excellence in Poverty Alleviation

Women's Opportunity Resource Center
Philadelphia, Pennsylvania
Lynne Cutler, President

Women's Opportunity Resource Center (WORC) was selected to receive a Presidential Award for Excellence in Poverty Alleviation for its success in providing targeted and innovative services to help many low-income and unemployed individuals start microenterprises. With a

mission of promoting social and economic self-sufficiency for disadvantaged women and their families, WORC serves women and men by helping them build assets while strengthening basic life skills and business expertise. WORC serves Philadelphia and the surrounding counties of Bucks, Chester, Delaware and Montgomery

Over 90% of WORC's customers are low-income individuals and nearly 60% have household incomes of less than \$20,000. Given the economic and social challenges faced by this population, WORC has been remarkably successful in helping its customers start businesses. Each year 40 to 50 percent of customers entering WORC's training program start their own businesses. Virtually all of WORC's customers who had once received public assistance are no longer eligible due to increases in household income or assets. Since it began operating in 1987, WORC has served 780 would-be microentrepreneurs. In 1998 alone, WORC served nearly 300 customers.

Excellence in Developing Entrepreneurial Skills

Women's Initiative for Self Employment

San Francisco, California

Barbara J. Johnson, Executive Director

The Women's Initiative for Self Employment (WI) is recognized as an outstanding model for providing comprehensive bilingual microenterprise development training, consulting and financial services to low and very low-income women in the San Francisco Bay Area. To date, more than 4,000 women have received training and technical assistance services from WI. WI has assisted more than 670 women in starting or expanding a business – two-thirds of whom were low-income when they first came to WI. At the core of WI's success is its rigorous fourteen-week entrepreneurial training program and seven sessions of personal development support. WI also offers on-going business development services, such as business plan writing, seminars, one-time workshops, and business financing to graduates of its entrepreneurial training program.

WI offers its core curriculum in both English and Spanish. Since 1991, WI has provided entrepreneurial training to bilingual and monolingual Latinas, through the Alternativas para Latinas en Autosuficiencia (ALAS) program. The ALAS program offers a comprehensive five-part training curriculum designed for low-income Latinas who have recently settled in the United States. It was created in response to a significant lack of culturally and linguistically relevant community development services available to entrepreneurial Latinas. Many of the ALAS customers had little or no formal education and limited experience running a business in the United States prior to attending ALAS classes.

Excellence in Program Innovation

Center for Economic Options

Charleston, West Virginia

Pam Curry, Executive Director

The Center for Economic Options (CEO) provides a comprehensive set of business support services to economically distressed West Virginia residents, particularly women. CEO was

selected to receive the Presidential Award for Program Innovation because of its success in developing strategies to meet the unique needs of microentrepreneurs who live in isolated rural communities. CEO serves as a model for other rural communities that face similar economic challenges associated with a scarcity of quality employment opportunities. CEO uses a holistic approach to assist microentrepreneurs by providing access to information, business training, technical assistance, and management, financial and marketing resources. The program targets customers who want to participate in the market economy, but who have little history of gainful employment, few employment opportunities, or unrealized entrepreneurial potential. With a change of mission to exclusively focus on microenterprise development, the Center served nearly 900 current and prospective entrepreneurs in 1999.

CEO's creation of sectoral networks is a key innovation. These networks are groups of very small rural businesses that cooperatively access training and marketing services. CEO has organized and supported sectoral networks engaged in home-based machine knitting, dried flower production, forest products, herbs, specialty agricultural products, and environmental tourism. CEO's most well known network evolved into a nonprofit organization known as Appalachian by Design. A new CEO innovation is the creation of regional road show events. CEO brings its services to the customer as a strategy to meet the unique needs of entrepreneurs who reside in rural mountain communities located far from urban centers and training.

Excellence in Public or Private Support for Microenterprise Development

Ms. Foundation for Women

New York, New York

Anna Wadia, Senior Program Officer

The Ms. Foundation for Women was selected for a Presidential Award for its long-term commitment to the microenterprise development field. Through an integrated, comprehensive set of initiatives, including the direct training of 2,000 women in microenterprise development via its Institute on Women and Economic Development, a Peer-to-Peer Assistance program for the sharing of expertise among some 25 microenterprise development organizations, and the dissemination of practitioner lessons learned through study and publication, the Foundation has been an effective supporter and promoter of microenterprise.

Importantly, the Foundation's Collaborative Fund for Women's Economic Development (Collaborative Fund) has created a unique partnership among 28 foundations, corporations, and individuals that have pooled their resources to support microenterprise development organizations (MDOs) across the country. Since 1991, the Collaborative Fund has provided over \$4 million in multi-year grants and technical assistance to MDOs, and has significantly enhanced the overall funding environment by attracting new categories of donors, such as family foundations, to contribute to MDOs. Many have never supported microenterprise efforts before. Finally, the Collaborative Fund provides seed money to MDOs to experiment with new program strategies – such as working with welfare recipients. The success of these MDOs has played a key role in attracting new federal funding.

Excellence in Program Innovation
Partners for the Common Good 2000
San Antonio, Texas
Sister Carol Coston, O.P.

Working quietly and with little public fanfare, the Partners Group, Inc. created Partners for the Common Good 2000 (PCG 2000) in 1994 with \$7.9 million from 99 religious institutions. The Partner's Group is a wholly owned subsidiary of the New York-based Christian Brothers Investment Services, and they have played a pioneering role in the field of alternative investing and community development finance.

PCG 2000 was selected to receive a Program Innovation award because its unique limited partnership model demonstrates a new type of vehicle through which investor capital can be raised to support microenterprise. Structured as a six-year limited partnership, PCG 2000 makes low-interest loans and deposits to support microenterprise organizations and credit unions engaged in microenterprise lending and low-income housing. Although other microenterprise organizations have obtained support from religious investors, PCG is the first group to organize a private sector venture capital vehicle to attract and manage investments in microenterprise. PCG uses social screens to select organizations to receive investments. These screens include benefiting women and minorities, creating jobs and increasing the wages of low-income people, and leveraging private investment. PCG's commitment to social justice has translated into a program that is high impact, financially self-sustaining, and replicable. This is an outstanding example of an innovative program and is one of the best-kept secrets of the microenterprise field.

Recent Clinton Administration Accomplishments in Microenterprise Development

- **Created Community Development Financial Institutions.** In September 1994, the President signed legislation creating the Community Development Financial Institutions (CDFI) Fund, a Clinton campaign proposal to support specialized financial institutions serving often-overlooked customers and communities. The Fund has certified over 400 CDFIs. It has provided over \$427 million to match investments in CDFIs and to encourage traditional financial institutions to increase their lending, investment and services in under-served markets.
- **Providing Loans and Technical Assistance through the MicroLoan Program.** The MicroLoan program combines the resources and experience of the Small Business Administration with those of locally based nonprofit organizations to provide small loans and technical assistance to small business owners. To date, SBA has not experienced any defaults on the direct microloan program, suggesting that the technical assistance has had a positive impact. In 1999 alone, SBA provided counseling and technical help to more than 900,000 small businesses, and the Administration intends to increase that number to 1.2 million in 2001 -- a 300,000 increase since 1993. [Small Business Administration, The Facts About...the MicroLoan Program for Entrepreneurs; FY 2001 Budget, p. 217]

- **Program for Investments in Microentrepreneurs (PRIME) Act of 2000.** On December 21, 2000, President Clinton signed into law legislation that granted a near-historic level of funding support for U.S. Small Business Administration (SBA) programs and authorized the PRIME Act which will provide \$20 million for microenterprise technical assistance through competitive grants to microenterprise development organizations that focus on low-income entrepreneurs.
- **The Microenterprise for Self-Reliance and International Anti-Corruption Act of 2000.** On October 19, 2000, President Clinton signed into law a bill guaranteeing millions of families around the world unprecedented access to economic opportunity through this landmark legislation. The law authorizes \$155 million in Fiscal Years 2001 and 2002 for microenterprise development programs around the world. The funds will support the institutional development of programs that provide credit, savings facilities, insurance, business training and other services to entrepreneurs. Fifty percent of these resources will focus on programs serving the very poor and women.

III. SEQUENCE OF EVENTS

Briefing Participants

Melanne Verveer

Meet and Greet Participants

Secretary Lawrence Summers, Department of the Treasury

Aida Alvarez, Administrator, Small Business Administration

Fred Hockberg, Deputy Administrator, Small Business Administration

Members of Congress TBD

Maurice Jones, Director, Community Development Financial Institutions Fund (CDFI)

Awardees:

Center for Economic Options (Charleston, WV)

Pam Curry, Executive Director, Center for Economic Options

Rich Zelik, Board Chair, Center for Economic Opportunity

Charlotte Chandler, Owner, Honey of an Herb Farm

Ms. Foundation

Marie Wilson, President, Ms. Foundation, New York, NY

Sara Gould, Executive Director, Ms. Foundation, New York, NY

Anna Wadia, Director of Programs, Ms. Foundation, New York, NY

Marea Washington, Owner of a childcare business, Lowell, MA

Partners for the Common Good 2000 (San Antonio, TX)

Sr. Carol Coston, OP, Director Partners for the Common Good 2000

Sr. Patricia Siemen, OP, Former Vicarress of the Adrian Dominican Sisters

Graciela Sanchez, Executive Director, Esperanza Center

Women's Initiative for Self Employment (San Francisco, CA)

Barbara Johnson, Executive Director & Co-Founder, Women's Initiative for Self Employment

Paulette Meyer, Board Chair & Co-Founder, Women's Initiative for Self Employment

Danielle Franklin, Owner, Danielle's Touch, Skin & Body Care

Women's Opportunities Resource Center (Philadelphia, PA)

Lynne Cutler, President, Women's Opportunities Resource Center

Rochelle Massarella, Treasurer, Women's Opportunities Resource Center

Nancy Santana, Owner, Nancy Santana Cleaning and Maintenance, Inc.,

Program

- **YOU** will proceed to hold where Maurice Jones will formally introduce each award recipient to **YOU** and Secretary Summers.
- **YOU** and Secretary Summers, accompanied by awardees, are announced off-stage.
- **YOU** proceed to podium, make welcoming remarks and introduce Nancy Santana.
- Ms. Santana makes remarks and introduces Secretary Summers.
- Secretary Summers makes brief remarks, reads the citation of each award and distributes awards.
- **YOU** help with the distribution of awards and take one picture with each awardee group.
- **YOU** make closing remarks and invite guests to reception in the Indian Treaty Room.
- **YOU** depart.

IV. PRESS PLAN

Open Press.

V. REMARKS

To be provided by Laura Schiller.

VI. ATTACHMENTS

- Biographies of Awardees' customers
- Letter to HRC from Ms. Carolyn McKecuen, Partners 2000
- HRC Microenterprise Accomplishments

Line-up of Award Recipients for Meet & Greet with FLOTUS

NOTES:

- (1) Maurice Jones, Director of the CDFI Fund, will formally introduce each of award recipients and their guests to the FLOTUS and Secretary;*
- (2) The individuals marked with an asterisk (*) are the representatives from the awarded organizations that will be seated on stage to accept the award; and*
- (3) The Individual marked with a pound sign (#) is the entrepreneur who will seated on stage to introduce Secretary Summers.*

GROUP 1 – **Center for Economic Options** (Charleston, WV)

Pam Curry *
Executive Director
Center for Economic Options

Rich Zelik
Board Chair
Center for Economic Opportunity

Entrepreneur: Charlotte Chandler
Owner
Honey of an Herb Farm

GROUP 2 – **Ms. Foundation** (New York, NY)

Marie Wilson *
President
Ms. Foundation

Sara Gould
Executive Director
Ms. Foundation

Anna Wadia
Director of Programs
Ms. Foundation

Entrepreneur: Marea Washington
Owner of a home-based childcare business in Lowell, MA
(Graduate of Acre Family Day Care, Inc.)

GROUP 3 – Partners for the Common Good 2000 (San Antonio, TX)

Sr. Carol Coston, OP *
Director
Partners for the Common Good 2000

Sr. Patricia Siemen, OP
Former Vicareess of the Adrian Dominican Sisters

Entrepreneur: Graciela Sanchez
Executive Director
Esperanza Center

GROUP 4 – Women’s Initiative for Self Employment (San Francisco, CA)

Barbara Johnson *
Executive Director & Co-Founder
Women’s Initiative for Self Employment

Paulette Meyer
Board Chair & Co-Founder
Women’s Initiative for Self Employment

Entrepreneur: Danielle Franklin
Owner
Danielle’s Touch, Skin & Body Care

GROUP 5 – Women’s Opportunities Resource Center (Philadelphia, PA)

Lynne Cutler *
President
Women’s Opportunities Resource Center

Rochelle Massarella
Treasurer
Women’s Opportunities Resource Center

Entrepreneur: Nancy Santana #
Owner
Nancy Santana Cleaning and Maintenance, Inc.

SCHEDULE FOR HILLARY RODHAM CLINTON
TUESDAY, JANUARY 16, 2001

- 1 -

FINAL*

WASHINGTON, DC

SCHEDULER:	ERIKA LAWS	
	202/456-5373	PHONE
	202/456-5340	FAX
	301/586-0588	HOME
	SKY PAGER	1151520

PREV RON	The White House
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1:30 pm -
2:00 pm

DROP BY (OPTIONAL)

Oval Office
Staff contact: Karen Trammatano
CLOSED PRESS

FORMAT:

- HRC and POTUS discuss with Karen the architect's plans for POTUS' office in New York.
- Upon conclusion, HRC departs en route the Residence.

4:20 pm-
4:25 pm

**HOLOCAUST ASSET COMMISSSION AND
MEMORIAL MUSEUM PHOTO OPPORTUNITY**
Oval Office
WHITE HOUSE PHOTO

NOTE: POTUS will attend

FORMAT:

- HRC and POTUS will pose for group photo.
- HRC departs en route briefing.

PARTICIPANTS: Approximately 20 guests

4:25 pm

BRIEFING
Oval Office
Staff Contact: Melanne Verveer
CLOSED PRESS

SCHEDULE FOR HILLARY RODHAM CLINTON
TUESDAY, JANUARY 16, 2001

- 2 -

NOTE: HRC is briefed on the walk over to the OEOB.

4:30 pm-
5:25 pm

MICROCREDIT AWARDS

OEOB Room 450

Staff Contact: Melanne Verveer

OPEN PRESS/WH PHOTO/TREASURY PHOTO

NOTE: The Department of Treasury is video taping the event.

GREETERS:

Maurice Jones, Director of CDIF Fund

Center for Economic Options

(Charleston, WV)

Pam Curry, Executive Director, Center for Economic Options

Rich Zelik, Board Chair, Center for Economic Opportunity

Charlotte Chandler, Owner, Honey of an Herb Farm

Ms. Foundation

Marie Wilson, President, Ms.

Foundation, New York, NY

Sara Gould, Executive Director, Ms. Foundation, New York, NY

Anna Wadia, Director of Programs, Ms. Foundation, New York, NY

Marea Washington, Owner of a childcare business, Lowell, MA

Partners for the Common Good 2000 (San Antonio, TX)

Sr. Carol Coston, OP, Director Partners for the Common Good 2000

Sr. Patricia Siemen, OP, Former Vicareess of the Adrian Dominican Sisters

Graciela Sanchez, Executive Director Esperanza Center

SCHEDULE FOR HILLARY RODHAM CLINTON
TUESDAY, JANUARY 16, 2001

- 3 -

Women's Initiative for Self Employment

(San Francisco, CA)

Barbara Johnson, Executive Director &
Co-Founder, Women's Initiative for Self
Employment

Paulette Meyer, Board Chair & Co-
Founder, Women's Initiative for Self
Employment

Danielle Franklin, Owner, Danielle's
Touch, Skin & Body Care

Women's Opportunities Resource Center

(Philadelphia, PA)

Lynne Cutler, President

Women's Opportunities Resource Center

Rochelle Massarella, Treasurer

Women's Opportunities Resource Center

Nancy Santana, Owner

Nancy Santana Cleaning and Maintenance,
Inc.,

Lawrence Summers, Secretary of Treasury

Aida Alvarez, Administrator of Small
Business Administration

Fred Hockberg, Deputy Administrator,
Small business Administration

Members of Congress TBD

PROCEED to Hold

FORMAT:

- Off stage announcement of HRC,
Secretary Lawrence Summers,
Department of Treasury and 5
awardees.
- HRC proceeds to podium, Secretary
Summers and awardees are seated on
stage.
- HRC delivers remarks.
- HRC introduces Nancy Santana, owner
of Nancy Santana Cleaning and
Maintenance, Inc.
- Nancy Santana delivers remarks, and
introduces Secretary Summers.
- Secretary Summers delivers remarks.

SCHEDULE FOR HILLARY RODHAM CLINTON
TUESDAY, JANUARY 16, 2001

- 4 -

FORMAT CONTINUED:

- HRC stands as Secretary Summers reads citation and presents it to awardee.

[**NOTE:** Each awardee shakes HRC's hand and is presented the citation]

- HRC, awardee and Secretary Summers pose for single picture (in that order).
- After final awardee, Secretary Summers is seated, and HRC returns to podium.
- HRC delivers closes program.
- HRC departs.

5:30 pm-
6:30 pm

VITAL VOICES MEETING

Blue Room
CLOSED PRESS

NOTE: HRC will be briefed by Melanne Verveer.

PARTICIPANTS: Approximately 12 guests

RON

The White House

Weather in Washington, DC: Partly cloudy. High - 46, Low - 33.

from the office of
Senator Edward M. Kennedy
of Massachusetts

**SENATE APPROVES LEGISLATION BY SENATOR KENNEDY
TO SUPPORT MICROENTREPRENEURS**

May 7, 1999

For Immediate Release
Contact: Will Keyser
(202) 224-2633

In deliberations today on the Financial Services Modernization Act of 1999, the Senate approved legislation introduced by Senator Edward M. Kennedy, the Program for Investment in Microentrepreneurs (PRIME) Act of 1999.

The PRIME Act will provide \$60 million over the next four years to support education and training for new and aspiring micro-entrepreneurs. The Treasury Department's Community Development Financial Institutions Fund, the Administration's lead agency for micro-enterprise activities across the country, will administer this cutting-edge program.

The PRIME Act will support micro-entrepreneurs through three targeted initiatives:

- Provide grants for micro-enterprise organizations across the country to assist disadvantaged and low-income entrepreneurs and provide them with essential training and education.
- Encourage the development of new micro-enterprise organizations, and expand existing ones to reach more micro-entrepreneurs.
- Sponsor research on the most innovative and successful ways of encouraging these new businesses and enabling them to succeed.

Senator Kennedy first introduced the PRIME legislation in Chelsea last February, in recognition of the great need of new entrepreneurs for education, training and capital investment. Kennedy envisioned the PRIME program as a means to help entrepreneurs bridge the gap between worthwhile ideas and successful businesses.

"I am pleased that we have been able to get the PRIME Act approved by the Senate," said Senator Kennedy. "In this period of record economic growth, we must insure that aspiring entrepreneurs have the tools they need to start and build their own businesses. Pete Domenici of New Mexico and I have worked hard together on this program, which will support the training and education that is so critical in helping turn good ideas into successful businesses. We will continue to work with our colleagues in the House to see that this important legislation is signed into law before the end of the year."

before the end of the year."

-30-



Helping Small Business Succeed SBA's FY 2001 Budget Request

Highlights

President Clinton's New Opportunity Agenda for FY 2001 seeks to fund a record level of small business loans, venture capital and technical assistance.

The President's balanced approach to the FY 2001 budget offers the American people a sound, responsible proposal for modest tax cuts, for key investments in health care, education and economic growth and the elimination of the national debt by 2013 – a prospect considered impossible just a few years ago. The proposed budget maintains the fiscal discipline that has brought Americans unprecedented prosperity, and gives small businesses the tools to extend that prosperity into the future.

For small businesses and for the SBA, this is a great budget. In keeping with the President's New Opportunity Agenda, the proposed SBA budget provides increased opportunities for individuals and communities in New Markets, so that all Americans can use our services and support.

Beyond that, the budget provides funding for SBA's program of assistance to disaster victims, for federal contract procurement assistance and for continuing to transform the SBA into a 21st century leading edge institution.

This budget represents an unprecedented investment in the talent, drive and entrepreneurial spirit of Americans. It will help SBA accomplish its basic mission: building communities, one small business at a time.

FY 2001 BUDGET SPECIFICS:

Access to Capital:

- \$11.5 billion in loans to small businesses under SBA's flagship Section 7(a) General Business Loan Guaranty program, compared to \$9.8 billion in loans available in FY 2000. With a proposed subsidy rate of 1.24 percent, SBA can accomplish this level of lending with an appropriation of just \$142.6 million.
- To increase the number of small loans, SBA will increase the guaranty on loans \$150,000 and under to 90 percent, and simplify the guaranty fee structure for all loans.
- \$3.75 billion in loans to small businesses under the Section 504 Certified Development Company debenture program. SBA would reduce fees on this self-funded loan program for the fourth consecutive year, from .60 percent in FY 2000 to .472 percent for FY 2001.

- \$2.5 billion in small business venture capital funding for SBA-backed Small Business Investment Companies (SBICs), compared to \$2.2 billion in authorized funding for FY 2000. SBICs combine the funds with their own private capital to finance equity investments in small businesses.
- \$150 million in targeted venture capital funding for the New Markets Venture Capital (NMVC) Program, compared to \$40 million in funding appropriated in FY 2000. These funds would be accompanied by \$30 million in technical assistance for small businesses financed by NMVCs, compared to \$9 million appropriated for FY 2000.
- \$60 million in loans to small businesses under the Microloan program, compared to \$30 million in FY 2000. SBA also intends to dramatically increase the number of intermediary lenders in the program. This new lending authority would be accompanied by \$45 million in technical assistance to Microloan borrowers.

Business Development Assistance:

- \$88 million in counseling, training and business development assistance to small businesses under the Small Business Development Center (SBDC) program. This compares to \$84.5 million appropriated in FY 2000. \$3 million of the total will fund SBDCs in Native American communities.
- \$10 million in business development assistance to small businesses located in Empowerment Zones with the One-Stop Capital Shop network, compared to \$3.1 million appropriated in FY 2000. This level of funding will support the existing centers, plus add 17 new locations.
- \$5 million in counseling, training and business development assistance to small businesses under the Service Corps of Retired Executives (SCORE) program, compared to \$3.5 million appropriated in FY 2000.
- \$700,000 in business development assistance to small businesses under the Business Information Centers program, compared to \$500,000 appropriated in FY 2000. The funding level would support the existing centers, plus add up to 8 new centers in FY 2001, for a total funded network at the end of FY 2001 of 84 locations.
- \$3.5 million in business development assistance to small businesses wishing to export through the U.S. Export Assistance Center (USEAC) program. This compares to \$3.1 million appropriated in FY 2000.
- \$15 million in technical assistance to entrepreneurs in distressed areas, rural and inner city communities, and microloan capacity building under the Program for Investment in Micro-Entrepreneurs (PRIME).
- \$15 million in funding to support the commercialization of successful Small Business Innovation and Research (SBIR) award projects, under a three-year pilot program.

- \$5 million to educate and train small business on electronic commerce and increase their use of the internet and other electronic means of commerce.
- \$6.6 million to support a mentor-protégé program to link the business expertise of successful large businesses with emerging small businesses under the BusinessLINC program, compared to \$1.5 million appropriated in FY 2000.

Advocacy for Small Business:

- \$1.5 million for Office of Advocacy research and database, compared to \$1.1 million in FY 2000.
- \$500,000 for the Office of the National Ombudsman, which directs the Regulatory Fairness program under the Small Business Regulatory Enforcement Fairness Act of 1996.

Procurement Assistance:

- \$5 million to expand procurement opportunities for small businesses in Historically Underutilized Business Zones (HUBZones). This compares to \$2 million appropriated in FY 2000.
- \$1.7 billion in surety bonds to small business. No appropriation is needed to support this program level due to sufficient carryover funding from FY 2000 and current year income.
- \$5 million in technical assistance and executive training to 8(a) firms and small businesses in areas of high unemployment or low income, including HUBZones, under the Section 7(j) program. This compares to \$3.6 million appropriated in FY 2000.
- \$750,000 to operate and expand the PRO-Net small business database system.

Disaster Assistance:

- \$871 million in low-interest loans to victims of disasters. This represents the five-year average level of lending to disaster victims.

Women-Owned Businesses:

- \$12 million in business development assistance to women business owners under the Women's Business Center program. This compares to \$9 million appropriated in FY 2000. This level of funding would support the existing centers, plus add 13 new centers in FY 2001, for a total funded network at the end of FY 2001 of 81 centers.
- \$1 million for the activities of the Women's Business Council. This compares to \$600,000 appropriated in FY 2000.
- \$1 million to transfer to the Department of Commerce to support the Survey of Women Business as part of the Census. This compares to \$790,000 appropriated in FY 2000.

Veteran-Owned Businesses:

- \$4 million for grants, business development and other forms of assistance to veterans through the implementation of the Veteran's Entrepreneurship and Small Business Development Act. This compares to \$615,000 appropriated for grants in FY 2000.

Native American-Owned Businesses:

- \$3 million in counseling, training and business development assistance to Native American communities through a Native American Small Business Development Center network.
- \$1.5 million for technology tools, research capabilities, and on-site help and assistance to individuals in Native American communities through the 17 Tribal Business Information Centers.
- \$1.25 million of the \$6.6 million requested under the BusinessLINC program to support a mentor-protégé program to link the business expertise of successful large businesses with emerging Native American small businesses.

SBA's Modernization:

- \$24 million to continue the SBA's transformation into a 21st century leading-edge institution, including modernizing the agency's systems and processes, developing state-of-the-art risk management and internal control systems and ensuring first-class customer service, including:
 - \$13 million for systems modernization.
 - \$7 million to upgrade SBA's information technology infrastructure.
 - \$4 million for staff retraining and relocation.

SBA's Operating Budget:

- \$452.5 million for SBA's operating budget. This includes \$301 million for regular operations, \$27.5 million for administrative initiatives, and \$124 million for direct disaster loan-making and servicing. The budget fully funds SBA's operating budget, including normal inflation and employee pay raises.

The total new budget authority proposed for the SBA is \$1.06 billion, compared to \$877 million appropriated by the Congress for FY 2000, reduced to \$873.7 million by rescission.

HELPING SMALL BUSINESS SUCCEED

SBA'S FY 2001 Budget Request

(\$ in thousands)	FY 1999 <u>Actual</u>	FY 2000 <u>Appropriated</u>	FY 2001 <u>Request</u>	Change FY 00-01
Access to Capital				
Section 7(a) Business Loans	9,471,094	9,752,759	11,500,000	1,747,241
Section 504 Development Co. Debentures	1,979,136	3,000,000*	3,750,000	750,000
SBIC Debentures	352,030	450,000*	500,000	50,000
SBIC Participating Securities	1,015,190	1,367,778	2,000,000	632,222
New Market Venture Capital Debentures	0	40,000	150,000	110,000
New Market Venture Capital Technical Asst.	0	9,000	30,000	21,000
Microloans	14,351	29,532	60,000	30,468
Microloan Technical Assistance	19,148	23,200	45,000	21,800
Other (DELTA, Micro Gty, Y2K)	45,356	59,952	49,944	(10,008)
Business Development Assistance				
Small Business Development Centers	89,817	84,500	88,000	3,500
One Stop Capital Shops	3,100	3,100	10,000	6,900
SCORE	3,660	3,500	5,000	1,500
Business Information Centers	700	500	700	200
United States Export Asst. Centers	3,100	3,100	3,500	400
PRIME Technical Assistance	0	0	15,000	15,000
Phase III SBIR Funding	0	0	15,000	15,000
Electronic Commerce	0	0	5,000	5,000
BusinessLINC	0	1,500	6,600	5,100
Advocacy for Small Business				
Advocacy Research and Database	800	1,100	1,500	400
National Ombudsman	524	500	500	0
Procurement Assistance				
HUBZones	2,000	2,000	5,000	3,000
Surety Bonds	420,988	1,672,000	1,672,000	0
7(j) Technical Assistance	2,600	3,600	5,000	1,400
PRO-Net Small Business Database	363	500	750	250
Disaster Assistance				
Disaster Loans	762,196	1,050,937	871,134	(179,803)
Women-Owned Businesses				
Women's Business Centers	8,000	9,000	12,000	3,000
National Women's Business Council	600	600	1,000	400
Census Survey of Women Business	750	790	1,000	210
Veteran-Owned Businesses				
Veteran's Assistance	733	615	4,000	3,385
Native American-Owned Businesses				
Native American SBDC Network (also included above)	0	0	3,000	3,000
Tribal Business Information Centers	0	0	1,500	1,500
BusinessLINC (also included above)	0	0	1,250	1,250
SBA Systems Modernization	7,989	8,000	13,000	5,000
*SBA's estimate of volume for FY 2000				



NEWS

RELEASE

PRESS OFFICE

Release Date: December 22, 2000
6740

Contact: Mike Stamler (202) 205-

Release Number: 00-113

Internet Address: <http://www.sba.gov/news/indexheadline.html>

PRESIDENT SIGNS SBA REAUTHORIZATION AND BUDGET BILLS FOR FY 2001

Bills Add New Markets Venture Capital Program, Improve Incentives for Smaller Loans, Maintain High Funding Levels for SBA Programs

WASHINGTON – President Clinton signed into law legislation Thursday that provides a near-historic level of funding support for U.S. Small Business Administration (SBA) programs, and authorizes a New Markets Venture Capital program to invest in small businesses in low-income areas.

The budget and reauthorization bills were adopted by Congress on the closing day of the 106th Congress. The appropriations package is subject to a rescission of 0.22 percent, and the SBA is developing a plan for meeting the required reductions.

The reauthorization legislation adds a New Markets Venture Capital program, expands the Microloan program, greatly simplifies the loan guaranty fee structure and adopts SBA-backed incentives to lenders to make more of the smaller loans that newer and smaller entrepreneurs need.

The budget agreement appropriates \$901.5 million for agency programs, providing funds for \$10.4 billion in Section 7(a) guaranteed loans, \$3.75 billion in Certified Development Company loans, and nearly \$2.7 billion in venture capital assistance, including \$152 million for the New Markets Venture Capital companies.

SBA Administrator Aida Alvarez called the legislation “**a great package for the SBA and for small businesses. It will help us open the doors of economic opportunity to all Americans, to economically disadvantaged urban and rural New Markets communities, to minorities and women and other entrepreneurs who have not yet shared in our nation’s great economy.**”

“**Since the start of fiscal year 1993, the SBA has backed almost \$85 billion in loans and \$20 billion in venture capital to small businesses, more than in the agency’s entire 40-year history before that time,**” Administrator Alvarez said. “**We have increased our assistance to New Markets entrepreneurs to the point where last year, in fy 2000, loans to minorities amounted to nearly 30 percent of total SBA loan volume.**”

00-113 / Page Two

“With this legislation, we will be able to keep on making available to all of America’s entrepreneurs the capital, the technical assistance and the tools they need to continue their lasting contribution to the nation’s economy,” said Administrator Alvarez. **“This would not have been possible without the cooperation between the Clinton Administration and Congress – especially the leadership of the House and Senate Small Business Committees. Their shared commitment to a growing and vibrant small business sector is truly noteworthy.”**

The New Markets Venture Capital (NMVC) program will combine venture capital investments with expert technical assistance to small businesses in low-income urban and rural areas. This will be the first time SBA has been able to provide funding for technical assistance in connection with a venture capital program.

Under the new program, SBA will license 10 to 20 new NMVCs to invest in these small businesses, combining \$152 million in SBA funding with \$100 million in private sector funding to create an investment pool of more than \$250 million. The bill also provides \$30 million in matching funds to pay for technical assistance for small businesses.

Besides authorizing the NMVC program and BusinessLINC, a mentoring program for New Markets companies, the reauthorization package made a number of changes sought by the SBA in the 7(a) loan program.

The most significant changes were to the 7(a) General Business Loan Guaranty program. The bill raises the guaranty percentage to 85 percent for loans up to \$150,000, and greatly simplifies the guaranty fee structure. Both changes will make it easier for lenders to make smaller loans under \$150,000. The bill also establishes prepayment fees, increases the maximum SBA loan guaranty to \$1 million and, for the first time, sets a maximum gross loan limit at \$2 million.

The reauthorization package also:

- Increases the maximum size for loans in the 504 program to \$1 million;
- Increases the maximum size for Microloans from \$25,000 to \$35,000, and allows SBA to continue expanding the number of lenders in the program;
- Authorizes federal savings associations to invest in small business investment companies;
- Increases the maximum size of surety bonds to \$2 million;
- Authorizes reserving federal contracts under certain conditions for economically disadvantaged women-owned small businesses.

Highlights of the budget bill include:

Access to Capital:

- \$10.4 billion for SBA-guaranteed loans under the 7(a) General Business Loan Guaranty program;
- \$3.75 billion in SBA-backed loans under the 504 Certified Development Company program;
- \$2.7 billion in venture capital assistance under the Small Business Investment Company (SBIC) programs, including \$152 million for New Market Venture Capital Companies, and \$30 million in technical assistance;

00-113/Page Three

- \$26 million in loans under the Microloan program, and \$20 million in technical assistance for Microloan borrowers;
- \$15 million in technical assistance for individuals, small businesses and micro-enterprise lenders under the Program for Investment In Micro-Entrepreneurs.

Business Development Assistance:

- \$88 million for Small Business Development Centers;
- \$3.1 million for the One Stop Capital Shop network;
- \$3.75 million for the Service Corps of Retired Executives (SCORE);
- \$500,000 for Business Information Centers;
- \$3.1 million to U.S. Export Assistance Centers;
- \$3.5 million for the Drug Free Workplace Initiative;
- \$5 million under the Small Business Innovation Research program for technical assistance to small business participants in the program;
- \$7 million for BusinessLINC – a New Markets initiative linking large and small businesses in mentoring and direct technical assistance relationships.

Advocacy for Small Businesses:

- \$1.1 million for the Office of Advocacy research and database;
- \$500,000 for the Office of the National Ombudsman.

Procurement Assistance:

- \$2 million for HUBZones;
- \$1.67 billion in surety bonding;
- \$3.6 million for the Section 7(j) technical assistance program;
- \$500,000 for SBA's PRO-Net system.

Disaster Assistance:

- \$1 billion in loans for disaster victims.

Women-Owned Businesses:

- \$12 million to support an expanded Women's Business Center network;
- \$750,000 for the Women's Business Council;

Veteran-Owned Businesses:

- \$4 million for the National Veteran's Business Development Corporation.

Agency Modernization:

- \$8 million for systems modernization;
- \$2 million for workforce training and development.

Inspector General

- \$12.4 for the Office of the Inspector General.

For more information about all of SBA's programs for small businesses, call the SBA Answer Desk at 1-800 U ASK SBA, or visit the SBA's extensive Web site at www.sba.gov.

##

January 11, 2000

MEMORANDUM FOR LISEL LOY AND ADAM ROSMAN

FROM: MELANNE VERVEER

**SUBJECT: PRESIDENTIAL AWARDS FOR EXCELLENCE IN
MICROENTERPRISE DEVELOPMENT**

On Tuesday, January 16, the First Lady and Secretary Summers will be awarding the 1999 Presidential Awards for Excellence in Microenterprise Development. We would like to present each award-winning organization with a certificate in a portfolio as part of the awards ceremony.

Following are the five 1999 awardees as they should be listed on the certificates. Please call Ruby Shamir (x66266) with questions.

Center for Economic Options

For Excellence in Program Innovation

Partners for the Common Good

For Excellence in Program Innovation

Ms. Foundation for Women

For Excellence in Public or Private Support for Microenterprise Development

Women's Initiative for Self Employment

For Excellence in Enhancing Entrepreneurial Skills

Women's Opportunity Resource Center

For Excellence in Poverty Alleviation

Additionally, due to an office fire, one organization that received an award last year lost its certificate. If possible, we would like to give a new certificate to:

The Institute for Social and Economic Development

For Excellence in Poverty Alleviation

[February 5, 1999 was the date of the last awards ceremony]

January 11, 2001

MEMORANDUM FOR PRESIDENTIAL FOOD SERVICE COORDINATOR

FROM: MELANNE VERVEER, room 100, x66266

SUBJECT: REQUEST FOR MESS CATERED FUNCTION

Following is a request for Mess catering for a reception for an event being held by the First Lady.

The event will take place at 5:15pm – 7:00pm on Tuesday, January 16, 2001 in the Indian Treaty Room. It is a reception for approximately 130 guests, and the First Lady may attend.

Please provide the following items for 130 guests:

Fruit Plate
Vegetable Plate
Cheese and Cracker Plate

Mini Vegetable Eggrolls
Assorted Mini Quiche
Breaded Chicken Fingers
Mini Beef Kabobs

Mini Chocolate Chip Cookies
Mini Oatmeal Raisin Cookies

January 10, 2001

To: Ruby Shamir, Office of the First Lady
From: Karen Mocker, External Affairs Officer
CDFI Fund
Re: Presidential Awards ceremony January 16, 2001

Hello, Ruby,

We haven't had a chance to meet yet, but I am the new External Affairs Officer at the CDFI Fund. Enclosed please find materials that we have assembled for the January 16, 2001 Presidential Awards for Excellence in Microenterprise Development ceremony, which we hope will be of help in your preparations.

These include:

Items already electronically sent, but with hard copy additional information:

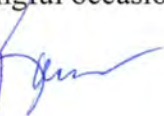
1. Suggested language for awardee certificates, along with a photograph of one such certificate from the last awards ceremony.
2. Suggested language for blurbs about awardees to be included in the ceremony program, and one sample of the last ceremony's program, which I would appreciate having returned following your review of it.

And:

3. Full length updated profiles on each awardee.
4. Abbreviated profiles on each awardee.
5. Biographical sketches on borrowers from each awardee.
6. List of known legislators per awardee.

I am hopeful that you have received by fax and electronically our invitation lists, and the photographs of the borrowers, but if you have questions about these, or any of the above, please call me at any time. I can be reached at 622-8401 or by cell, 345-7449.

Thanks so much for putting this event together. I know it will be an exciting and meaningful occasion for our awardees!

Karen 

Cc: Maurice Jones

To: Ruby Shamir
From: Maurice Jones, CDFI Fund
Re: Draft Statements for suggested Certificate language
Presidential Awards – January 16, 2001

All certificates begin:

The President of the United States of America
presents the
Presidential Award for Excellence
in Microenterprise Development
to

Followed by each awardee's name and category of award, as follows (see sample on photo attached):

Women's Initiative for Self Employment
for
Excellence in Enhancing Entrepreneurial Skills

Women's Opportunity Resource Center
for
Excellence in Poverty Alleviation

Center for Economic Options
for
Excellence in Program Innovation

Partners for the Common Good
for
Excellence in Program Innovation

Ms. Foundation for Women
for
Excellence in Public or Private Support for Microenterprise Development

PHOTOCOPY
PRESERVATION

P49828-1X
3X Jan 1997



Clinton Library Transfer Form

Case #, if applicable	2013-0534-S	Accession #		
Collection/Record Group	Clinton Presidential Records	Series/Staff Name	Melanne Verveer	
Subgroup/Office of Origin	First Lady's Office	Subseries		
Folder Title	Microcredit 1999, 2001 Awards	OA Number	24341	Box Number
Description of Item(s)	Official White House Photograph of President Clinton presenting an award dated 30 January 1997 [P49828-10] Stored in AV regular storage on 12-5-9-5			

Donor Information

Last Name:		First Name:		Middle Name:		Title:	
Affiliation:			Phone (Wk):		Phone (Hm):		
Street:		City:		State (or Country):		Zip:	

Transferred to:	Audio/Visual Department
Other (Specify):	

Transferred by:	Dan Brogden
Transfer Point	During Processing

Date of Tranfer	4/24/2013
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Presidential Awards for Excellence in Microenterprise Development

Excellence in Poverty Alleviation

Women's Opportunities Resource Center

Location: Philadelphia, Pennsylvania
Program Type: Training, technical assistance, loans, individual development accounts.
Service Area: Philadelphia and Bucks, Chester, Delaware and Montgomery Counties
Target Market: Low-income or underemployed individuals, displaced workers
Contact: Lynne Cutler, President
(215) 564-5500

Women's Opportunities Resource Center (WORC) was selected to receive a Presidential Award for Excellence in Poverty Alleviation for its success in providing targeted and innovative services to help many low-income and unemployed individuals start microenterprises. With a mission of promoting social and economic self-sufficiency for disadvantaged women, WORC helps its customers by building assets while strengthening basic life skills and business expertise.

Over 80% of WORC's customers are low-income individuals. Given the economic and social challenges faced by this population, WORC has been remarkably successful in helping its customers start businesses. Each year, 40 to 50 percent of customers entering WORC's training program start businesses. Most of WORC's customers who had once received public assistance are no longer eligible due to increases in household income or assets. Since 1995, WORC has served nearly 1,200 prospective microentrepreneurs.

The core of WORC's services is its entrepreneurial training program. WORC assists prospective entrepreneurs in evaluating the feasibility of their business ideas and assessing their readiness for business ownership. WORC's customers learn business skills, including marketing, financial analysis, and business plan preparation. WORC also helps customers find jobs if they need part-time work to support themselves while their businesses are growing or if they decide not to start a business.

WORC provides one-on-one business assistance tailored to the needs of each microenterprise. Specialized assistance includes the Contract Access Services, which helps link WORC customers to contracting opportunities. For example, as a result of participating in a WORC-sponsored networking event, a program graduate landed a \$50,000 maintenance contract with Sunoco.

To help meet the unique needs of its low-income customers, WORC provides case management services. WORC helps microentrepreneurs address personal issues that could hinder business development. WORC also ensures that microentrepreneurs receiving public benefits are compliant with the requirements of such programs. WORC staff members help microentrepreneurs identify additional benefits that they may be eligible to receive.

Credit problems are often a significant barrier to WORC's customers in obtaining business financing. To address this barrier, WORC helps its customers develop credit repair plans. WORC provides customers with its own credit-scoring instrument—so that they can understand what is needed to receive a loan. Since 1999, WORC has provided quick access to direct loans (up to \$2,500) to its clients through its subsidiary, the Economic Opportunities Fund, a certified Community Development Financial Institution. WORC also offers other bank and community development loan and loan guarantee products tailored to the needs of microentrepreneurs.

Through its partnership with the Commonwealth of Pennsylvania, WORC has been a pioneer in bringing innovative services to its customers. Through its participation in Pennsylvania's Family Savings Account program, which offers individual development accounts to encourage low-income families to save. Participants in this program are required to save at least \$10 a week for a period of one to two years. For each \$1 saved by an account holder, WORC provides a 50¢ match on savings up to \$600 over two years. The savings and the match may be used to start a microenterprise, buy or repair a home, pay for tuition, or for other approved uses. As part of the program, participants receive training on personal financial management. In 1999, over 400 individuals participated in this program. In 2000, participation grew to more than 600 and was expanded to include new Americans.

Customer Profile: Nancy Santana, Nancy Santana Cleaning and Maintenance, Inc.

"WORC gave me the courage to reach for my goals and to believe in myself and my business," says Nancy Santana, a WORC graduate was recently named one of "Pennsylvania's 50 Best Business Women" by the *Philadelphia Business Journal*. She was also featured in Governor Tom Ridge's budget address in 1997, and honored as a "citizen hero" at the Democratic National Convention in 2000.

Only four years ago Nancy was struggling to provide for her family -- raising three children on public assistance and dreaming of a better life. Today, she is President of Nancy Santana Cleaning and Maintenance, Inc., of Philadelphia. Her janitorial and maintenance service company employs 20 people, many of whom are former welfare recipients. The company specializes in pre- and post-construction cleaning, working primarily on commercial and government contracts. Nancy's business currently has a number of contracts including one with the City of Philadelphia. As a member of a number of local Chambers of Commerce, Nancy mentors other entrepreneurs and finds time to volunteer for community projects.

When Nancy came to WORC in early 1996, she was on welfare -- a single mother of three young children, one of whom was born with a disability. "I knew that the only way he would never need for anything would be for me to start my own business." At age 15, Nancy started working to help support her family (including a widowed mother and six siblings) while working on her GED at night. Working in cleaning and maintenance for 12 years, Nancy knew the business, but she also knew she needed to know more if she was going to start her own cleaning company.

Nancy enrolled in WORC's self-employment training program, an intensive 12-week program, where she learned the essentials of running a business and preparing a business plan. After she graduated from her program, she launched her company by negotiating a contract to clean the 57-unit complex in which she lives. Her landlord helped her with start-up costs, which she promptly repaid.

Nancy holds several small and large city contracts. She is a certified female business owner, is 8-A state certified and is certified with Amtrak and Conrail. Her business has received two important loans, one through the American Street Financial Services of the Philadelphia Empowerment Zone and, most recently, another through the SBA Pre-Qualified program.

Presidential Award for Excellence in Microenterprise Development

Excellence in Developing Entrepreneurial Skills

Women's Initiative for Self Employment

Location: San Francisco, CA
Program Type: Regional non-profit that provides bilingual microenterprise development training, consulting and financial services.
Service Area: Five county San Francisco Bay Area
Target Group: Low and very low-income women
Contact: Barbara J. Johnson, Executive Director
(415) 247-9473

The Women's Initiative for Self Employment (Women's Initiative) is recognized for excellence as a model for providing bilingual entrepreneurial skills development through its comprehensive training, on-going business support and financial services. Women's Initiative is targeted to low and very low-income women in the San Francisco Bay Area.

A documented lack of entrepreneurial training services addressing the needs of women led to the creation of Women's Initiative for Self Employment in 1988. To date, more than 5,268 women have received training and technical assistance services from Women's Initiative; an additional 3,132 women have received information about self employment through their introductory Orientations. The Awardee has assisted more than 720 women in starting or expanding a business – two-thirds of whom were low-income when they first came to Women's Initiative. Since 1990, Women's Initiative has disbursed 175 loans totaling \$629,082. On average, Women's Initiative enjoys a 94% pay-back ratio on its loans.

At the core of Women Initiative's success is its entrepreneurial screening and assessment process. Applicants selected for the program enroll in a rigorous fourteen-week, 21 session entrepreneurial training program -- of which seven sessions focus on Personal Effectiveness and Power (PEP) training. PEP is designed to integrate factors such as a client's family life and relationship to her community into her entrepreneurial education. Women's Initiative also offers on-going business development services such as business plan writing, seminars and one-time workshops, one-on-one consulting, and matched savings accounts for program graduates.

Women's Initiative offers its curriculum in both English and Spanish. Sessions are designed for individuals who have had limited business experience or formal education. The English language training is offered in a fourteen-week, 21-session workshop entitled *Managing Your Small Business*. The goals of the workshop are to help participants: (1) understand the basics of operating a business; (2) understand how to engage in necessary industry and market research; (3) develop essential business skills; and (4) develop a business plan.

Since 1991, Women's Initiative has provided entrepreneurial training to bilingual and monolingual Latinas, through the *Alternativas para Latinas en Autosuficiencia* (ALAS) program. ALAS was created in response to a significant lack of culturally and linguistically relevant community development services available to entrepreneurial Latinas. The ALAS program offers a comprehensive five-part training curriculum designed for low-income Latinas who have recently settled in the United States.

Customer Profile: Danielle Franklin, Danielle's Touch, Skin & Body Care

Danielle Franklin began her business, *Danielle's Touch, Skin & Body Care*, in 1995. Her business provides skin care, natural nail care, and spa body treatments. Within five years, Danielle has gained a loyal following and fine reputation as a licensed aesthetician.

Danielle's road to success was not an easy one. Widowed at twenty-three, Danielle was forced to be the sole provider for her two-year-old baby girl. With the help of disability insurance and AFDC, she graduated from Beauty College, earned her cosmetology license, and opened *Danielle's Touch*. However, Danielle stated, "I had no real sense of business finance, so most of my decisions were made on faith and prayer. Some worked and some didn't."

In 1996, Danielle began receiving services at Women's Initiative to gain focus and the technical skills that would allow her business to grow and prosper. After graduating from the Women's Initiative training program, Danielle continued to utilize its services, including a peer support group and one-on-one technical assistance. In her second year, Danielle obtained a \$2,000 loan from Women's Initiative that enabled her to relocate her business to a central downtown location. The new location provided more visibility and the opportunity to expand her customer base. After three years of operation, Danielle plans to expand her business to a larger facility with more services,

Today, Danielle's business is thriving. She credits the support of the Women's Initiative and the business skills she gained as key to operating a healthy business and earning enough income to support her family.

"Public assistance should be used as a stepping stone and not a crutch," states Danielle, who used the Women's Initiative program to build a solid foundation for her business. "Today my business plan serves me well; it is the heart and soul of who I am as an entrepreneur, what my business is, who it serves, and what it can be."

Presidential Awards for Excellence in Microenterprise Development

Excellence in Program Innovation

Center for Economic Options

Location:	Charleston, West Virginia
Program Type:	Comprehensive business support services, with a focus on access to markets
Service Area:	West Virginia
Target Market:	Economically vulnerable individuals in West Virginia, particularly women
Contact:	Pam Curry, Executive Director (304) 345-1298

The Center for Economic Options (the Center) was selected to receive a Presidential Award because of its success in developing strategies to meet the unique needs of microentrepreneurs living in isolated rural communities. The Center provides a holistic approach to microenterprise development for economically vulnerable West Virginia residents. Its comprehensive set of business support services includes: business development training and technical assistance; access to markets, marketing assistance; and product assessment and production services within sector networks.

Founded in 1979, the Center began providing service to small-scale entrepreneurs in 1983. In 1995, the Center changed its mission to exclusively focus on microenterprise development as a strategy for promoting rural economic development. By 1999 the Center was serving nearly 900 current and prospective small-scale entrepreneurs annually. The Center realizes that micro-businesses play a crucial role in West Virginia's economy, and in 2000, contracted with Marshall University's Lewis School of Business to explore the scope of micro-businesses' economic impact on West Virginia's economy. Preliminary research indicates that there are over 3,600 registered micro-businesses in the state employing over 73,000 people – or over 10 percent of the workforce!

The key innovation that the Center is recognized for is the creation of sectoral enterprise networks. Sectoral networks are groups of very small, rural businesses that cooperatively access training and marketing opportunities, as well as share information and lessons learned. As a group, the businesses that are members of the networks may achieve outcomes that one business alone could not accomplish. The Center's most famous sectoral network is Appalachian by Design. This network was so successful that it was spun off into an independent nonprofit organization in 1995. Today, many-hand crafted items bearing the Appalachian by Design label can be found in upscale craft and home décor retail stores and catalogues. The Center currently coordinates three networks—the Appalachian Flower Network, the Forest Enterprise Network, and the Small Farms Network.

A new Center innovation is the creation of "road show" events. The road shows bring the Center's training and technical assistance services to entrepreneurs who reside in rural, mountain communities – far from urban centers where training services are usually provided. Begun in 1999, the road shows have already had several early successes. Through the road shows, the Center heard again and again the need for access to markets and marketing training. Based on

this information, in 2000 the Center hosted *The People's Market Place* – a buyer's market where over 60 micro-businesses showcased their products to local and regional wholesale and retail buyers. Over 60% of the micro-business owners made sales during the two-day event. In October 2000, the Center opened *Showcase West Virginia* – a retail shop featuring the products of small-scale West Virginia businesses – at the Charleston Town Center Mall. Many of the over 70 micro-business owners that are participating in *Showcase West Virginia* are based in rural communities and have limited retail experience. Originally conceived as a three-month pilot project, *Showcase West Virginia* was extremely well received during the holiday shopping season, and the mall management has requested the Center keep *Showcase West Virginia* open throughout the year. In its first two-and-a-half months, *Showcase West Virginia* grossed \$44,000. The Center is now being approached by communities and resort developers to replicate the *Showcase West Virginia* retail model.

Customer Profile: Charlotte Chandler, Honey of an Herb Farm

Charlotte Chandler is a true entrepreneur. After winning a bet with her husband, who is a stonemason, he had to build her a stone herb garden. From that first small garden, Charlotte has grown her business, Honey of an Herb Farm.

"I've always enjoyed flowers and herbs, and owning my own greenhouse business is a dream come true," said Charlotte. "Having my own business is wonderful. I have flexible hours, and I really enjoy what I do. I don't dread getting up in the morning and going to work."

But like all entrepreneurs, Charlotte did have her challenges. Her farm is located in a rural, mountain community far from towns and commercial resources, but this did not deter Charlotte. In 1994, Charlotte learned about the Center's new Appalachian Flower Network. She attended the first meeting a few months later. Through network training provided by the Center, she has learned production, business development, and marketing skills. Charlotte has become a consummate networker who has taken advantage of marketing events sponsored by the Center to meet new customers and expand her market.

Though her original intent was to keep her business strictly wholesale, an emerging market for value-added products such as bath products, potpourris and dried wreaths lead her to retail sales. During the 1998 holiday season, Charlotte hosted Honey of an Herb Farm's first Open House. Relying only on word of mouth advertising, the first Open House was a remarkable success. She originally believed that her rural location would limit customer traffic. However, the great success of the Open House in 1998 made Charlotte see that retail is a viable option.

The problems and challenges of growth have not kept Charlotte from moving forward in a positive manner. For instance, in August 2000, lightning struck a tree, which then fell and burned the building where all of the value-added products were being stored. Despite this tragedy, the Farm is still thriving.

Charlotte says that the Center's comprehensive support has been the key to her ability to start and grow her very successful business. "One of the most important things that the Center has given me is encouragement," states Charlotte, "Every time I lost faith in myself, someone from the Center was there to encourage and help me. I couldn't have done it without that."

Presidential Awards for Excellence in Microenterprise Development

Excellence in Public or Private Support for Microenterprise Development

Ms. Foundation for Women

Location:	New York, New York
Program Type:	Foundation-based national microenterprise support program
Service Area:	National
Target Market:	Community-based organizations primarily serving low-income women
Contact:	Anna Wadia, Director of Program (212) 742-2300, ext. 319

The Ms. Foundation for Women was selected for a Presidential Award for its long-term commitment to the microenterprise development field. The Foundation's Collaborative Fund for Women's Economic Development (Collaborative Fund) has created a unique partnership that has brought together 39 foundations, corporations, and individuals to pool their resources to support microenterprise development organizations (MDOs) across the country. Since 1991, the Collaborative Fund has leveraged over \$10 million for multi-year grants and technical assistance to MDOs.

The Collaborative Fund is part of the Ms. Foundation's Women's Economic Security Program. The program's purpose is to improve and create economic opportunities for low-income women, their families, and their communities. The program and Collaborative Fund are integral parts of the Ms. Foundation's overall mission to support the efforts of women and girls to govern their own lives and influence the world around them.

The Collaborative Fund has significantly enhanced the overall funding environment for MDOs. The Ms. Foundation has attracted a new category of donor to the microenterprise field -- family foundations. Participation in the Collaborative Fund by family foundations and individuals has grown from \$312,000 in 1991 to \$2.3 million today. Furthermore, many of the Collaborative Fund donors who had never previously funded microenterprise now make their own direct grants to MDOs. One such foundation has made nearly \$400,000 in direct grants to MDOs since joining the Collaborative Fund. Finally, the Collaborative Fund provides seed money to MDOs to experiment with new program strategies -- such as working with welfare recipients. The success of these MDOs has played a key role in attracting new federal funding.

The Ms. Foundation supports MDOs through an integrated and comprehensive set of initiatives. For more than ten years, the Ms. Foundation has sponsored the Institute on Women and Economic Development. The Institute has trained more than 2,000 women from across the country on the basics of microenterprise development. Since 1987, the Ms. Foundation has sponsored a Peer-to-Peer Assistance Program. Through this unique and innovative program, some 25 MDOs have come together to collaborate and share their expertise. Finally, the Ms. Foundation documents and widely disseminates lessons learned by practitioners about microenterprise development as a poverty alleviation strategy for low-income women.

***Customer Profile: Acre Family Day Care Corporation, Lowell, Massachusetts and
Marea Washington, Family Day Care Business Owner***

From its early days as a small project of a local community organization to its current status as a \$2 million organization, the Acre Family Day Care Corporation (Acre) provides a clear illustration of the Ms. Foundation's work. Based in Lowell, MA, Acre provides training to Spanish-speaking residents on how to start childcare businesses in their homes. Over the past 12 years, more than 250 child care providers have graduated from the Acre training program.

The Ms. Foundation began funding the fledgling Acre in 1991 with a \$150,000 grant from the Collaborative Fund. The Collaborative Fund's award legitimized the Acre program's vision to other funders. This support led to new resources that Acre needed to transform itself from a pilot project into a full-fledged organization. After receiving the grant, Acre created a training program for a growing population of Cambodian immigrants in Lowell. Acre was able to enhance its support services to child care providers, including business improvement loans, monthly workshops, and scholarships for continuing education. In 1996, Acre received another \$150,000 grant from the Collaborative Fund. This grant was used to create a training program in English and modify Acre's curriculum to better meet the needs of welfare recipients.

Marea Washington, 27, is one of Acre's graduate. As a single mother, she is the sole supporter for her three children. She spent three years on welfare after her second child was born -- an experience she did not want to repeat. When her third child was just two weeks old, Marea enrolled in Acre's 12-week Family Child Care and Entrepreneur training program. The program offered Marea the promise of being able to earn a decent living while caring for her infant.

Marea became a licensed child care provider in April 1998. In her first year of operation, Marea earned \$14,000 in business revenue. Last year, her business revenue rose to \$22,000. This year, she's on her way to bringing in more than \$30,000. Last year, the average provider in the Acre network earned \$33,600 in business revenue with some reporting as much as \$54,000.

Marea is among the 50 Acre customers who have signed up for its new Individual Development Account program. Through this program, Marea deposits \$25 a month into a special savings account, which is matched by \$75 from public and private monies. By the end of two years, Marea will have saved \$2,400 for a down payment on a house. Purchase of a house will enable Marea to begin caring for children with physical disabilities. Marea plans to continue operating her home child care business until her youngest child begins school in three years. Afterwards, she would like to return to school to obtain the credentials that are needed to work with children with special needs. Acre will be there to help Marea with that goal through its early childhood education scholarship program.

Presidential Awards for Excellence in Microenterprise Development

Excellence in Program Innovation

Partners for the Common Good 2000

Location:	San Antonio, TX
Program Type:	Investor in Microenterprise Development Organizations
Service Area:	United States
Target Market:	Organizations working with Low-Income persons
Contact:	Sister Carol Coston, O.P. (210) 431-0616

Working quietly and with little public fanfare, the Partners Group, Inc. created Partners for the Common Good 2000 (PCG 2000) in 1994 with \$7.9 million from 99 religious institutions. The Partner's Group is a wholly owned subsidiary of the New York-based Christian Brothers Investment Services. Among its investors are 68 congregations of Catholic Sisters, 19 congregations of Catholic Brothers and Priests, eight Catholic healthcare systems, and three Protestant denominations. Sister Carol Coston, OP, an Adrian Dominican Sister, manages PCG 2000. Eighty-eight percent of the portfolio is comprised of investments from individual congregations of Catholic Sisters, who have played a pioneering role in the field of alternative investing and community development finance.

PCG 2000 was selected to receive a Program Innovation award because its unique limited partnership model demonstrates a new type of vehicle through which investor capital can be raised to support microenterprise. Structured as a six-year limited partnership, PCG 2000 makes low-interest loans and deposits to support microenterprise organizations and credit unions engaged in microenterprise lending and low-income housing. Eighty percent of PCG's portfolio consists of activities in the United States with over 40% of its total portfolio supporting microenterprise.

PCG 2000 is the second limited partnership created by the Partners Group, Inc.. The first five-year limited partnership was created in 1989 and provided \$3.25 million in support to organizations that promote microenterprise development. Although other microenterprise organizations have obtained support from religious investors, this is the first group to organize a private sector venture capital vehicle to attract and manage investments in microenterprise. PCG grew out of the corporate responsibility movement and provides a social investment vehicle through which religious organizations can proactively share their financial resources in ventures that generate a high social impact "return."

Its first partnership was so successful that the Partners Group had investors waiting before the second partnership was established. These partnerships are innovative and exciting models for generating community impact. PCG uses social screens to select organizations to receive investments. These screens include benefiting women and minorities, creating jobs and increasing the wages of low-income people, and leveraging private investment. PCG's

commitment to social justice has translated into a program that is high impact, financially self-sustaining, and replicable. All operating expenses are paid through a management fee, which is incorporated into each investment, thereby relieving staff of considerable fundraising activities. PCG's unique structure provides an effective way to attract new funders to the microenterprise field. This is an outstanding example of an innovative program and is one of the best-kept secrets of the microenterprise field.

Customer Profile: The Esperanza Peace and Justice Center

Established in 1987, the Esperanza Peace and Justice Center is a San Antonio, city-wide community-based organization working for social justice and cultural enrichment through programming in education and the arts. Esperanza has used a \$150,000 low-interest loan from Partners for the Common Good 2000 (PCG 2000) to acquire a 9,500-square-foot building in downtown San Antonio, Texas. Esperanza, which means "hope" in Spanish, works in a city where the average family income is the lowest among the 50 largest metropolitan areas in the country.

Through its *MujerArtes* program, Esperanza aims to combat the effects of discrimination and poverty by providing low-income Mexican-American women with an opportunity 1) to nourish their spirits by acquiring a greater understanding and appreciation of their culture, and 2) to gain income-producing skills by learning the art of creating clay objects. This cooperative model recognizes that women are often heads of households in need of employment, and that women usually play a preeminent role in passing art and culture on to future generations. *MujerArtes* recognizes that women must learn to respect their own culture, language, and history if they are to offer succeeding generations a stronger sense of self-respect and respect for their community. *MujerArtes* is built on the belief that every woman who participates in the cooperative venture -- whether as a student or teacher -- inspires the others.

The *MujerArtes* program includes an intensive training component for up to 20 participants, who commit to 20 hours of class time each week over a two-year period. The training is offered by an artist-in-residence, who is joined by community leaders, scholars, and other Latina women, who share in the struggles of the participants. These leaders facilitate in-depth discussions on racism, the economic condition of women, history and culture, economic literacy, and other issues.

The participating women sell their work through the Esperanza Center, which each year hosts a "Spring Fair" and a pre-Christmas "Peace Market" that draw thousands of people from South Texas. A percentage of the proceeds of the sale of women's artwork is reinvested in the *MujerArtes* Cooperative. In the coming year, Esperanza plans to open a retail storefront operation that will provide an ongoing outlet for selling the art of the women in *MujerArtes*, as well as that of other San Antonio artisans.

When the PCG 2000 loan is repaid in full in September 2000, Esperanza will hold free title to the building that houses its operations, ensuring a permanent presence in San Antonio as a vibrant community center and source of *esperanza* for generations to come. The loan to the Esperanza Peace and Justice Center is one of 78 loans and deposits totaling \$8.5 million made to date by PCG 2000.

Presidential Awards for Excellence in Microenterprise Development – Short Profiles
Revised 1/9/01

Excellence in Poverty Alleviation

Women's Opportunity Resource Center

Philadelphia, Pennsylvania
Lynne Cutler, President
(215) 564-5500

Women's Opportunity Resource Center (WORC) was selected to receive a Presidential Award for Excellence in Poverty Alleviation for its success in providing targeted and innovative services to help many low-income and unemployed individuals start microenterprises. With a mission of promoting social and economic self-sufficiency for disadvantaged women and their families, WORC serves women and men by helping them build assets while strengthening basic life skills and business expertise. WORC serves Philadelphia and the surrounding counties of Bucks, Chester, Delaware and Montgomery.

Over 90% of WORC's customers are low-income individuals and nearly 60% have household incomes of less than \$20,000. Given the economic and social challenges faced by this population, WORC has been remarkably successful in helping its customers start businesses. Each year 40 to 50 percent of customers entering WORC's training program start their own businesses. Virtually all of WORC's customers who had once received public assistance are no longer eligible due to increases in household income or assets. Since it began operating in 1987, WORC has served 780 would-be microentrepreneurs. In 1998 alone, WORC served nearly 300 customers.

Excellence in Developing Entrepreneurial Skills

Women's Initiative for Self Employment

San Francisco, California
Barbara J. Johnson, Executive Director
(415) 247-9473

The Women's Initiative for Self Employment (WI) is recognized as an outstanding model for providing comprehensive bilingual microenterprise development training, consulting and financial services to low and very low-income women in the San Francisco Bay Area. To date, more than 4,000 women have received training and technical assistance services from WI. WI has assisted more than 670 women in starting or expanding a business – two-thirds of whom were low-income when they first came to WI. At the core of WI's success is its rigorous fourteen-week entrepreneurial training program and seven sessions of personal development support. WI also offers on-going business development services, such as business plan writing, seminars, one-time workshops, and business financing to graduates of its entrepreneurial training program.

WI offers its core curriculum in both English and Spanish. Since 1991, WI has provided entrepreneurial training to bilingual and monolingual Latinas, through the Alternativas para Latinas en Autosuficiencia (ALAS) program. The ALAS program offers a comprehensive five-part training curriculum designed for low-income Latinas who have recently settled in the United States. It was created in response to a significant lack of culturally and linguistically relevant community development services available to entrepreneurial Latinas. Many of the ALAS customers had little or no formal education and limited experience running a business in the United States prior to attending ALAS classes.

Excellence in Program Innovation

Center for Economic Options

Charleston, West Virginia
Pam Curry, Executive Director
(304) 345-1298

The Center for Economic Options (CEO) provides a comprehensive set of business support services to economically distressed West Virginia residents, particularly women. CEO was selected to receive the Presidential Award for Program Innovation because of its success in developing strategies to meet the unique needs of microentrepreneurs who live in isolated rural communities. CEO serves as a model for other rural communities that face similar economic challenges associated with a scarcity of quality employment opportunities. CEO uses a holistic approach to assist microentrepreneurs by providing access to information, business training, technical assistance, and management, financial and marketing resources. The program targets customers who want to participate in the market economy, but who have little history of gainful employment, few employment opportunities, or unrealized entrepreneurial potential. With a change of mission to exclusively focus on microenterprise development, the Center served nearly 900 current and prospective entrepreneurs in 1999.

CEO's creation of sectoral networks is a key innovation. These networks are groups of very small rural businesses that cooperatively access training and marketing services. CEO has organized and supported sectoral networks engaged in home-based machine knitting, dried flower production, forest products, herbs, specialty agricultural products, and environmental tourism. CEO's most well known network evolved into a nonprofit organization known as Appalachian by Design. A new CEO innovation is the creation of regional road show events. CEO brings its services to the customer as a strategy to meet the unique needs of entrepreneurs who reside in rural mountain communities located far from urban centers and training.

Excellence in Public or Private Support for Microenterprise Development

Ms. Foundation for Women

New York, New York
Anna Wadia, Senior Program Officer
(212) 742-2300, ext. 319

The Ms. Foundation for Women was selected for a Presidential Award for its long-term commitment to the microenterprise development field. Through an integrated, comprehensive set of initiatives, including the direct training of 2,000 women in microenterprise development via its Institute on Women and Economic Development, a Peer-to-Peer Assistance program for the sharing of expertise among some 25 microenterprise development organizations, and the dissemination of practitioner lessons learned through study and publication, the Foundation has been an effective supporter and promoter of microenterprise.

Importantly, the Foundation's Collaborative Fund for Women's Economic Development (Collaborative Fund) has created a unique partnership among 28 foundations, corporations, and individuals that have pooled their resources to support microenterprise development organizations (MDOs) across the country. Since 1991, the Collaborative Fund has provided over \$4 million in multi-year grants and technical

assistance to MDOs, and has significantly enhanced the overall funding environment by attracting new categories of donors, such as family foundations, to contribute to MDOs. Many have never supported microenterprise efforts before. Finally, the Collaborative Fund provides seed money to MDOs to experiment with new program strategies – such as working with welfare recipients. The success of these MDOs has played a key role in attracting new federal funding.

Excellence in Program Innovation

Partners for the Common Good 2000

San Antonio, Texas

Sister Carol Coston, O.P.

(210) 431-0616

Working quietly and with little public fanfare, the Partners Group, Inc. created Partners for the Common Good 2000 (PCG 2000) in 1994 with \$7.9 million from 99 religious institutions. The Partner's Group is a wholly owned subsidiary of the New York-based Christian Brothers Investment Services, and they have played a pioneering role in the field of alternative investing and community development finance.

PCG 2000 was selected to receive a Program Innovation award because its unique limited partnership model demonstrates a new type of vehicle through which investor capital can be raised to support microenterprise. Structured as a six-year limited partnership, PCG 2000 makes low-interest loans and deposits to support microenterprise organizations and credit unions engaged in microenterprise lending and low-income housing. Although other microenterprise organizations have obtained support from religious investors, PCG is the first group to organize a private sector venture capital vehicle to attract and manage investments in microenterprise. PCG uses social screens to select organizations to receive investments. These screens include benefiting women and minorities, creating jobs and increasing the wages of low-income people, and leveraging private investment. PCG's commitment to social justice has translated into a program that is high impact, financially self-sustaining, and replicable. This is an outstanding example of an innovative program and is one of the best-kept secrets of the microenterprise field.

January 9, 2001

To: Ruby Shamir
From: Maurice Jones, CDFI Fund
Re: Biographies of Awardees' customers (borrowers)
Presidential Awards ceremony – January 16, 2001

From the Women's Opportunity Resource Center, Philadelphia, PA:

Customer Profile: Nancy Santana, Nancy Santana Cleaning and Maintenance, Inc.
Phone: (215) 427-7860

"WORC gave me the courage to reach for my goals and to believe in myself and my business," says Nancy Santana, a WORC graduate who was recently named one of "Pennsylvania's 50 Best Business Women" by the *Philadelphia Business Journal*.

Only four years ago, Nancy was struggling to provide for her family --- raising three children on public assistance and dreaming of a better life. Today, she is President of Nancy Santana Cleaning and Maintenance, Inc., of Philadelphia. Her janitorial and maintenance service company employs 20 people, many of whom are former welfare recipients. The company specializes in pre- and post-construction cleaning, working primarily on commercial and government contracts. Nancy's business currently has a number of contracts including one with the City of Philadelphia. As a member of a number of local Chambers of Commerce, Nancy mentors other entrepreneurs and finds time to volunteer for community projects.

When Nancy came to WORC in early 1996, she was on welfare – a single mother of three young children, one of whom was born with a disability. "I knew that the only way he would never need for anything would be for me to start my own business." At age 15, Nancy started working to help support her family (including a widowed mother and six siblings) while working on her GED at night. Working in cleaning and maintenance for 12 years, Nancy knew the business, but she also knew she needed to know more if she was going to start her own cleaning company.

Nancy enrolled in WORC's self-employment training program, an intensive 12-week program, where she learned the essentials of running a business and preparing a business plan. After she graduated from her program, she launched her company by negotiating a contract to clean the 57 unit complex in which she lives. Her landlord helped her with start-up costs, which she promptly repaid.

From the Women's Initiative for Self Employment, San Francisco, CA:

Customer Profile: Danielle Franklin, Danielle's Touch, Skin & Body Care
Phone: (510) 836-2465 - home (510) 308-3309 - business

Danielle Franklin began her business, *Danielle's Touch, Skin & Body Care*, in 1995. Her business provides skin care, natural nail care, and spa body treatments. Within five years, Danielle has gained a loyal following and fine reputation as a licensed aesthetician.

Danielle's road to success was not an easy one. Widowed at twenty-three, Danielle was forced to be the sole provider for her two-year-old baby girl. With the help of disability insurance and AFDC, she graduated from Beauty College, earned her cosmetology license, and opened

Danielle's Touch. However, Danielle stated, "I had no real sense of business finance, so most of my decisions were made on faith and prayer. Some worked and some didn't."

In 1996, Danielle began visiting Women's Initiative to gain focus and the technical skills that would allow her business to grow and prosper. After graduating from the Women's Initiative training program, Danielle continued to utilize its services, including a peer support group and one-on-one technical assistance. In her second year, Danielle obtained a \$2,000 loan from Women's Initiative that enabled her to relocate her business to a central downtown location. The new location provided more visibility and the opportunity to expand her customer base. After three years of operation, Danielle plans to expand her business to a larger facility with more services,

Today, Danielle's business is thriving. She credits the support of the Women's Initiative and the business skills she gained as key to operating a healthy business and earning enough income to support her family.

"Public assistance should be used as a stepping stone and not a crutch," states Danielle, who used the Women's Initiative program to build a solid foundation for her business. "Today my business plan serves me well; it is the heart and soul of who I am as an entrepreneur, what my business is, who it serves, and what it can be."

From the Center for Economic Options, Charleston, WV:

Customer Profile: Charlotte Chandler, Honey of an Herb Farm
Phone: (304) 577-6793

After Charlotte Chandler won a bet with her husband, who is a stonemason, he had to build her a stone herb garden. From that first small garden, Charlotte has grown her business, Honey of an Herb Farm. Today, Charlotte is a successful microentrepreneur running a three-and-a-half acre farm in Roane County, West Virginia.

"I've always enjoyed flowers and herbs, and owning my own greenhouse business is a dream come true," said Charlotte. "Having my own business is wonderful. I have flexible hours, and I really enjoy what I do. I don't dread getting up in the morning and going to work."

In 1994, Charlotte learned about the Center's new Appalachian Flower Network. She attended the first meeting a few months later and has continued to be an active network member. Through network training provided by the Center, she has learned production, business development, and marketing skills.

Charlotte has become a consummate networker who has taken advantage of marketing events sponsored by the Center to meet new customers and expand her market. In fact, her participation in a Center event led to a major sale of more than 300 boxes of potpourri and gift boxes. Expansion of her retail market is Charlotte's next step. She originally believed that her rural location would limit customer traffic. However, the great success of her Christmas open-house in 1998 made Charlotte see that retail is a viable option.

Charlotte says that the Center's comprehensive support has been the key to her ability to start and grow her very successful business. "One of the most important things that the Center has given me is encouragement," states Charlotte, "Every time I lost faith in myself, someone from the Center was there to encourage and help me. I couldn't have done it without that."

From the Ms. Foundation for Women, New York, NY:

***Customer Profile: Acre Family Day Care Corporation, Lowell, Massachusetts and
Marea Washington, Family Day Care Business Owner
Phone: (212) 742-2300-(978) 323-4517***

From its early days as a small project of a local community organization to its current status as a \$2 million organization, the Acre Family Day Care Corporation (Acre) provides a clear illustration of the Ms. Foundation's work. Based in Lowell, MA, Acre provides training to Spanish-speaking residents on how to start childcare businesses in their homes. Over the past 12 years, more than 250 child care providers have graduated from the Acre training program.

The Ms. Foundation began funding the fledgling Acre in 1991 with a \$150,000 grant from the Collaborative Fund. The Collaborative Fund's award legitimized the Acre program's vision to other funders. This support led to new resources that Acre needed to transform itself from a pilot project into a full-fledged organization. After receiving the grant, Acre created a training program for a growing population of Cambodian immigrants in Lowell. Acre was able to enhance its support services to child care providers, including business improvement loans, monthly workshops, and scholarships for continuing education. In 1996, Acre received another \$150,000 grant from the Collaborative Fund. This grant was used to create a training program in English and modify Acre's curriculum to better meet the needs of welfare recipients.

Marea Washington, 27, is one of Acre's graduate. As a single mother, she is the sole supporter for her three children. She spent three years on welfare after her second child was born -- an experience she did not want to repeat. When her third child was just two weeks old, Marea enrolled in Acre's 12-week Family Child Care and Entrepreneur training program. The program offered Marea the promise of being able to earn a decent living while caring for her infant.

Marea became a licensed child care provider in April 1998. In her first year of operation, Marea earned \$14,000 in business revenue. Last year, her business revenue rose to \$22,000. This year, she's on her way to bringing in more than \$30,000. Last year, the average provider in the Acre network earned \$33,600 in business revenue with some reporting as much as \$54,000.

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From the Partners for the Common Good 2000, San Antonio, TX:

***Customer Profile: The Esperanza Peace and Justice Center
Phone: Graciela Sanchez (210) 228-0201***

Established in 1987, the Esperanza Peace and Justice Center is a San Antonio, city-wide community-based organization working for social justice and cultural enrichment through programming in education and the arts. Esperanza has used a \$150,000 low-interest loan from Partners for the Common Good 2000 (PCG 2000) to acquire a 9,500-square-foot building in downtown San Antonio, Texas. Esperanza, which means "hope" in Spanish, works in a city where the average family income is the lowest among the 50 largest metropolitan areas in the country.

Through its *MujerArtes* program, Esperanza aims to combat the effects of discrimination and poverty by providing low-income Mexican-American women with an opportunity 1) to nourish their spirits by acquiring a greater understanding and appreciation of their culture, and 2) to gain income-producing skills by learning the art of creating clay objects. This cooperative model recognizes that women are often heads of households in need of employment, and that women usually play a preeminent role in passing art and culture on to future generations. *MujerArtes* recognizes that women must learn to respect their own culture, language, and history if they are to offer succeeding generations a stronger sense of self-respect and respect for their community. *MujerArtes* is built on the belief that every woman who participates in the cooperative venture -- whether as a student or teacher -- inspires the others.

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The participating women sell their work through the Esperanza Center, which each year hosts a "Spring Fair" and a pre-Christmas "Peace Market" that draw thousands of people from South Texas. A percentage of the proceeds of the sale of women's artwork is reinvested in the *MujerArtes* Cooperative. In the coming year, Esperanza plans to open a retail storefront operation that will provide an ongoing outlet for selling the art of the women in *MujerArtes*, as well as that of other San Antonio artisans.

When the PCG 2000 loan is repaid in full in September 2000, Esperanza will hold free title to the building that houses its operations, ensuring a permanent presence in San Antonio as a vibrant community center and source of *esperanza* for generations to come. The loan to the Esperanza Peace and Justice Center is one of 78 loans and deposits totaling \$8.5 million made to date by PCG 2000.

Legislators for Awardees

Mike ..

this is what I
have.

The last page is
a write up ... I
couldn't find the
printed version.

Sorry.

Awardee:

Partners for the Common Good
20th District- San Antonio
2507 NW 36th Street
San Antonio Texas 78228

Congressman Charles A. Gonzalez
Cannon House Office Building
Room 327
Washington DC
Phone: (202) 225-3236
Fax: (202) 225-1915

Senators

Sen. Phil Gramm
Phone: (202) 224-2934
Fax: (202) 228-2856
E-Mail: Philgram@gram.senate.gov

Sen. Kay Bailey Hutchison
Phone: (202) 224-5922
Fax: (202) 224-0776
E-Mail: Senator@Hutchison.Senate.Gov

Awardee:

Women's Initiative for Self-Employment (Wise)
1390 Market St. Suite 113
San Francisco, CA 94102
8th District San Francisco

Congresswoman Nancy Pelosi
Rayburn House Office Building
Room 2457
Washington, DC 20515
Phone: (202) 225-4965
Fax: (202) 225-8259
E-Mail: sf.nancy@mail.house.gov

Senators

Sen. Dianne Feinstein
Phone: (202) 224-3841
Fax: (202) 228-1338
E-Mail: senator@feinstein.sen.gov

Sen. Barbara Boxer
Phone: (202) 224-3553
Fax: (202) 228-1338
E-Mail: senator@boxer.senate.gov

Awardee:

Womans Opportunity Resource Center
1930 Chestnut Street
Suite 1600
Philadelphia, Pennsylvania
61ST District – Philadelphia

Congressman Robert A. Brady
Cannon House Office Building
Room 216
Washington, DC 20515
Phone: (202) 225-4731
Fax: (202) 225-0088
E-Mail: Robert.A.Brady@mail.house.gov

Senators

Sen. Arlen Specter
Phone: (202) 224-4254
Fax: (202) 228-1229
E-Mail: senator-specter@senate.gov

Sen. Rick Santorum
Phone: (202) 224-6324
Fax: (202) 228-0604

Awardee:

Partners for the Common Good
20th District- San Antonio
2507 NW 36th Street
San Antonio Texas 78228

Congressman Charles A. Gonzalez
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Washington DC
Phone: (202) 225-3236
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E-Mail: Philgram@gram.senate.gov

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Fax: (202) 224-0776
E-Mail: Senator@Hutchison.Senate.Gov