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For more information on **Banking on Women™**, or for an application, please visit www.gecapital.com/Banking_On_Women.html.

Banking on Women™



Helping women entrepreneurs turn their business ideas into a reality

Banking on Women™ Salt Lake is a partnership of:



GE Capital



STEP AHEAD.



imagination at work

Banking on Women™

Banking on Women™ is a GE Capital program that seeks to empower women by providing them with the knowledge and resources necessary to create opportunities for themselves and their families.



Today, **Banking on Women™** reaches over 32,600 women in nine countries, working with local community partners to provide financial literacy and small business/entrepreneurship training for women. Through Banking on Women™, GE Capital is using company resources, employee experts, and its track record of innovation to support the needs of the next generation of women business leaders.

GE Capital along with its partners, the Utah Microenterprise Loan Fund and the Women's Business Institute at Salt Lake Community College, is proud to launch the first Banking on Women™ project in the U.S. to promote sound small business financial education, successful entrepreneurs, and investment in the community.

Banking on Women™ in Salt Lake

Given Salt Lake's strong culture of entrepreneurialism and GE Capital's strong presence in the Salt Lake City area, GE Capital has partnered with the Women's Business Institute, the Utah Microenterprise Loan Fund, and GE Capital Financial to introduce Banking on Women™ to the greater Salt Lake City community. This partnership brings together critical tools, specialized training, and resources to help women entrepreneurs and small business owners jump-start their businesses.



The Salt Lake City pilot provides female business owners with a multifaceted program, including small business financial education classes, mentoring, and the opportunity to apply for a microenterprise loan. By investing in women entrepreneurs, the pilot supports job creation/retention and economic development in Salt Lake City.

Utah is the number one state in the country in the percentage growth of women-owned businesses.

Utah is home to over 100,000 women-owned businesses that generate \$23 billion in sales and employ over 215,000 people.

According to the U.S. Small Business Administration, small firms generated 64% of new jobs over the last 15 years.



As part of this special partnership, GE Capital will work with the Utah Microenterprise Loan Fund and the Women's Business Institute to:

- Offer training and support through the "First Step FastTrac" program;
- Match participants with mentorship opportunities offered by program partners;
- Provide access to microenterprise loans for approved program participants;
- Raise awareness for opportunities for women in the larger Salt Lake community.

"Small business ownership provides women an opportunity to increase their income, assets, and net worth, and leads to an increase in self-esteem and greater involvement in their communities. As a result, women can become more self-sufficient and improve the quality of life for themselves and their families."

**Kathy Ricci, CEO and Executive Director,
Utah Microenterprise Loan Fund**