



Synchrony Connect



CHANGING WHAT'S POSSIBLE™

RESOURCES FOR



WOMEN- AND MINORITY-OWNED BUSINESSES

According to the latest U.S. Census data, about 20% of businesses are women-owned and 18% are minority-owned.¹ While that represents a significant part of our country's increasingly diverse business landscape, these businesses still face some unique challenges – from racial and gender biases, to a lack of networking and mentorship opportunities.

To support minority- and women-owned businesses, Synchrony is committed to providing information, tools and services to help founders, owners, managers, and their businesses thrive. The links below provide easy access to some of the most helpful resources available.

General/national business information and resources:

The organizations below provide useful information and resources that support businesses of all sizes and industries.

U.S. Chamber of Commerce

The world's largest business organization, providing information, tools, events, networking opportunities, and more. [Visit site](#)

Service Corps of Retired Executives (SCORE)

The nation's largest network of business mentors. [Visit site](#)

Pricewaterhouse Coopers (PwC)

Taxes and accounting services for businesses. [Visit site](#)



Synchrony provides a full range of tools, services, and solutions to help small business owners grow, lead, and operate effectively.

National small business information and resources:

For small businesses, the following national organizations can provide information and advice on everything from planning, to marketing, taxes, and bookkeeping. Some also provide valuable networking opportunities.

Small Business Administration (SBA) Learning Platform

This is a hub for Small Business Administration programs designed to help business owners through all stages of owning and operating a small business. [Visit site](#)

Small Business Administration (SBA) Business Guide

This online guide offers guidance for planning, launching, managing, and growing a small business. [Visit site](#)

U.S. Chamber of Commerce Small Business Portal

The place to find information, programs, resources, and networking specifically for small businesses. [Visit site](#)

USA.gov Web Portal

A robust web portal that has a wealth of information on how to start and effectively run a business. [Visit site](#)

Fundbox

Funding solutions for small businesses. [Visit site](#)

National women-owned business information and resources:

There are many national resources available to women-owned businesses. The organizations below can provide a wide range of helpful information and support. From how to start a business, to how to grow and lead with confidence, these organizations provide practical guidance and networking opportunities.

Small Business Administration (SBA) Women-owned Business Web Portal

Find Small Business Administration resources for women-owned businesses. [Visit site](#)

National Association of Women Business Owners (NAWBO)

NAWBO is the unified voice of over 10 million women-owned businesses in the United States representing the fastest growing segment of the economy. Business resources, tools, and support for women entrepreneurs. [Visit site](#)

Women's Business Enterprise National Council (WBENC)

National organization with regional partners that provide women-owned business certification. [Visit site](#)

National Women's Business Council (NWBC)

A non-partisan federal advisory committee serving as an independent source of advice and policy recommendations to the federal government. Offers events and webinars to woman business owners. [Visit site](#)

SCORE for Women Entrepreneurs

National program with regional and state partners that offer guidance, support, and mentorship for women-owned businesses. [Visit site](#)

Regional women-owned business resources:

Small Business Administration Women's Business Centers (WBCs)

SBA WBCs are a national network of more than 100 local and regional centers that offer one-on-one counseling, training, networking, workshops, technical assistance, and mentoring to women entrepreneurs on numerous business development topics, including business startup, financial management, marketing, and procurement.

[Visit site](#)



National minority-owned business information and resources:

There are many national organizations that specialize in providing support, guidance, and opportunities for minority-owned businesses. For information on getting a minority-owned business launched, to best practices, to networking and support, these organizations are a great place to get started.

Small Business Administration (SBA) Minority-Owned Business Web Portal

This SBA division supports the development and growth of minority-owned businesses. [Visit site](#)

Local Initiatives Support Corporation (LISC)

Together with residents and partners, LISC forges resilient and inclusive communities of opportunity across America – great places to live, work, visit, do business and raise families. [Visit site](#)

Minority Business Development Agency (MBDA)

This U.S. government agency provides information, services, and seminars that support minority business owners. [Visit site](#)

Accion Opportunity Fund

Nonprofit organization that provides loans, access to resources and connections to diverse business owners and entrepreneurs. Support networks in English and Spanish. [Visit site](#)

Regional and local minority-owned business resources:

USDA Rural Development

Business Programs provide financial backing and technical assistance to stimulate business creation and growth. The programs work through partnerships with public and private community-based organizations and financial institutions to provide financial assistance, business development, and technical assistance to rural businesses. These programs help to provide capital, equipment, space, job training, and entrepreneurial skills that can help to start and/or grow a business.

[Visit site](#)

Small Business Administration Local Assistance Portal

Shows local organizations that can provide advice and mentorship. [Visit site](#)



From how to start a business, to how to grow and lead with confidence, these organizations provide practical guidance and networking opportunities.

Helpful online articles:

These articles feature additional resources and guidance for women- and minority-owned businesses.

[10 Resources for Minority-owned Businesses](#)

[10 Helpful Resources for Women Business Owners](#)

[Creating Your Business Plan](#)

[Small business toolkit: 9 resources for Black-owned businesses](#)

[Resources for Minority-Owned Businesses](#)

Links to Synchrony resources:

Synchrony provides a full range of tools, services, and solutions to help small business owners grow, lead, and operate effectively.

Synchrony Business

[Financial services and resources for businesses.](#)

Synchrony Business Partner Support Portal

[Tools and resources for Synchrony partners.](#)

CareCredit Provider Center

[Financial services and resources for health and wellness providers.](#)

Synchrony Connect for Small Business

[Resources, articles, webinars, and other solutions for small businesses.](#)

Synchrony has over 80 years of retail heritage. Synchrony Connect is a value-added program that lets Synchrony partners tap into our expertise in areas beyond credit. It offers knowledge and tools that can help you grow, lead and operate your business.

For more information or to connect with an expert, contact us at synchronyconnect@synchrony.com.

¹ <https://www.census.gov/newsroom/press-releases/2021/annual-business-survey.html>