

# IMPACT REPORT

## NORCAL SBDC

NORTHERN CALIFORNIA SMALL BUSINESS  
DEVELOPMENT CENTER NETWORK

36

COUNTIES

18

CENTERS

1.64M

BUSINESSES

300+

ADVISORS

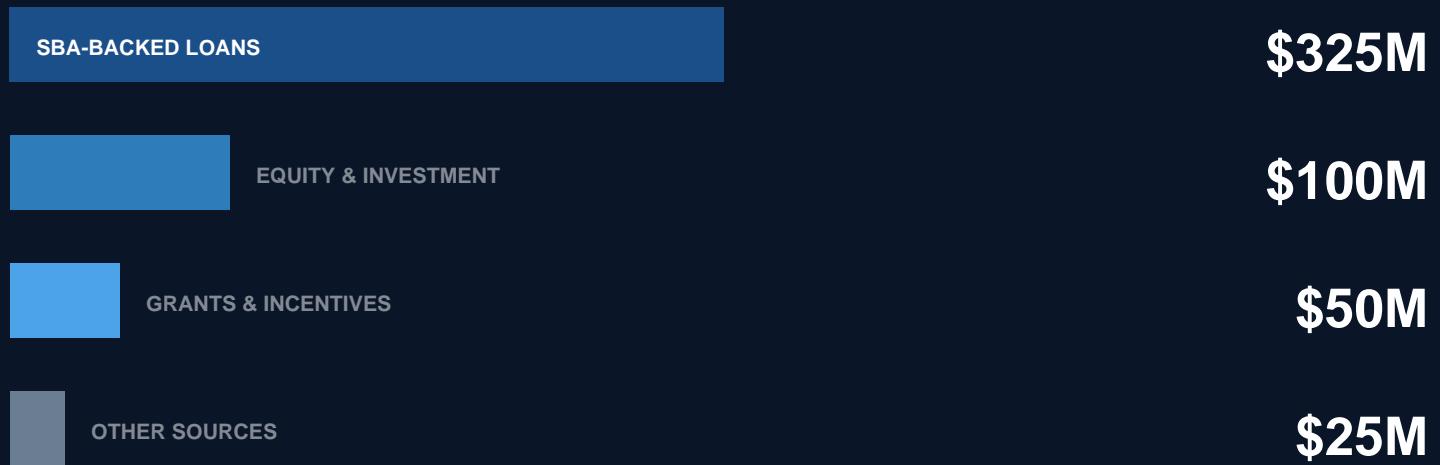
# 500 MILLION

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IN CAPITAL SECURED FOR  
NORCAL SMALL BUSINESSES



#### CAPITAL BREAKDOWN





# 11,000+

## **JOBS CREATED & RETAINED**

Each job is a family. A livelihood.  
A community anchor. Across 36 counties.

# 800+

## **NEW BUSINESSES STARTED**

Entrepreneurs launched with SBDC guidance.

# X,XXX

## ADVISING SESSIONS

Confidential, customized 1:1 guidance across planning, finance, marketing, and growth strategy.

# 754

## TRAINING EVENTS

Live and virtual workshops from e-commerce to AI to government contracting.

# 13,300+

## TRAINING ATTENDEES

Entrepreneurs in SBDC workshops, webinars, and accelerator programs across 36 counties.

# X,XXX

## TOTAL CLIENTS

Unique businesses receiving advising, training, or specialized support.

# YOUR BUSINESS. BETTER.

# WHO WE REACH

XX%

WOMEN-OWNED

XX%

MINORITY-OWNED

XX%

VETERAN-OWNED

XX%

RURAL COMMUNITIES

XX%

LOW-INCOME AREAS

XX%

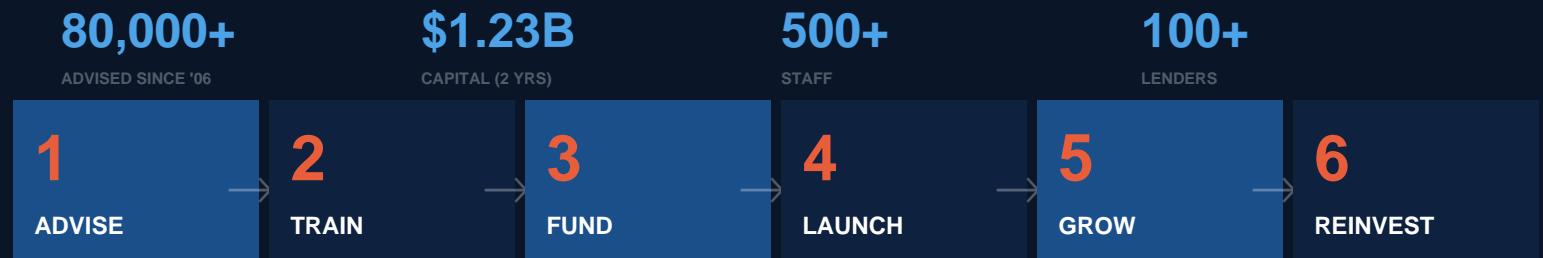
EXISTING BUSINESSES

36 COUNTIES

SAN FRANCISCO SACRAMENTO ALAMEDA SANTA CLARA HUMBOLDT SONOMA  
MARIN SHASTA CONTRA COSTA SAN MATEO NAPA SOLANO PLACER EL DORADO BUTTE YOLO  
MENDOCINO SANTA CRUZ SAN JOAQUIN NEVADA SISKIYOU DEL NORTE TRINITY LAKE TEHAMA GLENN COLUSA  
SUTTER YUBA PLUMAS SIERRA LASSEN MODOC

# THE FLYWHEEL

Impact compounds. Each revolution makes the next one easier.



“

**Placeholder — SBDC helped us secure funding and develop the strategy to grow from a home kitchen to a commercial facility.**

**CLIENT NAME**

Business Name — City, CA · \$XXX,XXX in capital secured

“

**Placeholder — Our advisor gave us the confidence and resources to launch our e-commerce platform nationwide.**

**CLIENT NAME**

Business Name — City, CA · XX new jobs created

U.S. SBA · GO-BIZ · CAL POLY HUMBOLDT · AMERICA'S SBDC

## NORCAL SBDC

[norcalsbdc.org](http://norcalsbdc.org) · (833) ASK-SBDC · 1792 Tribute Rd, Suite 400, Sacramento CA 95815

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