

May 2008



## ACCION San Diego Small Business Loans

Welcome to ACCION San Diego's May 2008 newsletter! We are pleased to use these newsletters to keep our clients, partners and friends informed so that we can continue to serve our community in the best way possible.

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## Hannah Rose

Deborah Desmond's

### *Hannah Rose*

A few years ago, Deborah saw a young girl at church with a *Toy Story* doll, bending the arms into a prayer position. This was the first inspiration for Deborah's prayer dolls, the collection of dolls she sells under her company, Hannah Rose. With a teenage son to home school and an abundance of family support, starting her own business was the perfect situation for Deborah.

Each prayer doll is made with a personal choice of fabric from a friend or family member residing in a hospice. The doll is made with hands clasped together on one side; the other features a happier, inspirational face. Bringing hope and laughter to any situation, the prayer dolls come in many varieties. Different ethnicities, hair colors and sizes are available, with more to come. There are also customized dolls including a bridal doll, which features a dress based on the bride's own gown design.

With the help of her ACCION San Diego loan, Deborah has been able to purchase all the materials to create the dolls, and to begin construction of a website. She didn't



have nearly enough resources before her loan, but it has completely jump-started her business and gotten her off the ground! The biggest benefits from the loan are the increase in inventory and growth in space available for her business. She advises other small business owners to never give up and hold on to their vision. "No matter how small an amount you have to start with, you keep working and persevere, and you will see results," she says. Deborah compliments ACCION San Diego for helping her with this, and for being professional, quick, and simple.

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## ACCION Partners with MicroMentor.org!

**Find a Mentor. Be a Mentor. Build a Business.**

*Get started today at [www.MicroMentor.org](http://www.MicroMentor.org)*

***Got business challenges? Need a business mentor or advisor?*** ACCION San Diego is proud to offer a new resource to clients through a partnership with MicroMentor.org.

MicroMentor is a web-based service that makes it easy for entrepreneurs like you to connect with experienced business owners and professionals—like a Match.com for small businesses seeking assistance. With MicroMentor, you have access to a nationwide network of business volunteers and experts who will help coach you through the challenges that your business faces.

## Welcome Luke, and Welcome Back Alba!

Alba Bautista, our previous winter intern, will return to ACCION San Diego for the summer through a Citigroup grant to conduct a survey through the Aspen Institute's MictoTest initiative. The survey will help our organization track the impact our loan program has in our community. The Citigroup Microenterprise Researchers Program will help develop one of the largest data sets on microentrepreneurs and will introduce the field to young talent, while stimulating interest in microenterprise development as a promising career. Alba is graduating this spring from UCSD's International Relations and Pacific Studies Master's program and ASD looks forward to having her back on the team!

Luke Hennig, another student with IR/PS at UCSD, has joined ACCION San Diego for the spring quarter to continue our internal trend analysis project in order to implement monitoring and evaluation tools that will measure the success of ACCION's micro-lending program. Luke's background features extensive international travel and nonprofit work benefitting at-risk children in South India. Welcome to the ASD Team, Luke!

## ACCION Client Referral Program!

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Do you know someone who needs a business loan? Remember, if you refer a friend or family member to ACCION San Diego and they receive a loan, we will take \$100 off of your principal balance. Call your loan officer with a referral today! When they are approved, you will receive \$100 towards your loan with ACCION!

## Featured ACCION San Diego Community Partner

### **Connectory.com<sup>®</sup> Network – the California Network –**

The San Diego East County Economic Development Council's Connectory is a regional buyer-supplier network containing detailed profiles of California primary industry companies across all industries at every level of the supply chain. Since companies located in low-income areas are often small and do not typically possess an internet presence, a Connectory.com profile provides them, at no cost, with a detailed company brochure in a proven, focused database. Connectory.com focuses on six key areas: manufacturing, technology, industrial suppliers/wholesalers, technical services, construction & trades, and raw materials. The goal is to link California businesses to each other and to provide information about the industrial/technology base of the U.S. largest economy.

Visit the Connectory today to see if your company is eligible for a free online brochure!