



FOR IMMEDIATE RELEASE
December 17, 2007

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BiGAUSTIN receives United Way Community Investment Funding

AUSTIN, TX—Of the record number of applications totaling a reported 148 for programs from 88 agencies requesting \$13.6 million BiGAUSTIN has been selected as a United Way Capital Area Community Investment Grant (CIG) recipient.

The selected agencies passed a rigorous screening and review process that included more than 165 volunteers and 1,800 hours of evaluation and discussion.

The United Way Capital Area has redirecting its funding strategy and has focused its resources on the areas it considers most important to narrowing the "opportunity gap" in the community: education; financial sustainability; and health.

During the past twelve years of service to the Austin small business community, BiGAUSTIN has provided more than 4,500 training and counseling sessions and more than \$3.9 million in loans to clients. The direct impact of the delivery of these services has created or expanded micro- and small businesses, generating over \$18 million in gross sales to the local economy.

“Our greatest impact to the community comes in the form of the economic development that is fostered through our products and services. Micro-entrepreneurs become self sufficient and create jobs, as a result, they make a substantial economic impact in our community,” said Jeanette Peten, President and Founder of BiGAUSTIN. “We are proud to join the United Way Capital Area in working towards providing programs and services that address the growing opportunity gap that exist in our region,” said Peten.

Funding for micro-enterprise programs, like BiGAUSTIN, builds organizational capacity to provide services efficiently and effectively. It ensures that programs can move up the learning curve as quickly as possible, and provide innovative strategic training for the entrepreneurs it serves.

The United Way Capital Area CIG funds will be used to develop more substantive services to meet the specific needs of low-income entrepreneurs, under BiGAUSTIN’s new program--*Path to Success*. This program will better assess client needs to provide a road map for growth and sustainability to build stronger businesses.

BiGAUSTIN is the leading self-sustainable small business development organization that provides innovative growth strategies to underserved entrepreneurs in Central Texas. BiGAUSTIN offers entrepreneurial education, tailored business counseling and flexible loans for small business owners.

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