



# UNITED FOR BUSINESS IMPACT REPORT FY20-21

Mile High United Way's [United for Business](#) (UFB) program supports locally-owned small businesses and strengthens under-resourced communities. **THANK YOU for your generous investment in the Mile High United Way United for Business initiative.** Because of you, we were able to serve families across the metro area through our programs and initiatives. Through this impact report, we hope you see the lives changed and the tangible impact you have made on our community this year.

## Our Community Challenge

- 20% of all businesses fail in the first two years after opening and over half fail by their fifth anniversary.<sup>1</sup>
- Firms of color continue to face structural barriers in acquiring the capital, knowledge, and market access necessary for growth.<sup>2</sup>

## Your Impact at a Glance

**156 SMALL BUSINESSES**  
were supported through our program

**\$852,323** secured for clients  
through grant and loan  
applications with support from the UFB team

**\$60,000** value in volunteer hours to  
help small business owners  
on topics such as marketing and accounting

**402 HOURS** of customized  
business consulting for  
participants

## Helping Small Businesses Keep Their Doors Open During COVID-19

The Mile High United Way United for Business program supports families by helping local small business owners with personalized business consulting services. Business owners are connected to skilled Mile High United Way volunteers that can help in areas of accounting, marketing, legal support, and more. This work has proven more critical than ever as many small business owners have been faced with unprecedented challenges due to the pandemic. This year, our program worked with 156 small businesses in our community to help them access resources, transform their business models to accommodate

<sup>1</sup> U.S. Bureau of Labor Statistics

<sup>2</sup> 2021 Report on Firms Owned by People of Color

virtual transitions, keep their doors open, and for some, achieve growth.

“Being a participant of [United for Business] has expanded our network and allowed us to connect with professionals that we might not have before, like Stella, who has been instrumental in helping us thrive in the pandemic,” said [Brittney and Joslyn, owners of FIT & NU](#), of working with Stella, their United for Business Volunteer Advisor.

## Our New Website Build Initiative Helps Small Businesses Grow Their Online Presence

With the impact of the pandemic, it's more important than ever for local businesses to promote their services online. With limited budgets and capacity and a lack of digital marketing, establishing a strong online presence can be difficult for many local store owners. To help our clients grow online, Mile High United Way launched a website building initiative alongside volunteers skilled in all areas of digital marketing, creating 25 websites for 25 small businesses.

**“Volunteering with United for Business is such a rewarding experience! I love using my skills to raise up those in my community working to get their small businesses visible and communicating with wider audiences.”**

– Clint Carlson,  
Mile High United Way Catalyst  
Member and UFB Volunteer

## Lis, Owner of Flor de Lis Salon, Is Excited to Grow Her Business



Lis is the owner of Flor de Lis Salon in Thornton. This past year, Mile High United Way provided Lis and her team with 51 hours of consulting services to help them develop a plan to expand and purchase another beauty salon. One of our Business Advisors, Natalia, connected them with local financial institutions and has been assisting them in the loan process. Our skilled volunteers helped them organize their financials and create a valuation of their business and the business they planned to purchase. In addition, a volunteer attorney provided legal advice for the purchase.

Lis is now looking forward to growing her business and is excited about what the future will bring, including expanding her services to create a total spa environment for the residents in her neighborhood.

**“United for Business has been super helpful for some time. When COVID hit, they brought resources and help, they’ve always been here. And now, we’re purchasing a new business, and they’ve been a big, big support. They’ve helped us with everything – the valuation of the business, the attorney, every step.”**

– Lis, Small Business Owner