

EforAll and eforever to deliver programs to support local business owners in the South Coast area during pandemic

New Partnership Between Nonprofit Accelerator EforAll and Peer-to-Peer Group Program Eforever Will Allow Small Business Owners to Help Each Other Persevere and Thrive.

Recognizing the importance of peer-to-peer support to small business owners facing unprecedented challenges as a result of the COVID-19 crisis, the nonprofit Entrepreneurship for All (EforAll) announced today that it is partnering with the Mansmann Foundation to provide existing businesses and nonprofits in the South Coast with access to the community-based group program known as “eforever.”

As businesses nationwide look for ways to innovate and continue operating throughout the crisis, EforAll and eforever will deliver programs to support local business owners in the South Coast area. Monthly meetings will provide opportunities for small business owners and entrepreneurs to meet virtually or in-person to share their business experiences and learn from one another under the guidance of a trained facilitator.

“Our mission is to accelerate economic and social impact in the communities we serve through inclusive entrepreneurship,” said EforAll CEO David Parker. “Joining forces with Mansmann’s eforever program in the South Coast is a natural extension of our mission and allows us to provide peer-to-peer support for local businesses – something that’s particularly critical during these challenging times but invaluable on an ongoing

basis for EforAll alumni and other small business owners.”

EforAll’s proven approach helps under-resourced individuals successfully start and grow their businesses or nonprofits through a unique combination of immersive business training, dedicated mentorship and access to a professional network. EforAll has offered its no-cost Business Accelerator twice a year in the South Coast since 2015, along with quarterly Pitch Contests where entrepreneurs can test a business idea in front of their community. The nonprofit has helped more than 500 businesses get started across the communities it serves.

Since 2014, the eforever program has helped 326 entrepreneurs make better business decisions, persevere through challenges and feel more confident in sustaining and growing their businesses in 15 different communities in the Pittsburgh, PA area. The program utilizes professionally facilitated groups that typically consist of 8-10 small and diverse business owners who meet monthly for a roundtable review of member progress, peer-to-peer problem solving to help overcome member challenges and interactive skill-building activities. Members agree to strict confidentiality and operate non-competing businesses.

“We’ve seen first-hand how inspiring and effective these peer-to-peer groups can be in the Pittsburgh area, and we’re excited about partnering with EforAll to expand into communities like the South Coast,” said AJ Drexler, CEO of the Mansmann Foundation. “97% of the businesses in this lifelong group are still operational and 74% feel more confident about their finances as a result of their eforever experience.”

EforAll and eforever plan to launch the first peer-to-peer group in the South Coast in early summer 2020 with 8-10 local business owners who work full-time on their venture, have been operating at least one year and meet a minimum annual revenue threshold. The program will be offered at no cost and all interested businesses and nonprofits are encouraged to learn

more or apply at entrepreneursforever.org/MA. Eforever will be hiring someone in the South Coast area to oversee its new program within the next few months.

About EforAll

Entrepreneurship for All (EforAll) is a nonprofit organization that partners with communities nationwide to help under-represented individuals successfully start and grow a business through intensive business training, mentorship and an extended professional support network.

To date, EforAll alumni have launched more than 500 businesses and created more than 700 local jobs. Programs are available in both English and Spanish. EforAll is currently available in the following MA communities: Berkshire County, Cape Cod, Fall River, Holyoke, Lawrence, Lowell, Lynn, New Bedford and Roxbury as well as Longmont CO.

To learn more about EforAll, please visit eforall.org.