



BENEFITS

Large Banks or Financial Institutions

The ***Small Business Resource Directory (SBRD)*** can help large banks and financial institutions meet their Community Reinvestment Act (CRA) requirements by providing opportunities to promote programs or activities that offer financing for and support of small and microbusinesses. Such programs or activities include:

- ▶ Providing financial technical assistance and financial literacy advice through one-on-one counseling; special programs targeting low-to-moderate-income qualified groups; loans to qualified small and microbusinesses; educational offerings to other *SBRD* service providers.

The *SBRD* also enables banks and financial institutions to promote their services.

Community Banks or Mission-Based Lenders

The *SBRD* allows community banks or mission-based lenders to:

- ▶ Connect and collaborate with “like-minded” organizations in service to their clients
- ▶ Partner with *SBRD* members to expand, or anchor their service areas within the state
- ▶ Promote programs and activities that provide financing for and support of small and microbusinesses (financial technical assistance; loans to qualified businesses; educational offerings)

Nonprofit Service Providers

Nonprofit service providers can use the *SBRD* to:

- ▶ Connect and collaborate with “like-minded” organizations in service to their clients
- ▶ Access the *SBRD Calendar*, which

provides:

Increased visibility and program outreach; ability to promote upcoming workshops, programs and events; a direct link from the *SBRD* to their website; networking and educational opportunities; schedules of statewide service provider meetings and events.

Educational Institutions

Educational institutions can use the *SBRD* to identify opportunities for:

- ▶ Internships; partnerships; technical assistance and training in financial literacy, access to capital, or building and managing a small business
- ▶ Collaboration and partnering with members of the *SBRD* network
- ▶ Research, using data collected by the *SBRD*

▲ microenterprisealabama.org