

UNITED FOR BUSINESS



OUR MISSION
UNITING PEOPLE, IDEAS
OUR VISION
COMMUNITY V
OUR VALUES
TO ADVANCE THE COMMON GOOD.
OPPORTUNITIES FOR ALL.

IMPACT AT A GLANCE



\$437,875

in capital secured
for clients



192

small businesses
supported



254

hours of support
provided to clients
by uniquely skilled
volunteers



25

marketing websites
co-created with
client businesses

[United for Business supports business development for local small businesses owned by women and people of color to strengthen under-resourced communities.](#)

When local small businesses thrive, communities thrive. The United for Business team, with the help of business development volunteers, builds relationships with local small business owners to help them achieve their goals. We do this by creating capital-building opportunities, offering a range of consultation and training programs, and connecting businesses with uniquely skilled volunteers. This year, United for Business focused on helping small businesses adapt to pandemic conditions and transform their business models for long-term growth.

“This road has been extremely challenging. [Mile High] United Way provided hope when my fighter spirit was almost done.”

–TONYA, UNITED FOR BUSINESS CLIENT

BUILDING CAPITAL WHERE IT COUNTS

In June, United for Business announced a partnership with Denver Economic Development & Opportunity to administer a new Business Impact Opportunity Fund program using \$5 million of Denver’s American Rescue Plan Act (ARPA) funds.

This program addresses specific challenges faced by small businesses due to the COVID-19 pandemic, supporting owners who experienced more severe challenges and systemic barriers on the path to recovery. Eligible business owners can receive one-time grants up to \$15,000.

UNIQUE VOLUNTEER OPPORTUNITIES

Our network of skilled volunteers is an important way we support small business owners, providing assistance for operations, payroll systems, marketing plans, and other business-critical functions. In 2021, siblings Kai and Kiki partnered with United for Business to provide website and logo design support. The experience gave the two high school students a better understanding of how their technical and branding skills fit into the larger picture of running a successful small business.

“Coding provides many avenues for creativity. It really felt like my work could be something tangible and usable for these business owners,” Kai said.

“I was interested in the marketing side and psychology behind designing a logo – what appeals to people and how to represent a business,” added Kiki.

The United Way is a family tradition for Kiki and Kai; their parents Lori and Brett met as coworkers at United Way Aloha in Honolulu, Hawaii, before relocating to Colorado.



Rent-A-Theme Entertainment owner Tonya faced a crossroads during the COVID-19 pandemic. Revenue had stalled when in-person gatherings stopped, but business expenses continued. The United for Business team partnered with Tonya to secure nearly \$20,000 in grant funding, covering expenses until in-person events resumed.

United for Business also helped Tonya establish a marketing plan, improve her website, and create a strategy to protect Rent-A-Theme from future risk.

[WATCH VIDEO](#)