

*Success in a
Distressed Community*

New Orleans Data

Median Household Income

US: \$52,175

Orleans Parish: \$39,398

Percent of population living below poverty

US: 13.2%

Orleans Parish: 23.8%

Unbanked Households

US: 26.8%

Louisiana: 34.5%

New Orleans Data

Population by race/ethnicity

US:	34%
Orleans Parish:	61%

Minority business participation rate:

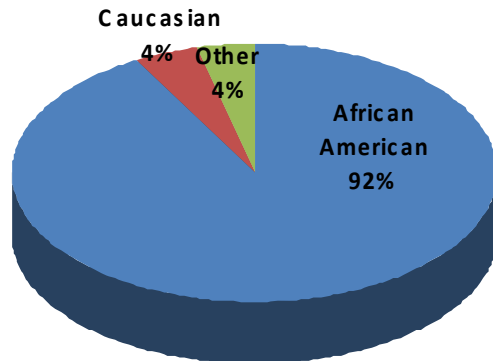
	<u>Non Minority</u>	<u>African American</u>
US	91	24
Orleans Parish:	101	18

Mission

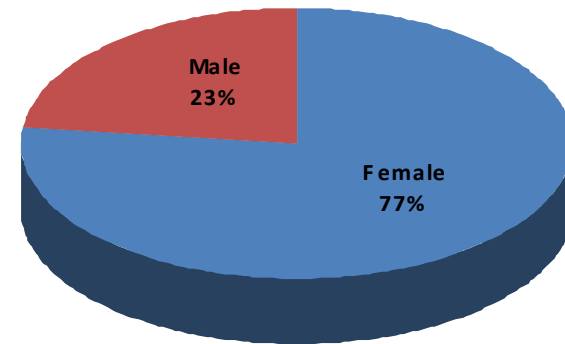
*The mission of
Good Work Network
is to expand the economy in the
New Orleans area by building
minority and women
owned businesses.*

GWN Clients

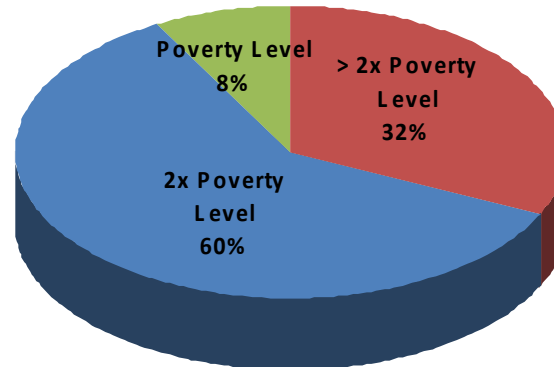
92% of Clients are African American



77% of Clients are Female



68% of Clients are Low Income



Average Credit Score of 583



Services

Educational Courses

Technical Assistance

Back Office Support Services

Capital Access Assistance

Market Access Services

Networking Opportunities

Results

- **1,940 clients have received technical assistance or training since 2006**
- **337 businesses have been started**
- **189 businesses have accessed capital totaling over \$2,200,000**
- **290 full time jobs and 90 part time jobs have been created since 2006**



Targeted Programs

Central City Collaboration:

Creating collaborations to transform a distressed community

Alliance for Equity and Inclusion:

Linking banks with underserved communities

ConnectWorks:

Connecting small businesses to contracts and creating jobs

Central City Collaborative

Structure

- A collaboration of funders that focus resources in the Central City Neighborhood
- A collaboration of organizations and residents that inform and implement strategies for improving the quality of life in Central City

Central City Collaborative

Successes

- Millions of dollars have been invested in Central City resulting in new housing for over 525 families
- Oretha Castle Haley Blvd. – a commercial corridor in Central City - is being revitalized
- The Franz Building in Central City is being revitalized by Good Work Network with the help of a \$200,000 in grants and additional long term financing by JP Morgan Chase. The building will house Good Work Network's Business Resource Center and several retail spaces.



Alliance for Economic Inclusion

- **Sponsored by the FDIC**
- **Connects Banks and Non-Profits**
 - **Develops Products for the Unbanked**
- **Sponsors Education and Outreach**

Alliance for Economic Inclusion

Successes

- Annual Small Business conference in 2008 and 2009 with attendance over 200 each year
- Committees established to develop strategies in specific areas such as small business, asset building, affordable housing, etc.
- Several micro loans programs have been established throughout the state by banks in partnership with CDFI's

ConnectWorks

GOALS

- Create a pipeline for growing minority businesses that create jobs
- Create synergies by encouraging programs that develop affordable housing or provide other services to low income individuals to use small businesses attempting to build their capacity
- Assure that small businesses that get contracts agree to use the pool of Section 3 workers as their first source for new jobs

ConnectWorks

Successes

- **Good Work Network** in collaboration with the **Alliance for Affordable Energy** provided training to 17 small contractors in weatherization techniques
- Five of these contractors were awarded contracts by **Salvation Army** or **Total Community Action** to weatherize houses for low income people.
- One contractor has been so successful that he has creates five (5) new jobs into which he hired graduates of the **AAE** weatherization workforce development program.

Getting Involved in Distressed Communities in Your Area

- Encourage your bank's investment in economic development in distressed communities
- Become a member of the AEI in your area to develop strategies for increasing the capacity of small businesses to stimulate local economic development
- Promote the use of Disadvantaged Business Enterprises and the hiring of low income individuals on projects supported through CCRA programs
- Work with technical assistance providers and alternative lending organizations to create a pipeline to banking services using IDA Programs and micro lenders

Thomas Floor Care

