

FOR IMMEDIATE RELEASE

November 20, 2019

**Contact:**

Jennifer LeMay

Director of Marketing and Communications

SBCC Foundation

(805) 730-4409

[lemay@sbccfoundation.org](mailto:lemay@sbccfoundation.org)



## **MUFG Union Bank Foundation Awards \$100,000 Grant to SBCC for Small Business Technical Assistance at the Scheinfeld Center**

SANTA BARBARA, CA – The SBCC Foundation announced that the MUFG Union Bank Foundation has awarded a \$100,000 Small Business Technical Assistance grant to the Foundation to be used by Santa Barbara City College’s Scheinfeld Center for Entrepreneurship & Innovation to provide technical and business advising support to entrepreneurs and small businesses.

“We are incredibly excited about this grant, which will allow us to increase support for youth entrepreneurship and the startup and growth of businesses that are women-, minority-, or veteran-owned,” said Julie Samson, Director of the Scheinfeld Center for Entrepreneurship & Innovation.

“The Scheinfeld Center is an important hub for entrepreneurial development in our community,” explained Carola Smith, SBCC Dean of Educational Programs – Business. “We look forward to using the funds to offer new tools and educational opportunities to help businesses launch and grow.” Since 2007, the Scheinfeld Center has offered a proven program for developing early-stage entrepreneurs that combines academics with hand-on, experiential learning.

“The SBCC Foundation is grateful to MUFG Union Bank Foundation for providing support that will expand educational opportunities and technical assistance for our community’s entrepreneurs and small businesses,” said Geoff Green, CEO of the SBCC Foundation. “Union Bank has been a longstanding partner of the SBCC Foundation and we value their continued generosity.”

The MUFG Union Bank Foundation provides ACFP (Advancing Communities Forward Program) Small Business Technical Assistance grants to further the mission of expanding opportunities for small businesses and achieving results that propel communities to a better financial future. The Scheinfeld Center will use the grant to implement five initiatives:

1. Conduct a marketing campaign to attract women, minorities, veterans, and other entrepreneurs in high school and college to explore entrepreneurship and business ownership;

2. Add an important business entrepreneurial assessment tool called the Readiness Inventory for Successful Entrepreneurship (RISE) to provide students an entrepreneurial skill baseline paired with tailored developmental plans and the capacity to track changes over time;
3. Hold workshops and events to address skills gaps, including launching the Enlightened Entrepreneur Academy, designed to celebrate and honor entrepreneurs who have contributed significantly to the development of free enterprise throughout the world;
4. Cultivate the Scheinfeld Innovators community of student entrepreneurs to support entrepreneurial development across academic disciplines;
5. Provide increased access to funding using the new Scheinfeld Get REAL Accelerator, a hands-on learning opportunity for SBCC student entrepreneurs designed to help them gain market traction with their business ventures and additional access to funding opportunities.

The SBCC Foundation and the SBCC Scheinfeld Center are excited to partner with Union Bank to catalyze economic growth and prosperity through small business support, job training, scholarships, financial literacy, and youth development.



L to R: Geoff Green, CEO, SBCC Foundation; Gretchen Hewlett, Chief Development Officer, SBCC Foundation; Vince Caballero, Managing Director and Region Manager, Union Bank

###

### **About the SBCC Foundation**

The SBCC Foundation has provided Santa Barbara City College with private philanthropic support since 1976, serving as the vehicle through which individuals and organizations may invest in the college and its students.

As an independent 501c3 nonprofit organization and partner to SBCC, the SBCC Foundation awards more than \$5 million annually for student success programs, scholarships, book grants, emergency funds, and other critical needs of the college. For more than four decades, the resources raised and managed by the SBCC Foundation have supported SBCC students as they prepare for careers, transfer to four-year universities, and pursue lifelong learning goals.

In 2016, the Foundation launched the SBCC Promise, offering all local high school graduates the opportunity to attend SBCC full-time at no cost. The SBCC Promise relies entirely on private support and covers all required fees, books, and supplies for up to two years. To date, more than 3,000 local students have participated in the SBCC Promise. By removing financial barriers, the SBCC Promise ensures that SBCC's life-changing educational programs are fully accessible to all local students.

For more information, visit <http://www.sbccfoundation.org>

### **About the Scheinfeld Center for Entrepreneurship & Innovation**

The SBCC Scheinfeld Center for Entrepreneurship & Innovation is a model program for entrepreneurial development among California community college districts. The Scheinfeld Center, part of the Jack & Julie Nadel School of Business & Entrepreneurship, trains globally competent entrepreneurs using a comprehensive approach that includes academics, hands-on experience, and business support. Participants can build their business in the classroom and shore up gaps in their entrepreneurial skill set through the Scheinfeld Center's distinctive combination of coursework, business plan and pitch competitions, the Get REAL startup accelerator, industry internships, no-cost business consulting, mentoring, and networking. To learn more, visit [www.scheinfeld.sbcc.edu](http://www.scheinfeld.sbcc.edu)