

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.

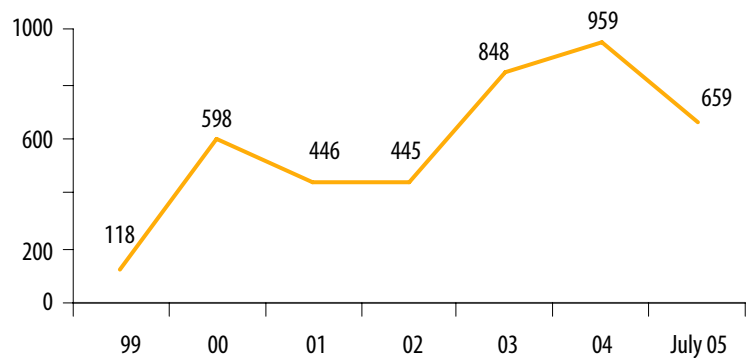
The Business Development Center is partially funded by the U.S. Small Business Administration.

Who We Help

- 4074 clients served since 1999
- 88% are female
- 72% are African American
- 32% have a high school diploma
- 45% have some college education
- 15% have a bachelor's degree
- 15% have gross income of less than \$10k
- 35% have gross income between \$10k - \$25k
- 32% have gross income between \$26k - \$50k

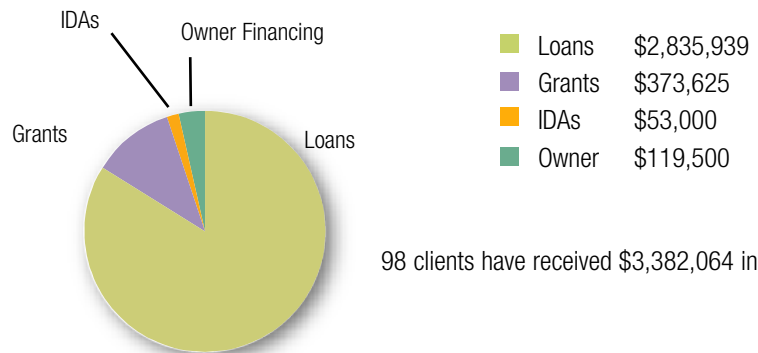
Clients Served

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



Access To Financing

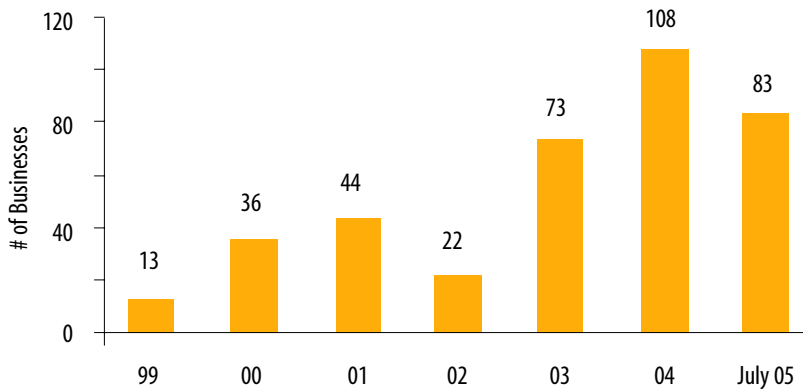
Cumulative Since 1999



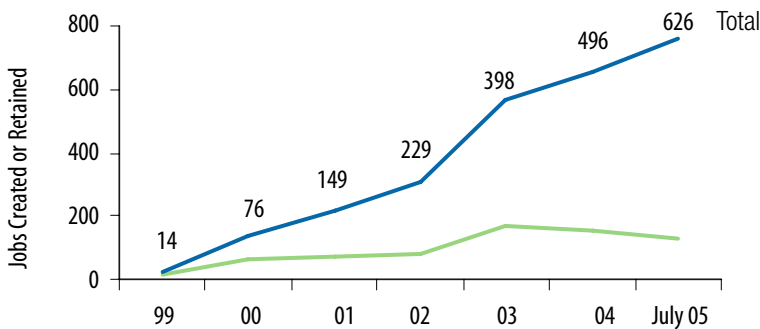
98 clients have received \$3,382,064 in financing

Impact On Business

Businesses Assisted

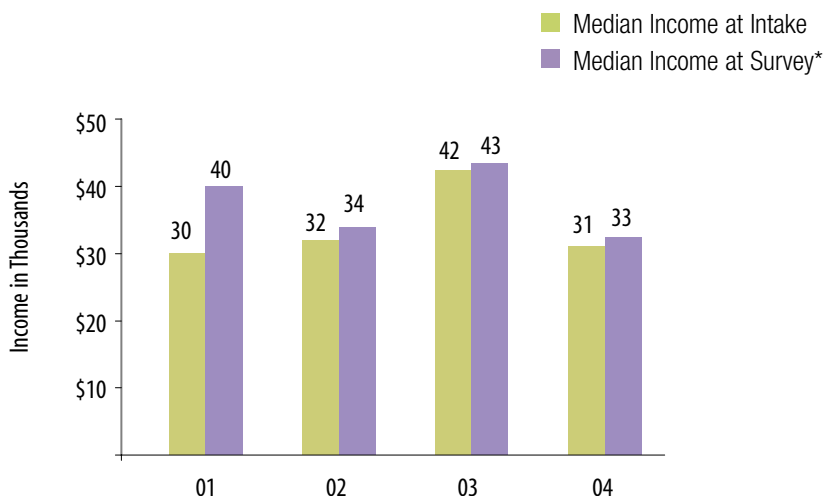


Impact On Jobs



Change in Clients' Median Household Income

In Thousands



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

The Growing Gets Good

Julee Johnson's first business was a small print shop in Pine Bluff, Arkansas. Several years and business locations later, business was booming but the growth presented a few challenges.



"Our sales really grew," says Julee. "Despite having taken many business management classes, my time and money management skills were falling far short. I used all my savings and found myself in debt."

Julee knew she needed help. She took Southern Good Faith Fund's Next Step class, an intensive 11-week training program, and hired an experienced business management consultant from alt.Consulting. "We had to reorganize the business and learn how to manage our finances so we could pay off our debts."

Julee's daughter, Melissa Watts, joined the business which re-opened under the new name of Class 'A' Apparel and an expanded product line that includes school uniforms, corporate wear, and monogramming.

Revenue currently approaches \$1 million and sales for the first half of 2005 have doubled compared to the same period last year.

"It was not the journey I expected when I started, but it certainly has begun to pay off," laughs Julee.

2304 W. 29th Ave.
Pine Bluff, AR
phone 870.535.6233

www.southerngoodfaithfund.org

 **Southern**
Good Faith Fund
Building communities. Changing lives.