

“The day I spent as a Connector for Women’s Initiative for Self Employment was the most rewarding day of my professional career. The knowledge and experience that I’ve gained in my 17 years in the corporate world I sometimes take for granted or worse under appreciate. The day I acted as a Connector for women just starting or expanding their own businesses allowed me to share that knowledge and to share in the excitement of these amazing and courageous women. The realization that my career experience could be instrumental to the development of others made me feel grateful and rewarded. I look forward to a continuing partnership with the Women’s Initiative.”

Susan Hitchman, Wells Fargo Bank

The Business Connector

A Business Connector is described as:

- A person who deepens their involvement with Women’s Initiative by working with clients face to face,
- A volunteer who provide strategic advice to our clients to help grow a successful business,
- A resource to our clients and their business.

Business Connector’s help women entrepreneurs in many ways:

- Giving quality businesses to refer clients to that are trusted and understanding of client’s issues,
- Providing access to specialized services that are not provided by Women’s Initiative targeting entrepreneurs at most levels,
- Volunteering or providing workshops to assist entrepreneurs unable to afford services.

Who makes a good Business Connector?

- Business owners and professionals who would like to invest in a nonprofit organization, while receiving something in return,
- are sincerely interested in supporting San Francisco Bay Area’s disadvantaged entrepreneurs,
- believe in the impact Women’s Initiative is having on the San Francisco Bay Area’s communities,
- And provides services that can be of assistance to Women’s Initiative’s clients.