

# AMERICA'S SBDC INCLUSIVITY CHALLENGE



We are here to help those that need it most. SBDC resources can make a real difference in communities by enabling business formation and growth. We believe all people deserve access to the best business guidance tailored to their needs.



—Michele Abraham,  
America's SBDC  
Board Chair and  
South Carolina  
SBDC State  
Director



SBDCs have always focused on ensuring and expanding their outreach to underserved communities. The Inclusivity Challenge is a logical extension of those efforts.



—Charles "Tee" Rowe,  
America's SBDC  
President & CEO

## AMERICA'S SBDCs WE BUILD COMMUNITIES

Business has changed dramatically since the creation of America's Small Business Development Centers, from the introduction of new technologies to the expansion of global trade. And America's SBDC network has been there throughout — helping small businesses succeed, and helping aspiring entrepreneurs achieve the American dream of owning their own business.

As we look ahead, SBDCs are examining the communities they serve to identify barriers and limitations, and how enhanced SBDC services can make an impact.

### About the Inclusivity Challenge

The America's SBDC Network is teaming up with local community partners on an exciting initiative called the Inclusivity Challenge. This initiative builds upon our existing efforts to help underserved and minority entrepreneurs establish a clear path to empowerment and continued economic and community prosperity.

The Inclusivity Challenge features resources including customized, culturally relevant business and financial advising, business education events, and access to partners to help underserved entrepreneurs navigate the path of small business success.

All SBDCs are invited to join The Inclusivity Challenge. Participation is completely voluntary.

### The Challenge

- 1 Critically examine communities within the SBDC's service region that face barriers and limitations.
- 2 Select a single or multiple communities where the SBDC can expand its influence to have meaningful results.
- 3 Offer culturally and linguistically sensitive services tailored to meeting the needs of the community and achieving results.
- 4 Share data to demonstrate the SBDC's role in making a difference in targeted communities.

Join America's SBDC in its cause to take a deeper look at the clients we serve in the communities we call home.

To learn more about the Challenge and sign-up now visit:

[www.AmericasSBDC.org/members/inclusivity](http://www.AmericasSBDC.org/members/inclusivity)

or contact

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