



ASSETS

INVESTING IN PEOPLE, BUSINESS & COMMUNITY

BUILDING SMALL BUSINESS IN CENTRAL PA



ASSETS **OUR MISSION, VISION, & VALUES**



Our Mission

ASSETS cultivates entrepreneurial leadership to create economic opportunity for underserved communities.



Our Vision

A human-centered economy



Our Values

Trust, Ownership, Equity,
Justice, Excellence



ASSETS WOMEN'S BUSINESS CENTER AT ASSETS



Monthly Workshops

Community-based events like boot camps, webinars, and seminars

Idea Incubator

12-week program to de-risk your business idea and validate your business model

Browse our upcoming trainings at assetspa.org/calendar

**WOMEN'S
BUSINESS CENTER**

AT ASSETS

POWERED BY



U.S. Small Business
Administration

ASSETS COMMUNITY LENDING



Providing Equitable Access to Capital

- Unsecured Microloans
- Technical Assistance (TA)
- Licensed CDFI in 5 Counties:
 - Berks, Dauphin, Lancaster, Lebanon, & York

Loan Products

- **Business Essentials Loan**
 - \$500-\$2,500 / 12 months / no interest
- **Small Business Loan**
 - \$2,500- \$10,000 / 12-36 months/ 8.5% interest

ASSETS fuels community growth by equipping small businesses with the funding and support they need to thrive.



Our Impact

Fiscal year 24/25

1

small but mighty
team powering
the mission with
community
support.

32

years meeting
the needs of
entrepreneurs.



ASSETS

171

jobs supported
and created
across the region.

550

clients served
through training
& lending.

\$312,850

invested in local
entrepreneurs through
grants & microloans.



ASSETS

The Business of Belonging: Inclusive Customer Service Practices.



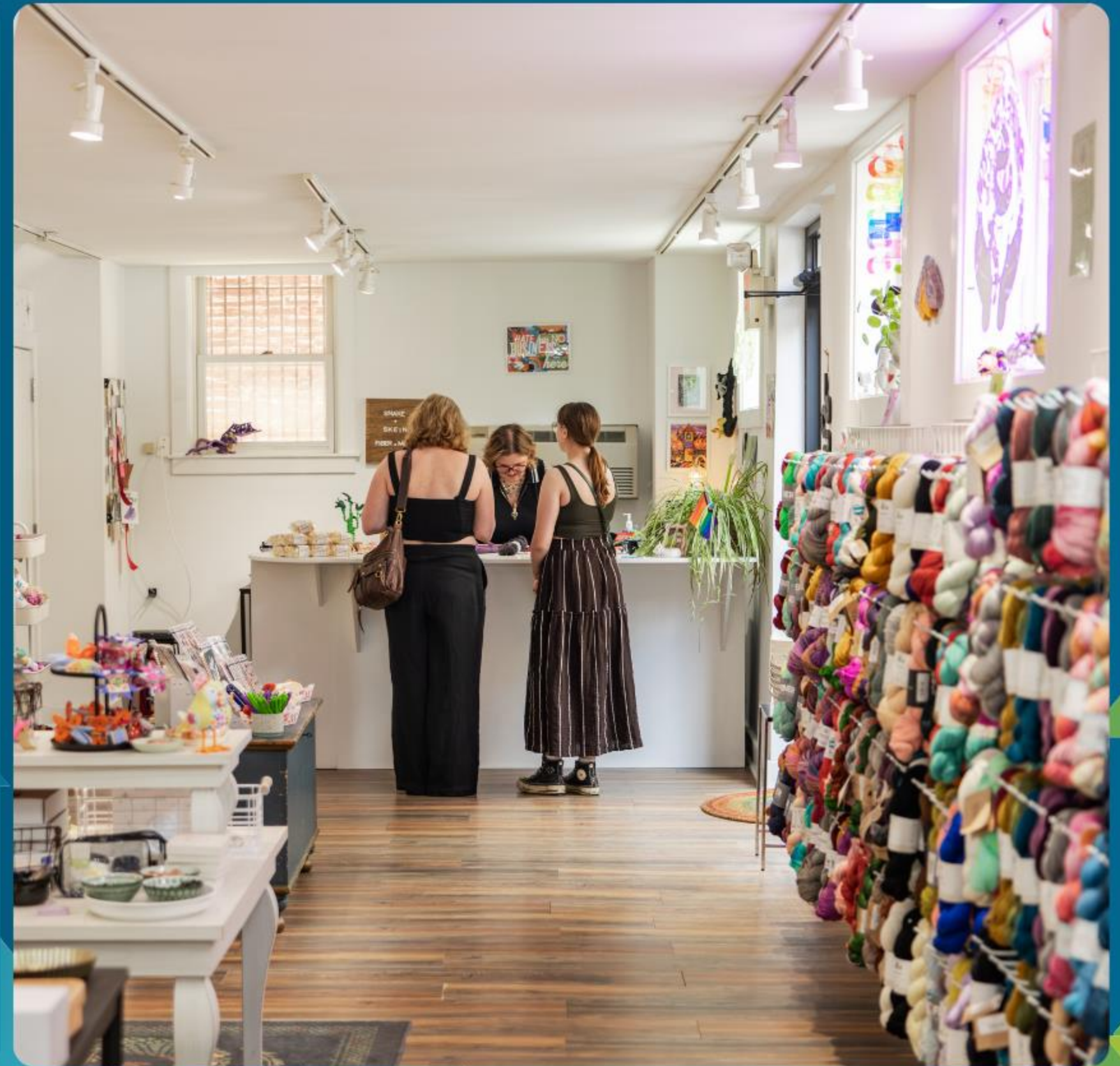
Who Are We Creating Experiences For?

Every customer deserves to feel seen, respected, & valued.

Businesses serve people from different:

- Racial & cultural backgrounds
- Identities & lived experiences
- Communities
- Ages, abilities & perspectives

For marginalized and BIPOC communities, everyday interactions can carry additional meaning.



Belonging Is A Business Strategy

The customer experience is shaped by more than the product or service.

Trust

Feel comfortable asking questions, sharing needs, and engaging with your business.

Return

Choose your business again because the experience felt safe, respectful, and welcoming.

Refer

Tell others about a business where they felt genuinely valued.



The Customer Experience

Small moments shape how customers experience your business. Inclusive service often begins with simple choices:

- How we greet people
- Whether you make assumptions
- Who you acknowledge
- How you handle concerns
- How we respond

Customers experience your business before they ever make a purchase.



Language + Assumptions Matter

Sometimes exclusion happens without intention.

Instead of assuming:

ASK

Instead of dismissing:

LISTEN

Instead of becoming defensive:

LEARN

Put Into Practice

Small changes can create a more welcoming experience.

LOOK:

Who is represented in your space and marketing?

LISTEN:

What are your customers telling you?

REVIEW:

Where might your policies or practices create barriers?

ADJUST:

What is one thing you can change?

Your Business, Your Experience

'Ask yourself:

"If I were the customer, would I feel like I belong here?"

What is ONE action you can take today to help create a space where everyone feels they belong?



THANK YOU

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