



## WINROCK'S U.S. PROGRAMS

# Revitalizing American Communities

Winrock International preserves livelihoods and builds resilience around the world. In the United States, we use **community development** and **entrepreneurial ecosystems** to empower the disadvantaged, increase economic opportunity and sustain natural resources. Small-town America faces urgent challenges, and **Winrock's U.S. Programs** are helping to meet and transcend them.

### COMMUNITY DEVELOPMENT

- Analyzing and supporting community strengths and needs
- Conducting economic assessments and feasibility studies
- Training and empowering local leaders



### ENTREPRENEURIAL ECOSYSTEMS

- Providing business training to individuals and cohorts
- Assisting with loan applications and seed funds
- Assessing, mentoring and leading



Our **community development** programs help towns determine what they need to thrive — from sidewalks to broadband — and making them happen. We do this by offering technical assistance and capacity building, and by training leaders to access funding. We conduct feasibility studies and implement placemaking projects. We tailor our programs to meet the unique needs of each community.

We build **entrepreneurial ecosystems** by providing connections and coaching to a diverse universe of small and medium-sized enterprises, from high-tech startups to Main Street businesses. We connect entrepreneurs with the ideas, people and resources they need to create profitable ventures. We offer startup accelerators, bootcamps, job portals — and most of all, a continuum of support.

“Innovate Arkansas has been instrumental in plugging me into a community that is extremely powerful.”

JAMES FARMER, EASY BINS,  
INNOVATE ARKANSAS COMPANY

## RESULTS



Leveraged **\$30 million** in federal, state and private funding



Built capacity in **85 communities**



Provided training and market access to more than **3,822 women**



Boosted local retail, increasing the sales of **three small-town grocery stores**



Shepherded more than **250 entrepreneurs** and **157 companies** from seven states through an early-stage, proof-of-concept accelerator



Helped more than **799 startups** add more than **6,000 jobs** while generating **\$939 million** in revenue

## EQUITY

Our programs have always been **equitable, easing barriers for women and people of color**, creating peer-to-peer networks and opportunities for group learning in rural locales. Remote work comes naturally to us.



“Accelerate South is what put us on the map. The presentation skills we developed equipped us to win gold at MassChallenge.”

BRITTANY SOEDER, CO-FOUNDER, NEURORESCUE, LAFAYETTE, LOUISIANA

## INNOVATIVE

We are **data-driven, innovative and synergistic**, gleaning information from community development projects that we can use to identify entrepreneurs we refer to our business programs. We are catalysts and go-betweens, making things happen that wouldn't otherwise.

We bring **accountability, integrity** and know-how to our U.S. programs — plus an **instinctive understanding of small towns and cities** built on decades of work with them.

Winrock's U.S. programs are revitalizing America's heartland.

## THE WINROCK WAY



Market-driven



Results-focused



Science-based



Locally owned