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THE INSTITUTE FOR ENTREPRENEURIAL LEADERSHIP EXPANDS SMALL BUSINESSES NEED US INITIATIVE TO HELP ENTREPRENEURS SURVIVE & THRIVE

*Small Businesses Need Us Provides The Lifeline That Small Businesses Need To Recover During The
Prolonged Pandemic*

NEWARK, NJ, January 18, 2022 — In 2021, The [Institute For Entrepreneurial Leadership](#) (IFEL) assisted over 300 business owners through the [Small Businesses Need Us](#) initiative. The program was created to help struggling small businesses survive the devastating effects of COVID-19, especially Black & Latinx businesses who were disproportionately affected.

Small Businesses Need Us activates business professionals as volunteers to share their expertise during online events known as 'Hackathons.' The events provide hands-on, high-touch implementation support to help small businesses overcome barriers and to solve their most pressing issues. Volunteers render assistance in areas such as social media marketing, website review and financial projections.

"Small Businesses Need Us provides the resources to help hard-working neighborhood business owners survive," stated IFEL CEO Jill Johnson. "Small businesses are the backbone of our communities. Helping them to stay alive and thrive is critical to economic recovery and stability."

Supported in part by a generous grant from Verizon, IFEL is hosting multiple Hackathons throughout the year. Volunteering is very rewarding and makes a big impact for small business owners. All materials are provided to volunteers in advance to ensure successful sessions with business owners. Corporate volunteer partners receive communication kits to share with their teams to encourage participation. For more information on individual volunteer opportunities and the Corporate Volunteer Partner program, visit smallbusinessesneedus.org. For information on joining the Verizon Small Business Digital Ready program, <https://www.verizon.com/about/responsibility/digital-inclusion/small-business-training>.

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About The Institute For Entrepreneurial Leadership

Founded in 2002, the [Institute for Entrepreneurial Leadership](#) (IFEL) is an independent, not-for-profit organization that supports inclusive economic development through entrepreneurship. We are experts in creating and implementing small business programming in support of larger economic development objectives. Our mission is to eradicate the systemic barriers that prevent entrepreneurs of color from being able to access the knowledge, networks, and capital required for business success. Visit us at <https://www.weareifel.org>