National Small Business Lending Impact Study:
A Preview of Baseline Findings and Implications

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Panelists: Jenna Boyer, Opportunity Fund; Gina Harman, Accion U.S. Network;
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Three critical questions addressed by the study

- To what extent do borrowers move toward greater financial security (both real and perceived) after receiving a microloan?
- To what extent is microlending associated with catalyzing positive change for individual borrowers, their businesses, and their communities?
- To what extent do a borrower’s personal relationships and engagement with their community change after receipt of a microloan?

Research categorized into six key areas of interest

- Business Growth & Viability
- Achieving Success
- Financial Health
- Financial Practices
- Relationships & Networks
- Quality of Life
Findings cover broad geographic and demographic dimensions

Entrepreneur characteristics reflect national microlending recipients

GENDER IDENTITY

Female, 53%
Male, 47%
Includes 8% with a transgender experience

ETHNICITY

Latino or Hispanic 37%
Non-Hispanic White 33%
Black, Afro-Caribbean, or African American 19%
Multiracial 4%
East Asian or Asian American 3%
Other 3%
South Asian or Indian American 2%

34% ARE REPEAT BORROWERS
Highlights of baseline findings across the focus areas

- Business Growth & Viability
- Achieving Success
- Financial Health
- Financial Practices
- Relationships & Networks
- Quality of Life

"I think the most important thing is that it's given me the confidence to keep on and not quit and continue to grow.”
- Albuquerque

“Now we are much more at peace. We are more relaxed. Since they granted us this loan we are happy that we were able to do what we wanted to do. We are less stressed! ”
- Miami
"I’m profitable. I’m not rich, but I’m profitable and [the loan] allowed me to do that. I couldn’t have done that without a shot of capital.”
- Tucson

"I am growing, and my revenue, instead of being in the red I'm in the black so I think the loan very much helped me to do that.”
- Chicago

"We have better health care for the kids and for us, my wife and I. My kids, of course, get what they need, if not what they want. Just overall, it’s better cars we’re driving, I could go on and on. Everything’s gotten better for us.”
- Bay Area

"I’ve actually been able to spend more time with my family on the weekends and when things happen. I don’t miss as many family events like I used to.”
- Chicago
“I would like to say [I feel prepared for an unexpected business expense], but the answer truthfully is no. It’s a huge concern as a business owner, that something could just happen one day and it could really, really damage us as a young business.”

- Los Angeles

“Before I didn’t track anything and I kind of had to figure out what works for me the best...they helped steer me towards doing something a little more formal.”

- Denver

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Where do we go from here?

Next steps for the Impact Study

- Continue evaluation over next 12 months
- Baseline report (early 2017)
- Final report (early 2018)

Anticipated Implications

- Refine products/services
- Gain deeper insights into customer needs
- Influence how work is perceived by external stakeholders

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THANK YOU