



Social CAPITAL

Realizing the economic value of your business network.



IMPACT REPORT 2022-2023

The Keys to Capitalizing:



- *Established in 1999, The Business Center (TBC) is the only virtual-incubation organization serving the businesses and neighborhoods of Northwest Philadelphia.*
- *Our organization works to stimulate the genesis and growth of area small businesses, with a special focus on African-American and women owned businesses.*
- *In addition, we focus technical assistance efforts on small businesses located in or are willing to locate in low to moderate-income areas.*
- *The Business Center sees these efforts as absolutely crucial for energizing neighborhood development and economics.*
- *While we serve all businesses TBC offers special programs for black and brown businesses.*

Ready, Set,
Start...

Mission Statement:

*To equip individuals with
the necessary tools to
start, sustain and
expand their business.*





President's Message

As the President of the Board of The Business Center for Entrepreneurship and Social Enterprise, I want to express my heartfelt gratitude for your unwavering support and dedication to our cause. In these challenging times, the importance and impact of non-profit organizations on society have become even more evident. Through tireless efforts, selflessness, and commitment, we can make a difference in the lives of those in need.

Together, we have achieved remarkable milestones and created a lasting impact on our community. I am immensely proud of our progress over the past year. Despite our obstacles, we have successfully implemented several initiatives that have positively impacted the business community. Our organization has been at the forefront of change, from providing essential resources to those businesses affected by the pandemic to supporting education and financial literacy programs, as well as the anticipated opening of our Innovation and Manufacturing Center in the first quarter of 2024.

However, our work is far from over. As we look towards the future, we must remain steadfast in our mission and continue to innovate, collaborate, and adapt to the evolving needs of our community. Together, we can create a brighter and more inclusive future for all.

I would also like to extend my most profound appreciation to our dedicated board members, volunteers, staff, and partners who have worked behind the scenes to ensure the smooth functioning of our organization. Your passion, expertise, and unwavering commitment continue to inspire me.

In closing, I want to express my sincere gratitude for your continued support and belief in our organization's vision. Together, we can make a difference and create a better world for future generations.

With warm regards,

Ronald Williford

Ronald Williford
President of the Board
The Business Center

Dear Friends, Family, Colleagues and Supporters:



Thank you for another successful year of starting, sustaining and expanding small businesses. Our goal is to always bring relevant topics to the forefront, while helping our community understand how the underserved can scale through maximizing the value of your network (professionally, spiritually, wellness wise and recreationally).

I am also hopeful of the opportunities that the future will hold; and most importantly we want to make sure there is inclusion and a seat at the economic table. Additionally I am thankful that in a critical time as we continue to fight viruses and deal with social injustices, The Business Center (TBC) will continue to rise to the occasion and assist our small businesses with strategies to secure capital, tax assistance, certification, advisory boards, record keeping and social media enhancement. To do this successfully, we will need that continued support from our stakeholders, which includes our board, sponsors, clients and collaborative partners.

This year TBC has had the opportunity to partner with many different businesses and collaborative partners. Through our theme and esteemed panel discussion (see the full program at https://youtu.be/0lTv_6uEf3Q to view for the event) on "Social Capital" for our Annual Best Practices in Action Fundraising and Networking Event we have learned that partnerships and interactions are most beneficial when they are relational instead of transactional, so we will strive for that outcome.

We look forward to having the opportunity to continue to support small businesses and form meaningful and strategic relationships with organizations and stakeholders to start, sustain and grow during this time.

Stay strong, stay safe and stay focused.

Best Regards,

A handwritten signature in black ink that reads "Pamela Rich-Wheeler".

Pamela Rich-Wheeler, MBA
Executive Director
The Business Center for
Entrepreneurship & Social Enterprise



Keys to Growing: ONE ON ONE COACHING

One on One coaching is sometimes the best way for small business owners to tailor a plan that best suits their needs. It provides mentoring that encompasses support activities, educational programs, and individual consulting. Our monthly business advisory meetings are key to making sure small business owners in Northwest Philadelphia are connected to all the available resources at their disposal. We promote economic development in underserved business corridors by providing entrepreneurs with in-house expertise and building out a strong network of community organizations.



TANEESHA TRIBETT

Taneesha Tribett is the Owner of Jacobs Catering and Brotherly Grub food truck (which you can find outside of the Art Institute of Philadelphia). She became a client of The Business Center in 2022 to secure financial projection guidance. Her professional experience includes; high volume

catering with Aramark including high end dishes for Executives of Sports teams as well as VIP members. Her goal is to open a banquet hall or ball room that offers mid to high end cuisine and mentor children in hospitality. Currently she is employed with Sodexo at Drexel University, Chestnut Street Caterers.

Taneesha is also a Committee Member for new members with highly acclaimed food organization, Les Dames Escofier International. Additionally, she is also a member of Sisterly Love, a food fair group for women business owners in the food industry.

MUMBI DUNJWA

Mumbi Dunjwa is a TBC client and was referred to Ben Franklin Technology Partners where she received \$250,000 in funding from the PACT Conference. After securing this round of funding she was able to research and develop more attractive packaging for her projected target market (consumers and retailers) networks. At the Innovation and Manufacturing Center she will have access to a lab where she can produce small batch manufacturing. Additionally, she will be able to place her products in 25 stores and as a result she will need another round of equity investment funds so that she can increase her output in order to meet consumer demand in 25 different TJ Maxx locations.



Connect

Keys to Empowerment: COMMUNIVERSITY

Aiding small business owners in the development of professional management and entrepreneurial skills has always been our aim. We created The Business Plan Course to give the new entrepreneur a solid understanding of the critical concepts of business startup. Participants also benefit from a vast array of business enhancing workshops that provide guidance for the beginning stages of business development.



WAZZALAH NATURALS

Kawana Shaw is the owner of **Wazzalah Naturals**. She is also a graduate of the business plan course and a member of TBC. TBC is aiding Wazzalah Naturals to enhance professional management in two ways. First TBC has connected Kawana with Havilah Organics, a shea butter whole sale supplier in Ghana.

This supplier is helping Kawana reduce the pricing of her shea butter supply by half, positively impacting her profit margins. Secondly, the TBC Team is helping Wazzalah Naturals develop a website, which will increase the distribution of her skin products. Lastly, Kawana will be participating in the inaugural cohort of the Innovation and Manufacturing Center.

HAVILAH ORGANICS



With a Foundational Key We Will EDUCATE:

YOUTH ENTREPRENEURSHIP PROGRAM

The Business Center's Youth Entrepreneurship Program is a motivational program that encourages youth between the ages of 7 & 17 to start their own business. This program exposes students to valuable skills that translate into successful business ventures, better job opportunities and enhanced real world skills.

ALEXIA SANDERSON

Alexia Sanderson is a graduate of The Business Center's Youth & Money Camp. Alexia currently has a pet sitting business called Helping Hands. She is home-schooled. Alexia also received TBC's "Young Entrepreneur Best Practices in Action Award."



She participated in TBC's 2022 Black History Month Pop Vendor Event at Grocery Outlet Bargain Market and successfully secured clients for her animal sitting business.

Alexia has a love for animals. She is interested in learning how to ride a horse.

Special Invitation

Become a Member!



Youth Entrepreneurship Program

Learn why membership has its privileges!

VISIT: www.thebizctr.com/membership

Become a TBC Youth Entrepreneurship Member today for only \$150 annually.

Please contact us with any questions.

(215) 247-2473 Ext. 3

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Educate

ELIJAH REESE



Elijah Reese is a graduate of The Business Center's (TBC) 2014 Youth Entrepreneurship Program. He is currently a Civil Engineer working at Pennoni Multidisciplinary Engineering Consulting Firm. He is working on The Bellweather District Project, which is redevelopment of the old oil refinery located in South Philadelphia. "Pamela Rich-Wheeler has

influenced my career choice tremendously," said Reese. "Growing up, I didn't really know what I wanted to do in the future but she introduced the idea of me becoming an engineer. At that point I began to research what it meant to be an engineer, all the different types of engineers and from that point on I realized that this would be a field that worked for me. The Innovation Center will give individuals the structure and framework of what it means to be an entrepreneur. I look forward to seeing the Innovation Center's Progress and I thank TBC for the role they have played in my life."

Elijah's thoughts to the small business community are to never stop pursuing you dreams and enjoy the process.

Elevate



ENTREPRENEURSHIP:

Promote Growth, Connections and Development

Number of Jobs Created or Retained	305
Number of People Attending Training Courses, Workshops, Fairs and Seminars	1,393
Total Capital Infusion Provided	\$158,150 (Partner Grants, Loans Referred/ Secured and Pitch Competition Monetary Awards)
Total Revenue Directly Impacting Philadelphia	\$2,400,000
Total Number Provided with Technical Assistance and Coaching	104
Number of Adults Served	789
Number of Youth Served	604

THE BUSINESS CENTER Highlights

..... 2022-2023

September 2022 – TBC and Naturaz presented at the National Black MBA Conference in Philadelphia on “Creating an Effective Pitch.” Over 1000 attendees were at the conference.

September 2022 - December 2023 - Educated and served 604 youth on starting a business, career development at Philadelphia Public Schools, Senator Haywood’s Youth Power Summit, and financial literacy in the public and charter schools through workshops and online course instruction.

May, 2023 - TBC presented at the US Ghana Chamber of Commerce Global Business Women’s Conference. Our organization also established a long term collaborative partnership with Cape Coast University, The Serenity House and US Ghana Chamber of Commerce.

October 2023 - Provided seminars on business planning, health/beauty cohorts and food symposiums with collaborative partners during Minority Enterprise Development Week.

November 2023 – Executive Director Pamela Rich-Wheeler received Pi Gamma Sigma Bigger and Better Business Award – Non-Profit of The Year presented by Phi Beta Sigma Fraternity Inc. from the Pi Gamma Sigma Chapter.

November 2023 – TBC Groundbreaking Ceremony for the Innovation and Manufacturing Center.

December 2023 – Ron Williford and Pamela Rich-Wheeler receive leadership award from Nicole’s Strategy Agency in partnership with Perfectly Flawless.

December 2023 - TBC celebrated the Annual Best Practices in Action and recognized adult business community members, educators and participants for outstanding youth entrepreneurship community impact and achievement. TBC also provided a setting to build and expand relationships at the beginning of the event. Lastly panelists Cherri Gregg, Host/News Anchor WHYY, Solomon Wheeler, Maria Sourbeer, Sr. VP of Development Mosaic and Kelly Woodland, United Way. The topic was “Social Capital”.

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Special Invitation



MEMBERSHIP INCLUDES:

- ✓ 10% Discount on Classes, Seminars, Events
- ✓ Listing on our Member Page
- ✓ 2-hours of Business Coaching
- ✓ 1-hour of Business Assessment
- ✓ Annual Financial Analysis
- ✓ Discounted HR Support
- ✓ Discounted Legal Strategy Session
- ✓ Conference Room Rental Discount
- ✓ Press Release Discounts

-Become a member for \$150 annually



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TBC Member!*

*Learn why membership
has its privileges.*

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*With gratitude
TBC thanks
Mr. Cost
for the
\$10,000
(in shares)
as a donation challenge.*

TBC DONOR OPPORTUNITIES: *Donor 2024 Challenge*

SUSTAINER - \$1,000
(or \$83.33 per month for 12 months)

Donor receives recognition on all printed material.

AMBASSADOR - \$3,000
(or \$250 per month for 12 months)

Donor receives recognition on all printed material and free admission to all TBC networking events.

HERO & HEROINE - \$5,000
(or \$416.67 per month for 12 months)

Donor receives free financial health check up of business and feedback assessment of clients recognition on all printed material and free admission to all TBC networking events.

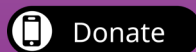
Donor Challenge

TBC welcomes you to match the challenge which will support programming and building capacity.

Help us meet this goal today and create a strong future for black and brown innovators!

To learn about TBC's impact
or to make a donation, scan here!

Thank you!



Please join our Donor Challenge!
Visit our website to contribute: www.thebizctr.com/donate

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**TBC WOULD LIKE TO THANK OUR
PROGRAMMING SUPPORTERS AND COLLABORATIVE PARTNERS**



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