Supporting Levels for Private or Public Investment in the Idaho WBC

Women-owned businesses in Idaho are under-represented, lack access to capital, entrepreneurial tools, mentoring, and resources. Idaho female founders demand more. This IWBC designed the Business Builder Program for women who want to start, grow, and accelerate their business. This program will reach women in even the most remote of areas of the state, utilizing local economic development agencies, chambers of commerce, local libraries, community champions plus virtual online training.

Over the last year, the Idaho Women’s Business Center has made measurable strides in serving minority and under-resourced women including recent outreach with the Idaho Native American tribes. The disparity of underserved entrepreneurs has drastically increased, and this pilot program could not be launched at a better time than now.

Legacy Leader $10,000
- 2 Banner Ads on website (Events Calendar / Member Directory)
- Opportunity to display your business at select events.
- Opportunity to present and host at select events.
- A listing on our Exclusive Directory and includes a Market Landing Page.
- This level of support allows multiple women to attend our classes at no charge, it also sponsors multiple training programs in a rural community.
- Hyperlink company logo on supporting partner page and weekly newsletter.

Associate Partner $5000
- Inclusion in our exclusive directory with marketing landing page.
- 1 Banner Ad on either Events Calendar / Member Directory.
- This level of support allows multiple women access to our classes at no charge and scholarships a full training class in a rural community.
- Hyperlink logo on supporting partner page and weekly newsletter.

Community Connector $2500
- Inclusion in our exclusive directory, landing page and Marketplace Directory.
- Log in access to register for events.
- Opportunity to host a networking event for entrepreneurs.
- This level of support allows multiple women access to our classes at no charge and scholarships a full training class in a rural community.
- Hyperlink logo on supporting partner page and weekly newsletter.
SPONSORSHIP/MEMBERSHIP OPPORTUNITIES:  
(continued)

Bridge Builder $1500
- Listing in our exclusive women-owned business directory.
- Landing page and access to our networking events.
- You’ll be supporting a full training class in a rural community as well as one woman in a 6-week training program.
- Hyperlink logo on the supporting partner landing page.

Sustaining Supporter $500
- Listing on IWBC Directory
- Market Landing Page and Marketplace Directory
- Log in for events

All donations are tax deductible under the Idaho Hispanic Foundation(501c3)

Why an exclusive Directory for Idaho Women Business Owners?

An opportunity for all Idaho women entrepreneurs to be found in one central place, where Main Street meets Main Street Online.

It encourages women to do business with other women.
Each business on the Directory receives a marketing landing page offering more brand visibility on the internet, especially for those who cannot afford a standard website and the new Marketplace offers e-commerce shopping.
Keeps participants first in the know of IWBC training and small business education.
Allows private and public partners who financially support the IWBC be included exclusively.
CONNECT THE DOTS ACADEMY
MENTORSHIP PROGRAM

Welcome to the Connect the Dots Academy, Mentorship Program!

WHY BECOME A MENTOR?
• GROW your Network
• LEARN to overcome Challenges
• DEVELOP your Business Strategies
• EXPLORE new ways to Build your Business

WHY BECOME A MENTEE?
• DEVELOP your Strengths
• GROW your Passion for Entrepreneurship
• ADVANCE the Economic Impact
• GAIN professional Visibility

Banner Ad Opportunity
Mentoring Circle Sponsors
Volunteer Mentoring
Industry Expert Circle Leaders
Small business is the backbone of our economy. Idaho ties for 3rd in the nation for women starting business. (Minorities are the fastest growing culture of women entrepreneurs, according to a 2019 AmEx study)

We believe there is a maximum distance a woman will travel to obtain business training.

A localized resource platform will create a stronger ecosystem of partners residing in smaller communities, strengthening the overall economic landscape of Idaho.

This program utilizes local support as presenters and facilitators, highlighting local subject experts where available. Additionally offering the best in class presentations in captured videos.

This statewide effort is guided by the Idaho Women’s Business Center in conjunction with collaborative partners and funded using federal, state and private funding.

Why the Idaho Rural Growth Initiative 44 x 22, "bringing small business education to all 44 Idaho counties by year 2022"?

- Phase 1: Get Connected with Dream Engineering (a 2 hour Orientation Workshop) A 101 beginner class to see if entrepreneurship is the right path and an accelerated class for those who have been in business for 2 yrs plus. Offered 2 times per month in various locations / virtual. English/Spanish
- Phase 2: Enroll in Creative Framework. (a 6 week accelerator covering start-up business basics) 101 class for “coming soon/new in business and an accelerated class for those ready to learn how to take their business to the next level.
- Phase 3: After completion of Creative Framework, participants will continue their training with ongoing mentor and counselor support.
- Phase 4: The IWBC hosts weekly specialty sessions called Strategic Sessions. Each event has an educational focus on one of the pillars of growing and running a business. Financial, Marketing, Human Resources and Business Development.
- Phase 5: Mentoring Circles, a 6 week accelerated industry specific networking group for entrepreneurs. Focused on increasing process, product, people, making connections and raising capital under the Mentorship Program.
Attendee Cost and Estimated Value

- Dream Engineering $10 ($50 estimated value) per attendee, taught in both, English / Spanish. All classes available on-site or virtual.
- Creative Framework, $60/series ($250 estimated value) per attendee, includes a one year subscription to LivePlan (business planning software, a workbook, additional online resources and a one on one mentor / counselor)
- Scholarships available on a need-based criteria (application required)
- Industry-based Network Circles $60/series ($250 estimated value)
- No cost to participants for one-on-one mentoring and counseling ($500 plus value)

How YOU can ensure the success of the Idaho Women's Business Center and the Idaho Rural Growth Initiative

- Encouraging all women in business in Idaho to register on the IWBC Directory regardless of location.
- When a need arises, search on the IWBC Directory for business resources first to support our rural efforts.
- Volunteer as a mentor, counselor or facilitator of a class or workshop in your local community.
- Join the IWBC network by investing in a membership, add your business to the exclusive space as one who financially supports the efforts of the WBC and has a desire to offer resource to those on the Directory.
- Become an influential part of the movement to break down barriers for Idaho women and drive economic growth by financially supporting the IWBC. Contact Diane Bevan to sponsor specific events / trainings.

IdahoWomen.Org
Diane@IdahoWomen.Org
O: 208-996-1570  M: 208-880-2488
IWBC LATINAS NETWORK
CONTINUED OUTREACH/EDUCATION IN SPANISH/ENGLISH

SHARE tu HISTORIA

HOW TO START un negocio

AMIGAS, Let’s Chat

HOW TO GROW tu negocio

“AMIGAS, Let’s Chat

“I attended the Amigas - Let’s Chat event for the first time. I want to say ‘thank you’ for all that you and your team are doing for the women in Idaho. What you all are doing is so important! It is clear that you all put your heart and soul into your work. I don’t think that I have ever felt more welcomed at an event that I was attending for the first time. On top of that, it felt powerful and encouraging to be in a room with so many women of color when that is rarely my reality in spaces. I met several amazing women and walked away from the meeting with my heart happy and full. I look forward to attending future events with you all!”

JEANIE
Signature EVENTS in 2021!!
2021 East / West Annual Conferences
RefresHER, “Celebrate YOU”
Sponsorship packages available on the IWBC calendar event link

2021 STATE OF WOMEN BUSINESS OWNERS: IDAHO REPORT
Wednesday | November 10 | 11:30am | JUMP Boise

Presented by: Idaho Women’s Business Center
IdahoWomen.org
ECONOMIC Q4 DATA REPORT
10/20-12/20

48 IWBC Training Classes / Events
Total attendees to Events: 491
Resulting in over 934 cumulative hours of training attendees.

Counseling clients in Q1 2021: 125
Hours counseled: 525
Website requests for assistance:
Just Starting a Business: 76
Established in Business: 38
Crowdfunding Program launched 11/2020:
48 participants currently in the program, estimated launch of funding in the next 60 days
Mentorship Program: Mentors 68/ Mentees: 38
2 ongoing 6 week Network Circles, Women in Beauty and Women less than 2 years in Business

Mujer a Mujer Unidas program launched October,2020 with 4 monthly events.
Amigas, lets Chat, Marketing & Dinero, Share Tu Historia and Resources para la Comunidad
Mujer a Mujer Unidas: 619 followers in 3 months.

Marketing Landing Page Hits
IWBC Member Network Directory
126,937 views in 2020
4430 from Jan 1-14,2021
195 IWBC Training Classes / Events
Total attendees to Events: 1,863
Resulting in over 2136 cumulative hours of training attendees.

Counseling clients in 2020: 352
Hours counseled: 778

IWBC Assisted access to Capital
Reported SBA Loans: $1,858,801
Non SBA Loans: $1,522,627
Jobs supported: over 300
Jobs Created: 96
New assisted business starts: 43
Gross receipts reported:
$32,424,153
Losses reported in 2020: -$2,597,210

THE MISSION

The mission of the Idaho WBC is to serve all women, cultures and communities in achieving their educational, professional and entrepreneurial goals.

We believe in the potential of women, minorities, immigrants and families and choose to educate, train and help them obtain successful business ownership and employment.

“Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA.”