

A report from Southern Good Faith Fund

Southern Good Faith Fund's Business Development Center provides high-quality, in-depth training, technical assistance, and counseling to entrepreneurs who want to start a business or grow an existing business. We also help our clients access various sources of financing.

Our consulting services are provided at a highly subsidized cost and a small fee is charged for most seminar and workshops.

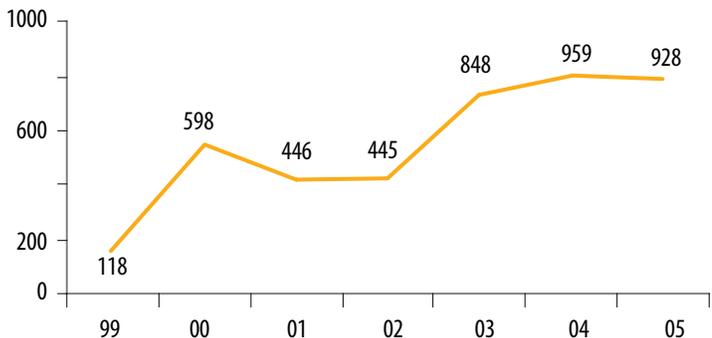
The Business Development Center is partially funded by the U.S. Small Business Administration.

Who We Help

- 4342 clients served since 1999
- 83% are female
- 74% are African American
- 32% have a high school diploma
- 45% have some college education
- 16% have a bachelor's degree
- 25% have gross income of less than \$10k
- 39% have gross income between \$10k - \$25k
- 28% have gross income between \$26k - \$50k

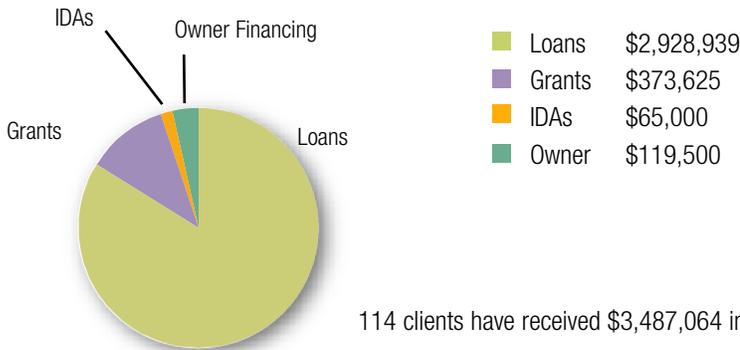
Clients Served

Includes technical assistance, training, workshops, counseling, and BIC usage



Access To Financing

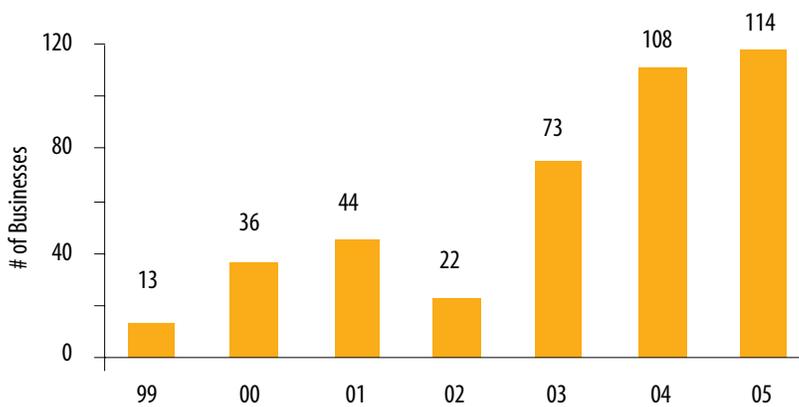
Cumulative Since 1999



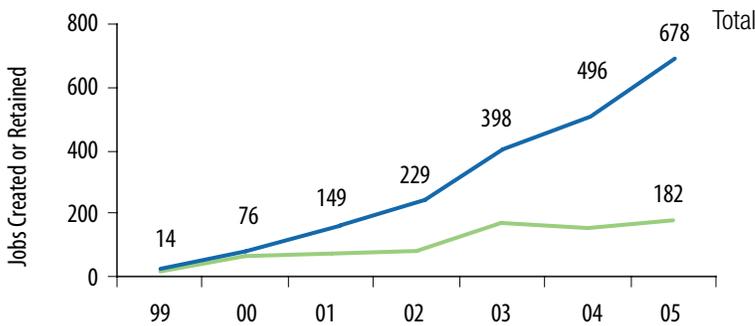
114 clients have received \$3,487,064 in financing

Impact On Business

Businesses Assisted

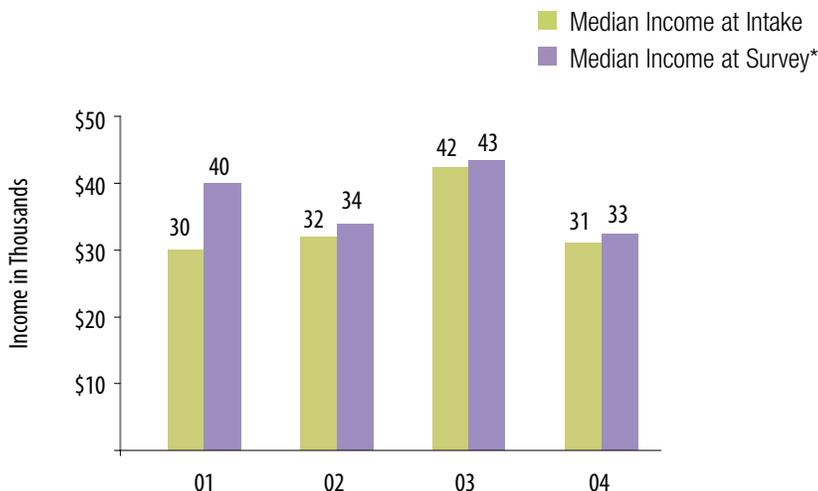


Impact On Jobs



Change in Clients' Median Household Income

In Thousands



*Clients who received at least 10 hours of service were surveyed.
Response rate was 52%.

A New Perspective

Betty Gray's love of photography was inspired by her granddad and dad. So naturally, capturing images of family is important to her and set in motion her dream of becoming a professional



photographer. "There is strong demand to capture family milestones like births, baptisms, and reunions in a professional and poignant way and that's what I specialize in."

CC Photography offers high-end, personalized photography services at affordable prices and comes to you on location to capture events and memories as they happen. "I love to capture a wriggling infant or a family at their reunion" says Gray.

"I am now working on growing the business and BDC staff has helped me identify the type of marketing strategies that are most effective for my business. For example I have learned that I need to focus more on relationship marketing than on traditional methods such as press and radio. My clients recommend me to others and so long as I provide awesome services I will grow my client base."

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Building communities. Changing lives.