



Barclays Salutes and Supports Small Business in Delaware

BARCLAYS HOSTS VENDOR FAIR TO COMMEMORATE NATIONAL SMALL BUSINESS WEEK

» For nearly 20 years, Barclays US Consumer Bank has been dedicated to supporting the small business community across Delaware and to provide budding entrepreneurs with the skills they need to succeed in business. On May 8, to commemorate National Small Business Week, the Delaware-based bank hosted a cadre of 25 local small business owners

at Barclays Small Business Fair and pitch competition at its Wilmington headquarters. Barclays celebrated entrepreneurs from the Launcher small business training program, which the bank helped to pilot in Delaware with West End Neighborhood House (WENH), a Wilmington-based nonprofit organization dedicated to helping individuals achieve self-sufficiency and to

reach their maximum potential.

At stake at this vendor fair was not just the opportunity to sell goods and services to Barclays colleagues, but a chance for entrepreneurs from the WENH Launcher Program to participate in a small business pitch competition. These small business owners gave their best pitch to convince judges that they should be the one to walk away with a check for \$1,000 to help grow their businesses.

Barclays partnered with WENH to develop Launcher, a 12-week small business training program modeled on a national framework that has been replicated in 10 cities. The Launcher program helps revitalize a local neighborhood by supporting individuals to create or scale businesses through



training, technical coaching and access to loans and credit. Since 2017, with the help of a more than \$1 million investment from Barclays and a commitment by Barclays employees to volunteer their time and skills, the partnership has helped train 197 entrepreneurs who have launched or expanded nearly 89 businesses and are providing 199 jobs.

Barclays partnership with WENH is part of the bank's broader global efforts to build connections on both sides of the employment gap. On the supply side of the gap, the bank supports job training programs that create pathways into work for overlooked individuals through Connect with Work. While on the demand side, assistance is provided for entrepreneurs who are building their

businesses while creating jobs.

"Our programs aim to help place a quarter million people into work globally by 2022," said Jennifer Cho, Head of Community Relations, Barclays US Consumer Bank. "West End's Launcher program helps us to support businesses that are creating jobs in our local Delaware community – with nearly 200 jobs created or sustained since 2017. Our partnership with West End Neighborhood House is emblematic of our commitment to connecting people to work, a key driver of economic growth."

"Barclays has provided tremendous support to our efforts," said Paul Calistro, Executive Director of West End Neighborhood House. "Thanks to Barclays and its employee volunteers,

West End has been able to support 2,500 clients over the past 15 years as our organization grows and continues to serve the Delaware community."

As the 2019 Barclays Small Business Fair drew to a close, five entrepreneurs from WENH Launcher program were chosen by Barclays executives and the Director of Delaware Division of Small Business, Damian DeStefano, and were presented with \$1,000 contributions to help their enterprises to grow.

"They're all winners," declared Cho. "These entrepreneurs are passionate about their businesses, and they are all following their dreams. These businesses are essential to our local economy, and Barclays is proud to support them on their entrepreneurial journey."