



CONNECT WORKS

ConnectWorks seeks to create a more inclusive economy by incorporating small, minority firms into the supply chains of large, mainstream businesses. The lack of access to opportunity is a major barrier for qualified and competent minority businesses. Mainstream businesses typically choose to work with vendors with whom they have long-term relationships, yet these established networks rarely include minority-owned businesses.

To counter this lack of inclusion for minority firms, ConnectWorks seeks to build the capacity of micro-enterprises in an effort to create immediate contract work for small, minority firms and to modify the purchasing habits of mainstream businesses to create a more inclusive economy.

HISTORY

Good Work Network's ConnectWorks program was created to develop a systematic approach to micro-enterprise development and job creation that optimizes existing community resources. To date, the program had helped participating businesses to raise more than \$2,000,000 in capital, to secure \$57 MM in contracts, and to create more than 200 new jobs. With a client base that is 91% African American, 69% female, and 67% low-income, these figures compelled Good Work Network to expand the program to include private sector and public firms and anchor institutions.

PARTNERS

ConnectWorks partners with the NOLA Business Alliance and the Network for Economic Opportunity to identify and support minority-owned small businesses in accessing opportunities arising from [ProsperityNOLA](#), the City's economic growth plan, and the [New Orleans Regional Planning Commission CEDS](#) initiatives. Both embrace **equity as a growth strategy**, with a focus on identifying opportunities for small and minority-owned local businesses.

FUNDERS

- U.S. Economic Development Administration
- U.S. Small Business Administration 7(j) Program
- Surdna Foundation
- \$150,000 from the W.K. Kellogg Foundation
- \$100,000 from JP Morgan Chase Bank

Learn more at:
www.goodworknetwork.org/ConnectWorks