



*2006 - 2013 Report*

## New Jersey Women's Micro-Business Credit Program

## New Jersey Women's Micro-Business Credit Program

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### Executive Summary

In 2006, the New Jersey Department of Community Affairs' (DCA) Division on Women<sup>1</sup>, in partnership with the New Jersey Redevelopment Authority (NJRA), launched the New Jersey Women's Micro-Business Credit Program. This collaborative economic development initiative provided unemployed and underemployed women lacking entrepreneurial experience the opportunity to expand their career options through business training, mentoring, and/or loans of up to \$5,000. For many of these women, the prospect of launching a business may not have been an option to them, as conventional lending requires large down payments and upfront fees. Additionally, training specific to entrepreneurship may not have been within their reach through traditional educational methods, which usually also have financial implications.

To address these issues and offer low income women an opportunity for sustainable self-sufficiency while promoting economic growth, the New Jersey Women's Micro-Business Credit Program was developed. The New Jersey Economic Development Authority (NJEDA) defines a small business as one with five to 100 employees that has been in business from one to five years. This definition is aligned with other similar organizations that offer services in a format similar to the Micro-Business Credit Program. However, a micro-business or micro-enterprise is one that has five or fewer employees and is a start-up with less than five years of experience. Thus, micro-enterprise development is a successful strategy to support business development initiatives that will generate income and alleviate poverty. This attractive option for low-income women who may lack opportunity, but who are highly motivated and have skills in a particular craft or service, focuses on microfinance, business development services and entrepreneurial education. To further enable sustainability, linking aspiring micro-entrepreneurs with established business owners who act as role models helps transfer skills and expands networks for women not in the business mainstream.

Reviewing the data contained in this report, the New Jersey Department of Children and Families' (DCF) Division on Women (DOW) and the NJRA have determined that the New Jersey Women's Micro-Business Credit Program has been effective in meeting the goals of the New Jersey Women's Micro-Business Credit Act (NJSA 52:27D-443). The contracted grantee agencies provided participants with extensive entrepreneurial assessment, training, mentoring and necessary capital to start their businesses.

*"The Micro-Business Credit program has helped me bring forth a dream that would not have been obtainable through traditional loan programs. The Micro-Business Credit loan program has afforded me the opportunity to acquire high speed office equipment as well as office and marketing supplies to grow my business. The Women's Center helped and guided me throughout the process, Penni was always available to help and assist with any questions or concerns. I am proof this program works and is a valuable asset to the women's business community."*

~Rosiland Cromedy-Sanchez, Owner  
RoVeada Accounts Receivable, LLC

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<sup>1</sup> On July 1, 2012, The New Jersey Division on Women (DOW) was transferred from the New Jersey Department of Community Affairs (DCA) to the New Jersey Department of Children and Families (DCF).

## New Jersey Women's Micro-Business Credit Program

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As a partner in the New Jersey Women's Micro-Business Credit Program, NJRA considered the program to be effective and beneficial. Loans were made to diverse businesses that provided a wide range of products and services, such as chiropractic, consulting and home décor. Today, 69% of the women who were awarded New Jersey Women's Micro-Business Credit Program loans pursued their entrepreneurial goals.

### *Recommendations*

The New Jersey Women's Micro-Business Credit Program was a valuable service for women. It should be noted that almost all of \$750,000 originally enumerated to support the program was expended. The legislation and one-time appropriation creating the Program did not outline a sustainable funding structure. Funding for the program included a quarterly loan reimbursement to NJRA by grantee agencies. These agencies returned three quarters (3/4) of the principal repayments from borrowers to a NJRA revolving loan account. One quarter (1/4) was retained to fund the Program's operation. With each transaction, revolving funds diminished until depleted. DCF recommends any future funding for the Program appreciate and plan for the Program's ongoing costs as well as the cost of funding client loans.

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## I. PROGRAM HISTORY

*The following information established the statutory authority, legislative history, purpose of Act, Program description, Program funding, grant phases 1-4, Program grantors, Program agency grantees, Micro-Business loans, grantee principal repayments, grantees project income and the grant award periods.*

### ***Statutory Authority***

The New Jersey Women's Micro-Business Credit Act (NJSA 52:27D-443) established grants in aid program:

1. To provide funds to certified non-profit community development corporations and/or a Statewide organization for the provision of loan or loan guarantees to women-owned micro-businesses; and
2. To provide training and technical assistance to qualified women for the purpose of starting a micro-business.

### ***Legislative History***

In 1999, the New Jersey Women's Micro-Business Assistance Act was signed into law. This Act created a pilot program within DCA, in consultation with the EDA, to provide loans, training and assistance to business entrepreneurs "with prior business experience who operate firms with a small number of employees." C.52:27D-444(2)(a) (1999).

In 2004, the New Jersey Women's Micro-Business Credit Act statute was amended. The amendments clarified the parameters by which a micro-loan could be granted, namely that these loans were intended for "sole proprietorships with five or fewer employees, that require an initial capital of less than \$35,000 to start . . . or expand, utilize loans . . . of less than \$15,000 . . . and experience a default rate . . . no higher than on commercial loans." The pilot program was thus enhanced to a permanent program, targeting only "those potential female entrepreneurs who have little or no prior business experience, are self-motivated and are willing to undertake . . . extensive training." C.52:27D-444(2)(e) (2004). In addition, the loan amount was capped at \$5,000 pursuant to the amendments. See C.52:27D-447 (2004).

### ***Purpose of Act***

The purpose of the New Jersey Women's Micro-Business Credit Program was to establish a program that would provide unemployed and underemployed New Jersey women lacking entrepreneurial experience the opportunity to experience entrepreneurship as an alternate career choice.

As noted in the Act, micro-business loans were traditionally granted to business entrepreneurs with business experience who operated firms with a small number of employees, and, in most cases, to expand an existing business. It is noted that while there are several similar programs in the State of New Jersey, including those offered by the NJEDA, a need was identified to establish a separate micro-business credit program to assist unemployed women and underemployed women in all areas of the State to enter or reenter the marketplace. Moreover, the experience in numerous other states and in certain urban areas in New Jersey has shown that "micro lending," or carefully underwriting small loans to individual entrepreneurs with well-developed, realistic business plans, has been successful in helping individuals, without regard to geographical location, start micro-businesses.

Consequently, to provide a resource for business funding that may not otherwise be available to unemployed and underemployed women, the New Jersey Women's Micro-Business Program was created. This non-traditional lending option was developed to offer an innovative means to assist women to enter or re-enter the workforce.

### ***Program Description***

The New Jersey Women's Micro-Business Credit Program was a collaborative economic development initiative launched in 2006 by DCA-DOW<sup>2</sup> and NJRA.

The Program provided unemployed and underemployed women who fell below 350% of the federal poverty line with the business tools they needed to explore the option of entrepreneurship as an alternate career choice and expand their financial resources.

Participants developed business plans, expanded entrepreneurial skills through training/mentoring opportunities and could apply for micro-loans of up to \$5,000 at a 3% interest rate (0.5% interest rate for women veterans).

### ***Program Funding***

*DCA-DOW was initially designated to administer the New Jersey Women's Micro-Business Credit Program as a pilot program with a one-time funding appropriation. In September 2006, DOW entered into a collaborative arrangement with the NJRA to assist with the coordination of the loan closing documentation for the Program. DCA-DOW and NJRA executed a Memorandum of Understanding (MOU) outlining their roles and responsibilities for this process. The New Jersey Women's Micro-Business Credit Program operated from 2006 to December 2013 with the initial one-time funding appropriation.*

DCA received a one-time \$750,000 appropriation for the implementation of the New Jersey Women's Micro-Business Credit Program.

DOW expensed 5% of the grant in aid for a one-time administration allocation for the project. This amount, \$37,500, was used by DOW in Fiscal Year 2007 for the legislated purpose. Subsequent administrative costs of the program were not included in DOW's budget.

DOW transferred \$712,500 to NJRA to support the New Jersey Women's Micro-Business Credit Program. These funds were disbursed by NJRA to the contracted grantee agencies for their personnel, training and administrative costs and to the grantee agencies' clients for their loans.

Grantee agencies were required to support loans with \$1.00 for each \$3.00 in grant proceeds used for loans and \$1.00 for each \$4.00 of grant proceeds used for training. In-kind contributions were acceptable as a match for the purpose of determining funding for training.

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<sup>2</sup> On July 1, 2012, DOW was transferred from the DCA to DCF.

### ***Grant Phases 1-4:***

The New Jersey Women's Micro-Business Credit Program grant was awarded to the contracted grantee agencies over four phases:

- Phase 1: October 2006-October 2008
- Phase 2: November 2008-December 2010
- Phase 3: January 2011-September 2012
- Phase 4: October 2012-December 2013

### ***Program Grantors***

*The New Jersey Women's Micro-Business Credit Program Grantors funded contracted agencies that provided training and loans to eligible clients.*

#### **New Jersey Department of Children and Families**

DCF is the State's first comprehensive agency dedicated to ensuring the safety, well-being and success of children, youth, families and communities. DCF's vision is to ensure a better today and an even greater tomorrow for New Jersey's children and families.

Source: <http://www.state.nj.us/dcf/about/>

#### **New Jersey Division on Women**

DOW was established in 1974 as a pioneering State agency for women. Today, DOW is proud to continue the tradition of promoting women's rights, ensuring women's safety and enhancing opportunities for all women in New Jersey.

Source: <http://www.state.nj.us/dcf/women/about/index.html>

#### **New Jersey Redevelopment Authority**

NJRA is an independent State financing authority committed to revitalizing urban New Jersey. NJRA invests financial and technical resources into redevelopment projects to ensure that projects are urban-focused, neighborhood-based and investment-driven. The NJRA is an affiliate of DCA.

Source: <http://www.state.nj.us/dca/affiliates/#6>

#### **New Jersey Department of Community Affairs<sup>3</sup>**

DCA is a State agency created to provide administrative guidance, financial support and technical assistance to local governments, community development organizations, businesses and individuals to improve the quality of life in New Jersey.

Source: <http://www.state.nj.us/dca/about/index.html>

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<sup>3</sup> On July 1, 2012, DOW was transferred from the DCA to DCF.

## **Program Agency Grantees**

*The New Jersey Women's Micro-Business Credit Program Agency Grantee(s) received funding from the Grantors to provide training and loans to eligible clients.*

### **Bergen County Community Action Program**

*Bergen County Community Action Partnership, Inc. (BCCAP) is a 501(c)(3), not-for-profit Community Action Agency. Established in 1967, BCCAP is Bergen County's designated anti-poverty agency. BCCAP's mission is "to change lives through education, economic opportunities, healthcare, housing, and human services."*

Source: <http://www.bergencap.org/aboutus.html>

### **Isles, Inc.**

#### **Build Your Own Business (BYOB) Program**

*Founded in 1981, Isles, Inc. is a community development and environmental organization based in Trenton, New Jersey. With a mission to foster self-reliant families and healthy, sustainable communities, they design and develop effective services that support this mission and share what they learn with others who can make a difference. Isles, Inc.'s Build Your Own Business (BYOB) Program is a 10-week training course for aspiring entrepreneurs.*

Source: <http://www.isles.org/about>

### **New Jersey Association of Women Business Owners<sup>4</sup>**

#### **Women's Business Center**

*The New Jersey Association of Women Business Owners (NJAWBO) is the largest statewide women business owners' organization in New Jersey. Its primary objective is to support and encourage business ownership by women. Since 1978, NJAWBO has helped women achieve their business visions by providing them with the tools to develop and grow their enterprises. NJAWBO's Women's Business Center provides business training classes for aspiring and established entrepreneurs.*

Source: <http://www.njawbo.org/>

### **Northwest New Jersey Community Action Program**

*The Northwest New Jersey Community Action Program (NORWESCAP) is a private, non-profit corporation originally established in 1965 under the Economic Opportunity Act to serve the low-income populations of Hunterdon, Sussex and Warren Counties.*

Source: [http://www.norwescap.org/about\\_history.php](http://www.norwescap.org/about_history.php)

### **Women's Center for Entrepreneurship Corporation**

*The Women's Center for Entrepreneurship Corporation (WCEC) helps elevate women to business success through education, consulting and entrepreneurial training.*

Source: <http://www.wcecnj.org/about.aspx>

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<sup>4</sup> Effective September 30, 2010, the NJRA modified their contract agreement with the New Jersey Association of Women Business Owners (NJAWBO) to reflect the name change to the Women's Center for Entrepreneurship, Corporation (WCEC) per the request of WCEC. The terms of WCEC's 2008 contract with NJRA remained in effect.

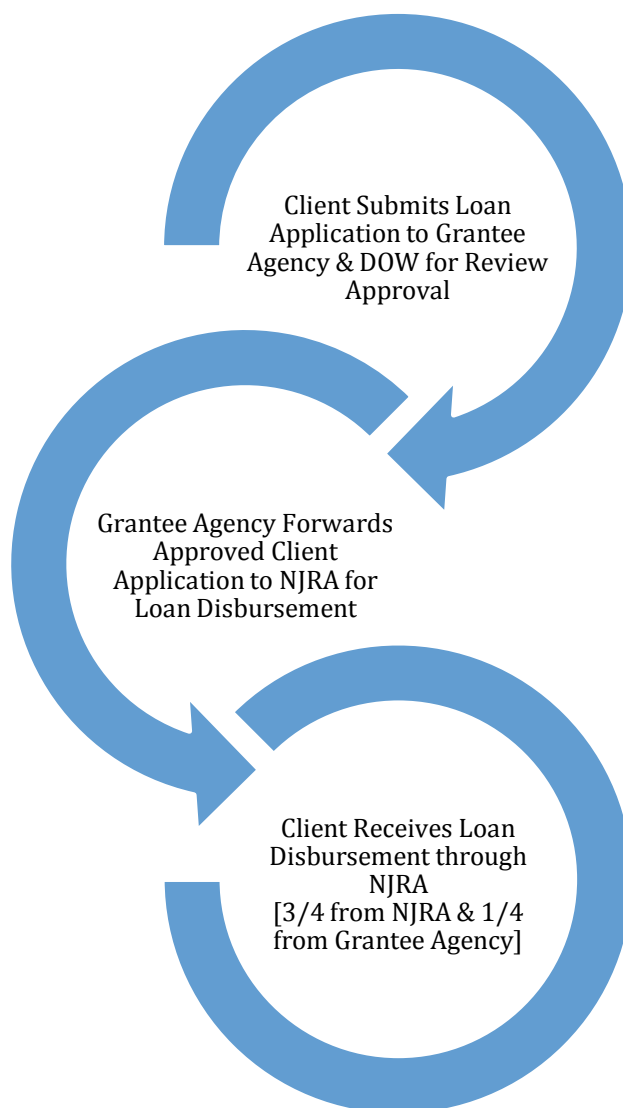


### ***Micro-Business Loans***

Participants in the New Jersey Women's Micro-Business Credit Program could apply for a loan up to \$5,000 through grantee agencies and NJRA. Grantee agencies and DOW reviewed and approved eligible client loan applications. NJRA disbursed loans approved by DOW and grantee agencies directly to approved clients.

For each approved loan, NJRA disbursed three quarters of the loan amount to the grantee agency's client. Grantee agencies fund the remaining one quarter (1/4) balance of the loan.

*For example, if a client is approved for a \$5,000 loan, NJRA would disburse \$3,750 to the client and the grantee agency would fund the balance of \$1,250.*



NJRA, which has expertise administering loans, provided support for loan closing and loan closing documentation to grantee agencies and their clients. Any interest earned on the transferred money would be used by NJRA for administrative costs.

### ***Grantee Principal Repayments***

As client loans were approved and repaid through the New Jersey Women's Micro-Business Credit Program, grantee agencies were responsible for collecting monthly principal and interest payments.

On a quarterly basis, grantee agencies were required to return to NJRA three quarters (3/4) of the total monthly principal payment received for each client loan and retain the remaining quarter (1/4) for their loan contribution.

*For example, if a client made a monthly principal loan payment to the grantee agency of \$100, the grantee agency would return \$75 to NJRA and retain \$25.*

### ***Grantees Project Income***

Grantee agencies were allowed to retain the interest generated on each client loan to help offset future administrative and personnel cost beyond the initial grant.

### ***Grant Award Periods [Phases 1-4]:***

As aforementioned, the New Jersey Women's Micro-Business Credit Program grant was awarded to the above-noted grantee agencies over four phases from October 2006 through December 2013.

## II. PHASE 1 – 2006 CONTRACTS

Phase 1 of the New Jersey Women's Micro-Business Credit Program's contract period was from October 2006 through October 2008 with the following four grantees:

### ▪ Bergen County Community Action Program (BCCAP)

<b>Award Amount</b>	<b>\$58,700.00</b>
Loans Disbursed	(\$7,500.00)
Personnel, Training, Administration Disbursed	(\$33,700.00)
BCCAP Phase 1 Balance*	\$17,500.00
*\$17,500 forwarded to BCCAP's 2008 Contract (Phase 2)	

- Serves Bergen County
- 19 participants
- Two loans
- Two new businesses created
- Types of businesses:
  - Online store
  - Skin care spa
- Training Topics:
  - Are You An Entrepreneur
  - Business & Personal Finance
  - Business Loans & Fees
  - Business Plan I
  - Business Plan II
  - Business Plan III
  - Financial Statements
  - Intro to Business & Banking
  - Legal I
  - Legal II
  - Marketing I
  - Marketing II
  - Open House
  - Small Business Record Keeping
  - Small Business Taxes
  - Tools to Help Your Business Succeed
- BCCAP's Program Promotion (Phase 1):
  - Local banks
  - Local churches
  - Local community colleges
  - Local employment/training centers
- BCCAP's Supplemental Funds (Phase 1):
  - BCCAP
  - Bergen Community College
  - Community Services Block Grant (for space costs)

▪ **Isles, Inc. [Build Your Own Business (BYOB) Program]**

<b>Award Amount</b>	<b>\$78,000.00</b>
Loans Disbursed	(\$375.00)
Personnel, Training, Administration Disbursed	(\$73,000.00)
Isles, Inc. Phase I Balance*	\$4,625.00
*\$4,625 forwarded to Isles, Inc.'s 2008 contract (Phase 2)	

- Serves Mercer County
- 73 participants
- 10 loans<sup>5</sup>
- 13 new businesses created
- Types of businesses:
  - Accessories
  - Catering
  - Child care
  - Concierge service
  - Custom wedding gifts
  - Event planning
  - Gift baskets
  - Inspirational candles
  - Kitchen/bath design
  - Life skills training
  - Sewing
  - Thrift shop
- Training Topics:
  - Business Idea
  - Business Plan TA Session
  - Completing Your Business Plan
  - Cost Analysis/Insurance
  - Costs of Doing Business
  - Course Wrap
  - Describing Your Business
  - Exploring Profitability/Ways To Finance Business
  - Feasibility Analysis/Keys To A Successful Presentation
  - Feasibility Study/Market Research/Emotional Barriers
  - Income Projection/Cash Flow
  - Market Research
  - Marketing and Operating Plan
  - Personal Finances/Tools for Reaching Financial Goals/Choosing A Business Idea
  - Personal Financial Readiness
  - Record Keeping I and II
  - Record Keeping Plan/Taxes
  - Starting A Business Plan/Time Management/Negotiation
  - Writing Your Biz Plan/Personal Development/Moving Ahead on Borrowed Money/Introduction To Biz Groups

<sup>5</sup> Isles, Inc. issued loans less than \$5,000 to their program clients.

- Isles, Inc.'s Program Promotion (Phase 1):
  - Accion
  - Allies Inc.
  - Bo Robinson Education And Treatment Center
  - Center for Progressive Living
  - Childcare Connection
  - Children Home Society
  - Daughters of Zion
  - Edna Mahon State Prison
  - Elijah's Kitchen
  - Ex-offender community
  - Intensive Supervision Program of the Office of the Courts
  - Isles Spirit Walk
  - Lawrenceville Housing Authority
  - Mayor's Office of Employment and Training
  - Mercer County Chamber of Commerce
  - New Jersey Economic Development Authority (NJEDA)
  - New Jersey Citizen Action Small Business Development Luncheon
  - One Stop Career Center
  - Opportunities for All Mercer County Jail Program Staff
  - Princeton Housing Authority
  - Princeton University Department of Human Resources
  - Progressive Center for Independent Living
  - Project Freedom
  - SCORE
  - Trenton Small Business Week
  - UHI Family Partners
  - Ujima Women's Center RBAC
  - Womanspace
  - Workforce Investment Board
  - YWCA of Trenton
- Isles, Inc.'s Supplemental Funds (Phase 1):
  - Heron Foundation
  - Merrill Lynch
  - Private Donor
  - RBC Dain Rauscher
  - Washington Mutual
  - Yardville National Bank



▪ **New Jersey Association of Women Business Owners (NJAWBO) [Women's Business Center]**

<b>Award Amount</b>	<b>\$124,931.00</b>
Loans Disbursed	(\$18,750.00)
Personnel, Training, Administration Disbursed	(\$74,931.00)
NJAWBO Phase 1 Balance*	\$31,250.00
*\$31,250 forwarded to NJAWBO's 2008 contract (Phase 2)	

- Statewide service
- 261 participants
- Five loans
- Five new businesses created
- Types of businesses:
  - Health food café
  - Imported wines
  - Medical billing
  - Photographic prints
  - Towing service
- Training Topics:
  - Are You An Entrepreneur?
  - Basic Excel!
  - Bookkeeping & Intro To QuickBooks
  - How To Start A Small Business
  - How To Start Your Own Business
  - Individual Consulting – Business Plan
  - Start Right!
- NJAWBO's Program Promotion (Phase 1):
  - Article printed in Bottom Line – NJAWBO
  - Flyers included at every NJAWBO class, consulting, trade show, conference and information packet sent
  - Information posted on the NJAWBO website
  - Information posted on the U.S. Small Business Administration website
  - Press releases sent to New Jersey newspapers
- NJAWBO's Supplemental Funds (Phase 1):
  - U.S. Small Business Administration
  - Donations to Women's Business Center

▪ **Northwest New Jersey Community Action Program (NORWESCAP)<sup>6</sup>**

<b>Award Amount</b>	<b>\$41,240.00</b>
Loans Disbursed	<b>(\$3,750.00)</b>
Personnel, Training, Administration Disbursed	<b>(\$21,389.00)</b>
NORWESCAP's Unused Training Funds	\$4,801.00
3/4 Principle Reimbursement	\$664.02
NORWESCAP Phase 1 Balance*	\$21,556.02
<i>NORWESCAP's \$21, 556.02 balance forwarded back to NJ Women's Micro-Business Credit Program budget</i>	

- Serves Warren County
- 40 participants
- One loan
- Eight new businesses created
- Types of businesses:
  - Concert photography
  - Cosmetics and skin care
  - Food truck
  - Health products
  - Holistic - Reflexology
  - Laser imaging
  - Physical rehabilitation aid
  - Virtual assistant
- Training Topics:
  - CDA (Child Development Associate)
  - Computer Training
  - Microsoft Office Simplified
  - New Jersey Association of Women Business Owners (NJAWBO) Training
  - Rehab Aide
  - SEA (Self Employ Assist)
  - Small Business Development Center (SBDC) Training

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<sup>6</sup> NORWESCAP, Inc. chose not to submit a 2008 continuing grant application for Phase 2 of this grant because the agency was unable to confirm future supplemental funding from the IDA grant. The remainder of unspent funds from the grantee contract was recouped and deposited into the Program's account at NJRA.

- NORWESCAP Program Promotion (Phase 1):
  - Displaced Homemaker (DH) clients of the Transitions Center for Women and Hunterdon, Sussex and Morris County DH programs
  - New Jersey Association of Women Business Owners (NJAWBO)
  - NORWESCAP Family Loan Program
  - One-Stop Career Center
  - Presentation at the Warren County Chamber of Commerce in October 2007
  - Press Release to local newspapers and marketing on Cable Community Calendar
  - Small Business Development Center (SBDC)
  - Warren County Community College
  
- NORWESCAP Supplemental Funds (Phase 1):
  - New Jersey Department of Community Affairs' Individual Development Account (IDA) grant
  - NORWESCAP

## PHASE 2 – 2008 CONTRACTS<sup>7</sup>

Phase 2 of New Jersey Women's Micro-Business Credit Program's award period was implemented from November 2008 through December 2010, with the following three grantees:

### ▪ **Bergen County Community Action Program (BCCAP)<sup>8</sup>**

<b>Award Amount</b>	<b>\$82,456.67</b>
Loans Disbursed	(\$0.00)
Personnel, Training, Administration Disbursed	(\$30,986.67)
3/4 Principle Reimbursement	\$826.76
BCCAP Phase 2 Balance*	\$52,296.76
<i>* BCCAP's \$52,296.76 balance forwarded back to NJ Women's Micro-Business Credit Program Budget</i>	

- Serves Bergen County
- 17 participants
- 0 loans
- Zero new businesses created
- Training Topics:
  - BCC Business Plan
  - BCC Legal I
  - BCC Legal II
  - BCC Start A Business
  - Budgeting
  - Business Cluster Group
  - Business Concept
  - Business Plan
  - Checking Account Financial Literacy
  - Credit Counselor
  - Financial Literacy Business vs. Personal Finance
  - Marketing
  - Q&A Business Plan
  - Register Business Requirements
  - Small Business Record Keeping
  - Small Taxes
  - Start The Plan
  - What's A Business Checking?
  - What's A Small Business?
  - What's In A Name?

<sup>7</sup> Funding amounts for the second phase contract utilized and carried forward any unspent amounts from the first phase grantee contracts.

<sup>8</sup> BCCAP chose to terminate their 2008 contract in December 31, 2009 because it was projected the agency was not on track to meet their contract goals. The unspent funds from the grantee contract were recouped and deposited into the Program's account at NJRA.

- BCCAP's Program Promotion (Phase 2):
  - BCCAP Open House events
  - Local churches in Englewood and Hackensack (Mount Calvary Baptist Church and Trinity Baptist Church)
  - Local county agency's Work First New Jersey Collaborative Meeting
  - Local Head Start program workshop
- BCCAP's Supplemental Funds (Phase 2):
  - PNC Bank Financial Literacy Grant

▪ **Isles, Inc. [Build Your Own Business (BYOB) Program]**

<b>Award Amount</b>	<b>\$121,325.00</b>
Loans Disbursed	(\$7,500.00)
Personnel, Training, Administration Disbursed	(\$101,325.00)
3/4 Principle Reimbursement	\$1,989.91
Isles, Inc. Phase 2 Balance*	\$14,489.91
*\$14,489.91 forwarded to Isles, Inc.'s 2010 contract (Phase 3)	

- Serves Mercer County
- 72 participants
- Five loans<sup>9</sup>
- 12 new businesses created
- Types of businesses:
  - Apparel
  - Bakery
  - Beauty supply store
  - Candy/gift store
  - Catering
  - Cleaning service
  - Consignment store
  - Janitorial service
  - Jewelry
  - Restaurant
  - Trucking company
  - T-shirts

<sup>9</sup> Isles, Inc. issued loans less than \$5,000 to their program clients.



- Training Topics:
  - Are You Ready For Business
  - Business Contract
  - Business Idea
  - Completing Business Plan
  - Completing Your Business Plan
  - Costs of Doing Business
  - Describing Your Business
  - Federal Tax Returns for Small Businesses
  - Financial Projections I
  - Financial Projections II
  - Income Projection/Cash Flow
  - Market Research
  - Market Research
  - Marketing Plan
  - Personal Finance
  - Personal Financial Readiness
  - Pricing
  - Record Keeping
  - Record Keeping II
  - Small Business Taxes
  - Tax and Registration Issues for Small Businesses
- Isles, Inc.'s Program Promotion (Phase 2):
  - Active community involvement
  - Center for Progressive Living
  - Flyers were sent via email and standard mail to more than 50 community-based groups, government programs, churches and business groups.
  - Isles, Inc. programs (Center for Energy & Environmental Training (CEET), Youth build, E-4 Environmental)
  - Isles, Inc.'s new Spanish language entrepreneurship classes
  - Mercer County Hispanic Association
  - Newspaper ads
  - One Stop Career Center
- Isles, Inc.'s Supplemental Funds (Phase 2):
  - Bank of America
  - Heron Foundation
  - Niles Foundation
  - Private donor
  - RBC Dain Rauscher
  - Rotary Club

▪ **New Jersey Association of Women Business Owners (NJAWBO) [Women's Business Center]  
Women's Center for Entrepreneurship, Corporation (WCEC)**

<b>Award Amount</b>	<b>\$114,339.95</b>
Loans Disbursed	(\$20,355.34)
Personnel, Training, Administration Disbursed	(\$83,341.56)
3/4 Principle Reimbursement	\$5,838.52
WCEC's Phase 2 Balance*	\$16,481.57
*\$16,481.57 carried over to WCEC's 2010 contract (Phase 3)	

- Statewide service
- 686 participants
- Six loans
- Six new business created
- Types of businesses:
  - Café
  - Chiropractic office
  - Electronic healthcare records management
  - Herbal Air Purifier (manufacturing & distribution)
  - Medical billing
  - Sales recruiter
- Training Topics:
  - 6 Steps To Developing A Power Packed Tagline
  - Are You An Entrepreneur?
  - Basic Business Bookkeeping
  - Bookkeeping & Intro to QuickBooks
  - Building A Marketing Plan
  - Financial Literacy
  - Financial Literacy: Decision Making
  - Financial Literacy: Job vs. Career
  - Financial Literacy: Management & Budget
  - How To Market Yourself & Your Business
  - How To Start A Small Business
  - How To Stretch Your Marketing Budget
  - Individual Consulting – Business Plan
  - Introduction to Excel
  - Introduction to QuickBooks
  - Introduction to Word
  - Personal Branding (Marketing)
  - Start Right!
  - Start Right! Business Plan Class
  - Starting Your Own Business
  - Top 10 Marketing Mistakes
  - Win More Deals In Tough Times

- NJAWBO/WCEC's Program Promotion (Phase 2):
  - Attendance at conferences and expos
  - Hosted E3 (Empower, Engage, Energize) entrepreneurial event & promoted Program at exhibitor table
  - Instructors announce the loan programs at all classes
  - New Jersey Department Of Defense Procurement Event (promote 0.5% veteran loan rate)
  - NJAWBO website
  - U.S. Small Business Administration website
  - Women veterans receive a reduced interest rate of 0.5%
- NJAWBO/WCEC's Supplemental Funds (Phase2):
  - U.S. Small Business Administration
  - Donations to Women's Business Center

### III. PHASE 3 – 2010 CONTRACTS<sup>10</sup>

The third phase of New Jersey Women's Micro-Business Credit Program's award period is from January 2011 through September 2012 with the following two grantees:

▪ **Isles, Inc. [*Build Your Own Business (BYOB) Program*]**<sup>11</sup>

<b>Award Amount</b>	<b>\$ 100,000.00</b>
Loans Disbursed	(\$3,750.00)
Personnel, Training, Administration Disbursed	(\$40,000.00)
3/4 Principle Reimbursement	\$5,835.00
Isles, Inc. Phase 3 Balance*	\$62,085.00
<i>*Isles, Inc.'s \$62,085 balance forwarded back to NJ Women's Micro-Business Credit Program budget for WCEC's amended 2010 contract (Phase 4)</i>	

- Serves Mercer County
- Nine participants
- Five loans<sup>12</sup>
- Three new businesses created
- Types of businesses:
  - Beauty salon
  - Custom refurbished furniture
  - Food truck
- Training Topics:
  - Are You Ready For Business
  - Completing Business Plan
  - Costs of Doing Business
  - Income Projection/Cash Flow
  - Market Research
  - Marketing Plan
  - Personal Finances and Credit
  - Record Keeping
  - Record Keeping II
  - Small Business Taxes

<sup>10</sup> Funding amounts for the third phase contract utilized and carried forward any unspent amounts from the second phase grantee contracts.

<sup>11</sup> Isles, Inc. chose to terminate their 2010 contract in June 30, 2012 because of cutbacks in the agency's supplemental funding. The unspent funds from the grantee contract was recouped and deposited into the Program's account at NJRA.

<sup>12</sup> Isles, Inc. issued loans less than \$5,000 to their program clients.

- Isles, Inc.'s Program Promotion (Phase 3):
  - Developed online version of their entrepreneurial training course, "Build Your Own Business (BYOB)"
  - Flyers were sent via email and standard mail to more than 50 community-based groups, government programs, churches and business groups
  - Isles, Inc. programs (Center for Energy & Environmental Training (CEET), Youth Build, E-4 Environmental)
- Isles, Inc.'s Supplemental Funds (Phase 3):
  - Bank of America
  - Niles Foundation

*Funding Requests (not received):*

- Allstate
- CDFI Fund
- Commerce Bank (now TD Bank)
- Dodge Foundation
- Goldman Sachs
- Rockefeller Foundation
- SBA
- Sovereign Bank
- State Farm
- TriState Bank

▪ **Women's Center for Entrepreneurship, Corp. (WCEC)<sup>13</sup>**

<b>Award Amount</b>	<b>\$110,000.00</b>
Loans Disbursed	(\$21,850.81)
Personnel, Training, Administration Disbursed	(\$75,000.00)
3/4 Principle Reimbursement	\$ 10,314.94
WCEC's Phase 3 Balance*	\$23,464.13
*\$23,464.13 carried over to WCEC's amended 2010 contract (Phase 4)	

- Statewide service
- 994 participants
- Six loans
- Eight new businesses created

<sup>13</sup> Formally known as NJAWBO.



- Types of businesses:
  - Event staging
  - Fast food café
  - Gym/personal trainer
  - Home staging
  - Online retail
  - Party planner
  - Support services
- Training Topics:
  - Amplify Your Brand Identity
  - Anatomy of A Sale
  - Are You An Entrepreneur?
  - Big Marketing On A Small Budget
  - Building A Marketing Plan
  - Building Your Personal Brand
  - Business Plan Consulting
  - Communication Skills for Women
  - Consistency In Your Marketing Message
  - Guerilla Marketing
  - Guerilla Marketing – High Impact, Low Cost
  - How To Attract Ideal Customers
  - How To Do Market Research
  - How To Speak About Your Business So Others Will Listen
  - How To Start A Small Business
  - Inbound Marketing Game Plan
  - Intermediate Excel
  - Intermediate QuickBooks
  - Intro to QuickBooks, Part 1
  - Introduction to Excel
  - Introduction to QuickBooks 2011
  - Job vs. Career
  - Leveraging Social Media and On-line Marketing
  - Market Research
  - Marketing Upstream – Finding New Clients
  - Marketing Upstream – Finding New Clients & New Markets
  - Networking
  - Networking – How To Work A Room
  - Personal Branding
  - Sales – Understanding Your Selling Style
  - Self-Employment As An Option
  - Start Right!
  - The Sky's The Limit
  - Tradeshowmanship & Event Marketing
  - Win More Deals In Tough Times

- WCEC's Program Promotion (Phase 3):
  - Female Offender Reentry Group of Essex (FORGE)
  - New Jersey Veterans Business Outreach Center, Rutgers School of Business, Newark
  - Rising Tide Capital in Jersey City
  - UCEDC, A non-profit Economic Development Corporation
  - WCEC website
  - WISE Women's Center at Essex County Community College
- WCEC's Supplemental Funds (Phase 3):
  - U.S. Small Business Administration

*Funding requests (not received):*

- PNC Bank
- PSE&G
- Columbia Bank
- Chase Bank Foundation
- Bank of America Foundation
- Wells Fargo Bank

#### IV. PHASE 4 – AMENDED 2010 WCEC CONTRACT<sup>14</sup>

The fourth and final Phase of New Jersey Women’s Micro-Business Credit Program extended the award period of WCEC’s 2010 contract through December 2013:

##### ▪ Women’s Center for Entrepreneurship, Corp. (WCEC)<sup>15</sup>

<b>Award Amount</b>	<b>\$116,917.28</b>
Loans Disbursed	(\$17,839.25)
Personnel, Training, Administration Disbursed	(\$84,917.28)
3/4 Principle Reimbursement	\$5,004.71
WCEC Phase 4 Balance*	\$19,165.46
<i>WCEC’s Phase 4 balance will be forwarded back to NJ Women’s Micro-Business Credit Program budget</i>	

- Statewide service
- 1100 participants
- Five loans
- Five new business created
- Types of businesses:
  - Apartment rentals
  - Custom jewelry
  - Fabrics web sales company
  - Medical Collections
  - On-Line motorcycle apparel for women
- Training Topics:
  - Advanced Topics in Excel
  - Are You An Entrepreneur?
  - Basic To Intermediate PowerPoint
  - Big Marketing on A Small Budget
  - Building A Marketing Plan
  - Business Plan Consulting
  - Communication and Listening Skills
  - Communication Skills
  - Communication Skills For Women
  - Guerilla Marketing - Plan For Business With No Money
  - How To Speak So Others Listen
  - How To Start A Small Business
  - Intermediate Excel
  - Intermediate QuickBooks
  - Introduction To Excel
  - Introduction to Excel 2007

<sup>14</sup> Funding amounts for the fourth and final phase of the contract utilized and carried forward any unspent amounts from the amended third grantee contract.

<sup>15</sup> WCEC extended their 2010 contract for one additional year because the agency was only able to secure funding from SBA until December of 2013. The unspent funds from the grantee contract will be recouped and deposited into the Program’s account at NJRA.

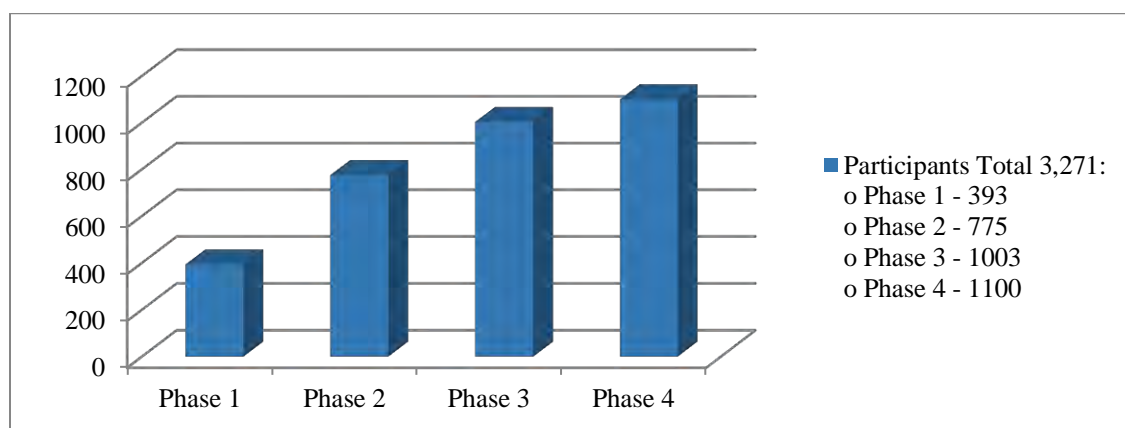
- Introduction To Excel Part 1
- Introduction to QuickBooks
- Introduction To QuickBooks Part 1
- Introduction To Word
- Just Ask - Customer Relations
- Market Yourself with LinkedIn
- Personal Branding
- Personal Branding For Entrepreneurs
- Secrets of a Top Sales
- Start Right!
- Start Right! Business Plan Basics
- Tradeshowmanship & Event Marketing
- Unconventional Marketing
- Winning The Credit War
- WCEC's Program Promotion (Phase 4):
  - WCEC website
  - Designed new brochures and flyers
  - WCEC's "Women Making Their Mark in Business" event
  - Exhibiting at NJAWBO Procurement event
  - Exhibiting at SCORE program event in Princeton, New Jersey
  - Exhibiting at Junior Achievement event
  - Exhibiting at Union County "Women Mean Business" event
- WCEC's Supplemental Funds (Phase 4):
  - U.S. Small Business Administration (SBA)

## V. CUMULATIVE PROGRAM SUMMARY (PHASES 1-4)

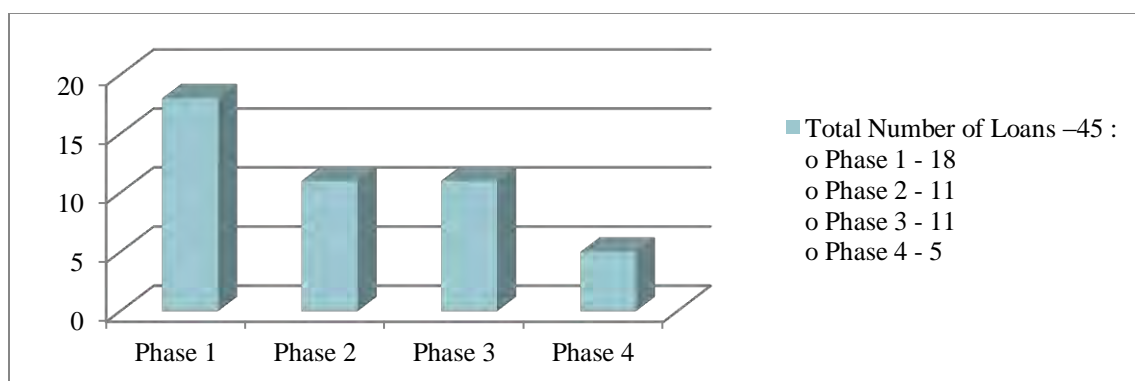
OCTOBER 2006 – DECEMBER 2013

*The New Jersey Women's Micro-Business Credit Program has been in demand due to the increase in client participation (Figure 1). The decrease in the total number of loans, approved client loans and total new businesses created (Figures 2-4) was in direct correlation with the reduction of program agency grantees in each of the four Phases. Phase 1 represented four program agency grantees, Phase 2 comprised three program agency grantees, Phase 3 encompassed two program agency grantees and Phase 4 included one program agency grantee. The majority of the program agency grantees were not able to continue their sustained participation in The New Jersey Women's Micro-Business Credit Program due to a lack of supplemental funding.*

**Figure 1 - Total Participants**

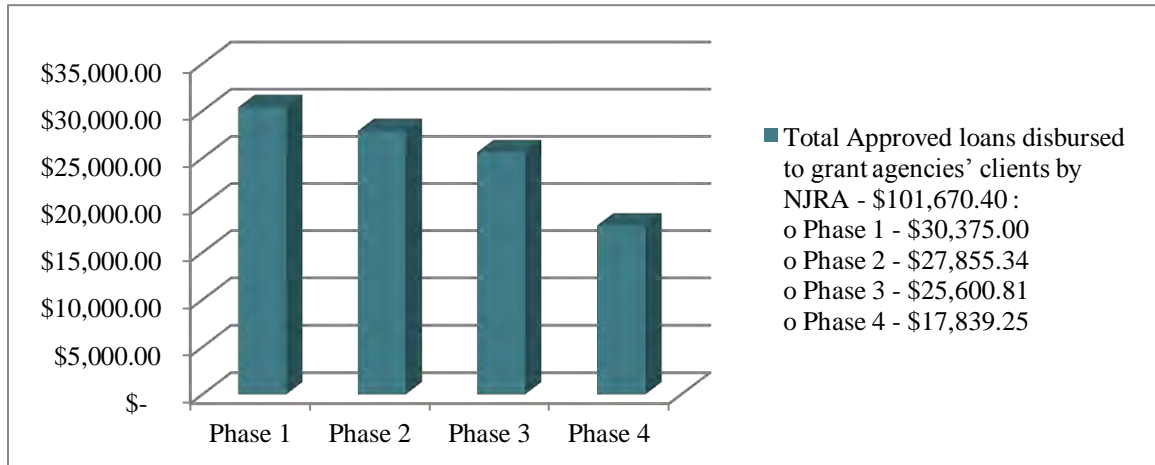


**Figure 2 - Total Number of Loans**

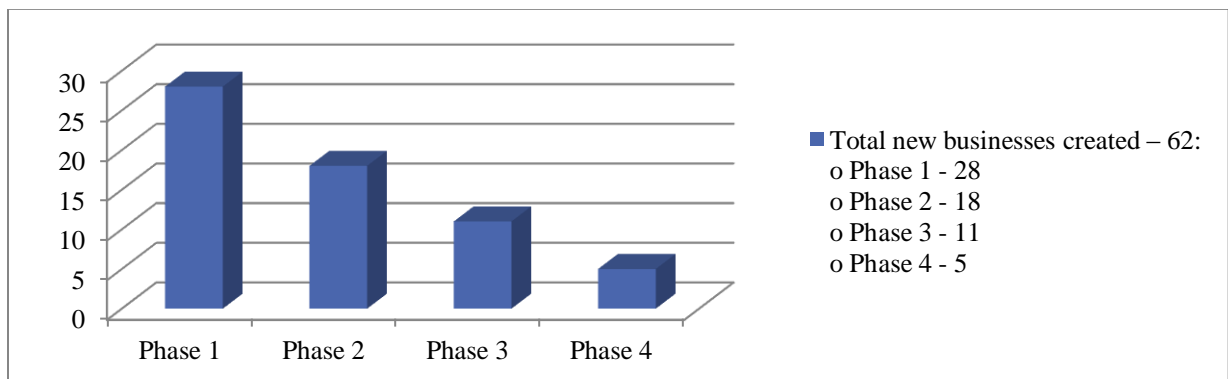




**Figure 3 - Approved Client Loan Totals**



**Figure 4 - Total New Businesses Created**



***Summary [Phases 1-4]:***

**Phase 1**

- BCCAP
- Isles, Inc.
- NORWESCAP
- NJAWBO
  - Total Participants - 393
  - Total Loans - 18
  - Total Businesses Started – 28

**Phase 2:**

- BCCAP
- Isles, Inc.
- NJAWBO/WCEC
  - Total Participants - 775
  - Total Loans – 11
  - Total Businesses Started – 18

**Phase 3**

- Isles, Inc.
- WCEC
  - Total Participants - 1003
  - Total Loans - 11
  - Total Businesses Started – 11

**Phase 4**

- WCEC
  - Total Participants - 1100
  - Total Loans - 5
  - Total Businesses Started - 5