

About the WE Lend Initiative

The WE Lend Initiative seeks to bridge the financing gap and empower women entrepreneurs to pursue their dreams. The WE Lend Initiative leverages the powerful networks and expertise of three national organizations dedicated to small business prosperity and growth: Accion, the U.S. Network, National Community Reinvestment Coalition (NCRC) and Women Impacting Public Policy (WIPP). The Initiative is sponsored by the Sam's Club Giving Program.

About the WE Lend Training Programs:

As a part of the initiative, NCRC developed two curricula to support the growth of women entrepreneurs across the United States: "Introduction to Microloan Packaging" and "Primed for Growth."

- **Introduction to Microloan Packaging:**

The goal of this program is to teach the staff of Women's Business Centers the basics of how to package microloan applications, whether it be for their own microloan program or for an external lending partner. The curriculum provides practical training that is on demand, easily accessible, and teaches both the technical and soft skills necessary to successfully package microloans. This program is best suited for the staff of Women's Business Centers.

- **Primed for Growth:**

This program teaches women entrepreneurs about basic business financial management in an easy-to-understand format. The goal is to provide women entrepreneurs with the necessary information and tools that will allow them to make strategic financial decisions so that they are able to grow and expand their business into sustainable and profitable enterprises. Structured as an in-depth Question and Answer session, the curriculum answers some of the most common questions about several areas of business financial management, including budgeting and financial planning, filing taxes, accessing credit and risk management. The answers present what an entrepreneur needs to know, understand and implement regarding the day-to-day financial operations of a business.

As a WBC, you may deliver this course in one of four ways:

- **Face-to-Face:** Download the materials, distribute them to each participant and teach one module each week for 7-10 weeks in a classroom format.
- **Webinar:** Distribute the materials to registered participants electronically, upload the PowerPoint presentation to the webinar platform of choice and hold sessions on a periodic basis.
- **One-on-One:** Download and distribute the materials to counseling clients and work with them one-on-one in counseling sessions.
- **Self Study:** Download and distribute the materials to your counseling clients and have your clients work through the materials on their own time.

Both curricula are available for FREE to all qualified Women's Business Centers. More information, registration, and access to both programs can be found on the WE Lend Website (<http://we-lendinitiative.org>), by clicking on the "FREE WBC Training Curricula" tab.

You can also register for and access each program through the Association for Women's Business Centers website (www.awbc.org) under the "Resources" tab.

For additional questions, comments, technical difficulties or feedback contact:

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