



“HOW I BUILT THIS”



FROM VISION TO REALITY:
INSPIRING STORIES OF SUCCESS

IMPACT REPORT
2023-2024

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.



BOARD CHAIR'S MESSAGE

As we look back on the past year, my heart is filled with deep gratitude for the incredible progress we've made together as an organization. It's been a year of challenges, yes, but also one of immense opportunity, resilience, and transformation. Together, we've turned obstacles into stepping stones, empowering individuals to take meaningful steps toward building and sustaining their dreams.

This year, we've witnessed remarkable stories of hope and renewal—moments that remind us why we do this work. From the groundbreaking success of our inaugural Healthcare and Beauty Cohort to the continued impact of our online business planning course and the AARP Smartphone workshops, these milestones prove what's possible when passion meets purpose.

None of these achievements would have been possible without you—our devoted staff, volunteers, donors, and supporters. Your compassion, generosity, and belief in our mission have touched countless lives, creating ripples of hope and opportunity that extend far beyond what we can see.

As we step forward into a new year, we are excited about what lies ahead. Together, we will open the doors to our innovation center, forge new partnerships at home and abroad, and continue to expand our impact in ways that inspire and uplift. With your unwavering support, I have no doubt we'll reach new heights.

Thank you for standing with us, believing in this work, and fueling the transformative change we strive to create. Your kindness and commitment remind us daily of the power of community. Here's to another year of growth, service, and lives forever changed.

With heartfelt gratitude,

Ronald Williford

Ronald Williford
President of the Board
The Business Center

EXECUTIVE DIRECTOR AND FOUNDER'S MESSAGE



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 www.youtube.com/@thebusinesscenter1816 to view the event) on "How I Built This" 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.

BONNIE BING

Founder and Executive Director for

The Conservatory for Arts & Music of Philadelphia

Dancing from age four at the Philadelphia School of Dance Arts (home of Philadanco) for Joan Myers Brown's very first school at 52nd Street, for the past five decades Bonnie has pursued a professional career in dance.



A member of Philadanco's first dance company, she has also worked with new and emerging Motown artists and has choreographed for the WDAS Coca-Cola dancers, WPVI'S pilot TV show Night Music, and for the youth in Aretha Franklin's concert performances. Bonnie has taught in both the public and private school systems and in area studios, including the Philadelphia School of Dance Arts. She has worked as the past Director of Development and Finance Officer for Philadanco, Unit Director for Boys and Girls Clubs of Philadelphia, Inc. Germantown and Executive Director of the International Association of Blacks in Dance working directly with dance legends Joan Myers Brown (Philadanco), Sherrill Berryman Johnson (Images of Cultural Images), Cleo Parker Robinson (Cleo Parker Robinson Dance Theater), Jeraldyn Blunden (Dayton Contemporary Dance Company) Ann Williams (Dallas Black Dance Theater), Carmen De Lavallade, Donald McKayle, Walter Nicks, Eleo Pomare, Donald Byrd, Chuck Davis (DanceAfrica), Lula Washington (Lula Washington Dance), Louise Jackson and Ronald K. Brown. In 1999 Bonnie received the Bessie Award's (The New York Dance and Performance Award) Special Citation for the International Association of Blacks in Dance. Presently Bonnie has started her own school with professional artists from the PA Ballet, Alvin Ailey American Ballet, Dance Theater of Harlem, Philadanco and Freedom Theater along with teaching in the Pennsylvania Ballet's Delphi Project.

She is the proud mother of two daughters, Erica and Tenille and three grandchildren Laci, Stephen & Chloe who she loves with great admiration. TBC recently helped the organization secure the 501C3 and provided them with a grant. conservatoryforart.wixsite.com/camp (Google Search: The Conservatory for Arts & Music of Philadelphia)

Bonnie Bing is a member of The Business Center.



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.



CORINNE GREEN *HR MOM, CEO*

Corinne has a human resource company and has successfully completed TBC's Business Course. Since, she has won numerous financial awards.

She has serviced over 20 organizations in the Greater Philadelphia region and placed over 50 individuals in the small business workforce since its inception in 2017! The HR MOM team of 4 does its work remotely and on-site with its clients. HR MOM is there for clients every step of the way. She is also a member of The Business Center. The HR MOM way blends empowerment and motivation, through vivid illustrations and real-life experiences in their work, organization members will walk away feeling revived and willing to work towards their newly found business goals.

HR MOM prides itself on its ability to cater services towards the organizations goals and believes in bringing enthusiasm and creativity to planning sessions. One of their major accomplishments is the establishment of policies and procedures for operating, recruiting talent, and building talent pipeline program, often hiring directly from the community in which organizations are placed. HR MOM has been able to add more stability to the training operations, implement new standards, and best practices that are operational in many small businesses

As an active member of Society of Human Resources (SHRM), Corinne is connected to the finest resources and strategies in the industry. Her ability to work with small business owners to apply big business strategies to their growing organization has been proven to add value and increase revenue. She is a firm believer in small businesses working as big businesses NOW! As a champion of learning, she has worked as an Adjunct Professor of Communications Studies at a variety of colleges and universities in the Greater Philadelphia Area. For the past 20 years, she has been teaching scholars business communications, public speaking, and communication theory and research at Penn State University (Brandywine), Delaware County Community College, Cheyney University of PA, Lincoln University of PA, West Chester University of PA, and Thomas Jefferson University, and many more! Corinne resides in Philadelphia with her husband Justin, daughters Naomi and Faith.

**Help TBC meet our goal and raise funds for the
2025 Programming and Capacity Building! Goal - \$10,000**



Please contribute on our 'Donate' page.

Go to: thebizctr.com/donate



EMPOWER



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.

JAMIR PRESCOTT

Youth Entrepreneurship

Jamir Prescott is a senior at Parkway NW High School for Peace and Social Justice. He is a member of the varsity Basketball Team. Jamir participated in the summer internship at Tech-Core2 where he learned Network+ and Python for Advanced Manufacturing, sponsored by TBC. His future goals are to attend college and to own his own real estate company. In preparation for this, Jamir is registered to attend the Jumpstart Real Estate Course in January.



He was awarded the Outstanding Young Entrepreneur Award at TBC's 2024 Best Practices in Action Program.

Special Invitation

Become a Member!



Youth Entrepreneurship Program

**Learn why membership
has its privileges!**

VISIT: 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

THE BUSINESS CENTER HIGHLIGHTS

2023-2024

March, 2024 - April, 2024 - Facilitated and structured all need support for the Level Up Pitch Competition presented by WURD Radio and 2 other partner media stations.

October, 2023 - May, 2024 - IaMC partnered with Harrisburg Area Community College to offer Work Ease Training for Math, blueprint and assessment to 15 11th graders and graduating seniors. Also Electrosoft teamed up with IaMC and did a joint presentation on summer employment opportunities. As a result 22 applications were sent to ElectroSoft for summer internship consideration. One applicant was hired for summer employment. IaMC provided the stipend through a grant with the PA Training to Career Program.

June - July, 2024 - Two full time employees were hired to support the Innovation and Manufacturing Center (IaMC) The programming and work for development coordinator, and Kia services coordinator.

July, 2024 - The first cohort of the healthcare and beauty accelerator concluded on July 27th, 2024 where they did their final pitches and received small business resources to scam scale. The presentation judges included Tiffany Spraggins, CCP Power Up. Solomon Wheeler, SBA, Carvon, Johnson, Estee Lauder, and Baron Holland Bank of America.

July, 2024 - August, 2024 - IaMC provided stipends of up to \$30,000 for software development training for 13 youth, who participated in a summer program at Techcore2.

August, 2024 - September, 2024 - IaMC served as judge for the National Black MBA Association Scale Up Pitch Competition to identify candidates in the Technology, Advanced Manufacturing and Biotech areas. Three hundred business entered nationwide. They represent Philadelphia as a future destination for professionals.

October, 2023 - October, 2024 - Serve annually as moderator for the Fox Rothchild Emerging Companies & Venture Capital Practice and Private Investors Forum, 8th Annual Women Founders and Funders: Accessing Capital, presented by the Angel Venture Forum.

October, 2024 - In partnership with PIDC, IaMC kicked off the second cohort of the Health Care & Beauty Accelerator.

December, 2024 - TBC celebrated 25 years of training in coaching entrepreneurship to adults and youth. TBC presented the Annual Best Practices in Action Networking Awards and Fundraising Event - "How I Built This". A panel of physicians, including Dr. Akili DeBrady, Dr. Franklyn Scott and Dr. Kennard Herring shared their journey to scale. It was moderated by Afternoon Host/Anchor, Cherri Gregg. Awardees included: Ron Dutton, Corporate Partner of the Year; Camille Simpkins, Outstanding Board Member; Annesia LittleViera, Creative Educator; LaToya Johnson, Innovative Small Business; Lisa Camps, Volunteer of the Year; Jamir Prescott, Outstanding Young Entrepreneur. There were over 90 attendees that enjoyed the event, that included an educational panel discussion, food and networking. View our video of the event at www.thebizctr.com/bestpractices2024/

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MEMBERSHIP INCLUDES:

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- ✓ 1-hour of Business Assessment
- ✓ Annual Financial Analysis
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-Become a member for \$150 annually



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

**TBC DONOR
OPPORTUNITIES:
Donor 2025 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.

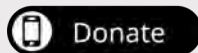
Donor Challenge

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**

TBC WOULD LIKE TO THANK OUR
PROGRAMMING SUPPORTERS
AND
COLLABORATIVE PARTNERS



- City Councilmember Cindy Bass
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THE BUSINESS CENTER

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