**4/27/22 WEBINAR: Linking Financial Wellness and Small Business Development**

**Name of Webinar:**

Linking Financial Wellness and Small Business Development

**When**:

Wednesday, April 27, 2022

2:00 to 3:30 pm PST

**Zoom Link for Webinar:** CRS set up a Zoom **Meeting** per Jennifer 3/14 & 3/22 ~~or Webinar~~

[*Registration Link*](https://us06web.zoom.us/meeting/register/tZAlf-ysrjIiHNEv-eRNtwEThkVDIC7LOib-)*:* FName, LName, Email, City, Zip, State, Organization, Job Title

DONE - Additional Registration Question: What counties or cities do you work in/serve?

DONE - Additional Registration Question: Do you or your organization offer any of the following services:

1. Financial wellness, including education, coaching or counseling
2. Small business services (Microenterprise Development Organization (MDO)
3. Both 1 and 2
4. I do not, but would like to learn more about doing so

DONE - Additional Registration Question: What topics would you like to learn more about? Improving credit, increasing income through business ownership, providing financial education, partnerships with banks, helping people access accounts, or finding local resources in your area.

**What it's About/Summary:**

For many folks from marginalized communities, small business ownership can be a powerful path out of poverty and into financial security and well-being. Yet in today’s economy, financial systems are increasingly complex, business planning is challenging to navigate, and barriers to achieving financial stability can be daunting.

Join the Washington State Microenterprise Association (WSMA) and the Financial Empowerment Network (FEN) on April 27th, 2022 2-3:30 pm, to learn more about providers across the state offering both financial wellness services and small business development services. We will explore how layering both types of support can multiply the positive impact for individuals and communities.

Financial empowerment services can include financial education, counseling, or coaching, and work to ensure that communities have access to reliable information and trustworthy tools to help with topics such as dealing with debt and improving credit, budgeting, banking, taxes, starting a business, and homeownership. Small business development programs work with people who want to increase their income by starting their own business, learning to sell their products or services online and manage their cash flow

We will hear from a panel of organizations grounded in both financial empowerment and small business development, who will share their journey to offering both types of support and what structures and partnerships have worked well for them along the way. This session will be interactive, and we hope you will leave with resources and new ideas about how you can support your clients in accessing both types of support.

Our panelists include: *To be added later as they confirm*

*This webinar is brought to you by the Washington State Microenterprise Association (WSMA) and the Financial Empowerment Network (FEN) with support from the Washington State Treasurer's Office, Black Owned Business Excellence, Seattle Credit Union and the Washington State Department of Commerce.*

**Target Audience**

Professionals working in small business development/micro-enterprise, especially those who focus on historically marginalized communities, and who are interested in offering more support around personal financial wellness, such as banking, budget, credit and debt, or other financial goals

Professionals working in nonprofit, social services, or financial empowerment who are interested in talking to their clients and community members about microenterprise/small business as a way to generate income to support their family and a path out of poverty for low-income and historically marginalized communities

**Goals of Webinar:**

*JQ: I’m thinking really the goals that we’d share with participants are #1-5. #6-9 feel like a note for us to remember as we’re putting it all together.*

1. For small business development staff to better understand what financial empowerment and financial education are, why each is important, and the different ways this work can look (coaching, classes, partnerships)
2. For nonprofit social service and financial empowerment staff to better understand why small business development is a viable option for many marginalized and vulnerable communities, how they can support clients who are interested in their own business, and what resources exist to support individuals interested in starting or growing their business
3. Understand that when you layer (combine) financial empowerment and small business development the impact multiplies
4. Understanding the possibilities, including referral partnerships, program integrations, and program development
5. Walk away from the session with new resources, connections and real ways to find the partners needed to engage in this layered work

*Others, see note above:*

1. You don’t have to build from scratch, you have partners that could work with you
2. Ideas that feel reasonable for them and their organizations
3. What is the financial institution's place in all of this?
4. Promote the more in-depth session in the Fall

**Featured Panelists** (bios below): *FIVE is the goal per last meeting.*

* Facilitator(s): Lisa Smith, Executive Director of WSMA or Jennifer Quiroz, Executive Director of Financial Empowerment Network (FEN) or both?
* Panelist 1: YWCA Seattle | King County: Amy Cheng (*JQ will follow up, has not heard as of 3/31)*
* Panelist 2: Ventures: JQ will follow up (will ask about their Spanish-speaking program). *3/31: JQ met with Venture and they are connecting with Myra*
* Panelist 3: E4E (Rural) *Lisa following up, waiting to hear.*
* Panelist 4: SNAP *Lisa following up, waiting to hear*
* **CONFIRMED**: Panelist 5: Jenefeness Tucker from Seattle Credit Union and Black Owned Business Excellence in WA (BOBE) - *Lisa*

**PANELIST MEETING #1: Wednesday, April 20 from 10 - 11am**

Join Zoom Meeting

<https://us02web.zoom.us/j/83450664630?pwd=WVBaNEdGb0pVOHhJWVc5d2UvTFp0Zz09>

**PANELIST MEETING #2: Thursday, April 21 from 3 - 4pm**

Join Zoom Meeting

<https://us02web.zoom.us/j/83450664630?pwd=WVBaNEdGb0pVOHhJWVc5d2UvTFp0Zz09>

**Panel Questions**

1. How can I help my self/communities improve their credit score?
2. How do we help the people we serve increase their income through business ownership?
3. How can I support my clients to avoid payday lenders, check cashers and pawn shops?
4. How do I provide finance education to the folks my organization works with?
5. How can we partner with financial institutions?
6. How do I talk to community members I serve about accessing a bank account?
7. Where do I send folks now for info about financial education?
8. What small business or financial wellness resources are in my immediate local area?
9. What have been your challenges or pain points?
10. What have been some of the best collaborations or partnerships in this work?
11. What has been the most effective way to introduce personal finances to small business owners or self-employment to people with limited incomes as a poverty alleviation strategy?
12. The workforce has changed during COVID and people are no longer satisfied with their low paying jobs. How do we support them as they embark on the path of being their own boss?
13. Any other questions not included here?

Others:

1. Please tell us about your organization and your role there. How does either small business development or financial empowerment fit into the vision and mission of the larger organization?
2. What specific support do you offer around small business development and/or financial empowerment?

**FUTURE WORKSHOPS:**

**Sponsors & Partners - LOGOs as well**

* Presented and co-hosted by the Washington State Microenterprise Association and the Financial Empowerment Network - *both logos on graphic*
* BOBE - *logo on graphic*
* Others from Panelists (waiting on Ventures, SNAP, E4E, YWCA)
* Seattle Credit Union - *logo on graphic*
* *Thank you for support -* Washington State Treasurer's Office *logo on graphic*
* *Thank you for support* - DFI (ask Jennifer)
* *Thank you for support -* Washington State Department of Commerce *logo on graphic*

**AGENDA/TIMELINE**

2:00 - 2:05 Introduction & Overview of the Webinar

2:05 - 2:15 Presentation by Lisa? Presentation by Jennifer?

2:15 - 2:45 Panel facilitated by Lisa, Jen or both?

Proposed Questions:

1. Add here
2. Add here
3. Add here

2:45 to 3:30: Q&A (45 mins)

3:30 End

**Speaker Bios**:

Jennifer Quiroz is the Executive Director of the Financial Empowerment Network (FEN). Jennifer has over 20 years’ experience in nonprofit programming, focused on gender-based violence, immigrant communities and financial empowerment. Prior to taking on this role in 2021, Jennifer was previously involved with FEN as a partner organization while managing the YWCA’s Economic Resilience Initiative in South King County, where she worked as and supported a team of financial educators and coaches. Jennifer co-developed the Hope and Power for your Personal Finance classes for survivors of domestic violence in 2006 and facilitated classes in English and Spanish for 10 years with partners throughout King County. Jennifer received her BA in Human Services from Western Washington University, and is working on her Master of Nonprofit Leadership from Seattle University. Jennifer lives with her husband, two kids and pandemic-acquired dog in Renton, Washington.

Others:

**Chat Box Links Day of Webinar:**

Learn more about the Washington State Microenterprise Association (WSMA):

<https://www.wamicrobiz.org/>

To learn more about the Financial Empowerment Network: <https://www.everyoneiswelcome.org> and Bank On Washington: <https://www.bankonwashington.org>

To learn more about BOBE:

<https://sites.google.com/wsbdc.org/wsbobe/home>

To learn more about Seattle Credit Union:

<https://www.seattlecu.com>

**WSMA Set up**

DONE - Zoom registration link - Do as a Meeting per Jennifer

Panelist / Invites and Zoom Link sent out to Speakers

Get PDF of presentations

DONE: Add to WSMA Reports document(s)

DONE, will update as we confirm speakers - WSMA Webpage

DONE: FB event

DONE E-blast, out 3/29

DONE but updating with speaker logos as they come in Graphics (IG, Tw, FB, Website, Zoom header/logos)

**WSMA Follow up & Post Event Production**

Video production - Ask Jennifer Q about her volunteer!

PDFs of presentations

Chat box download

Graphics (YouTube thumb, website, e-blast)

Update WSMA TA webpage after posting video

Website news story

Link to website to all registrants

Send survey, if created

Add registrants to e-news list as noted on their registration day of

**3/14/22 meeting notes (not edited):**

Actionable Steps for those seeking to gain capital. How do we take the big issues (like inequity) and taking this big issue and translating it to ACTION STEPS (like building a business plan).

John says audience is those folks who need to gain capital

Lisa: We want to support our MDOs in learning how to deliver Financial Education as part of their offerings.

Jennifer: Build themselves or partner with programs that already exist! Don’t need to be the expert, but partnerships super critical

Jennifer: Other side is that small biz is NOT considered often. So it needs to go both ways with folks needing capital and those who give capital. For MDOs it's an important way to support your clients.

Workforce development IS small biz development!

* Brenda Snyder, Director of Policy and External Relations, Washington State Treasurer's Office (and BankOn Board member) brenda.snyder@tre.wa.gov
* John McKenney, Financial Education Coordinator, WA State Department of Treasury (john.mckenney@tre.wa.gov)

Additional Registration Question: What are your top three needs or things you’d like to learn about during the webinar? Select three *(Note: Zoom webinars allows for a short answer, single answer and multiple answer but a meeting ONLY allows short answer or single answer. Email sent to JQ & LS to resolve)*

1. How can I help my self/communities improve their credit score
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3. How can I support my clients to avoid payday lenders, check cashers and pawn shops?
4. How do I provide finance education to the folks my organization works with?
5. How can we partner with financial institutions?
6. How do I talk to community members I serve about accessing a bank account?
7. Where do I send folks now for info about financial education
8. What small business or financial wellness resources are in my immediate local area?
9. Any other questions not included here? (*open text box*)