

# Diversity & Inclusion Matters

We believe in the importance, value and power of diversity – diversity of people and diversity of thought. The diversity of race, gender, age, ethnicity, geography, and experience is important and valuable in SCORE. We strive to achieve diversity of our volunteer corps, staff, board and clients. We believe in SCORE’s Culture of Inclusion to achieve our goals.

**89%**

percentage of new women-owned businesses started by women of color

**+58%**

increase in women-owned businesses from 2007-2018

**26%**

of small businesses were minority-owned in 2018

In order to achieve our mission to foster vibrant small business communities through mentoring and education, SCORE is focused on improving our diversity of both clients and volunteers.

Women-owned businesses grow at **twice** the rate of all other businesses.

## SCORE Clients

SCORE serves all clients, and our data shows that our clients represent the general population (with the exception of the Hispanic market).

Our clients tell us that race doesn't matter... but we know we can still do more.

	U.S. Population*	2019 SCORE Clients	Agree SCORE Helped
White	76.5%	64%	83%
Black/African Am.	13.4%	23%	76%
Hispanic	18.3%	9%	77%
Native American	1.3%	2%	73%
Asian	5.9%	5%	81%
Hawaiian/Pac. Isl	0.2%	1%	75%
Men	49.2%	39%	79%
Women	50.8%	61%	81%

\*<https://www.census.gov/quickfacts/fact/table/US/PST045217>

“Everything that is happening to my company started with my first mentor session with SCORE of Chattanooga.” She went into that meeting afraid and unsure, but came out with the information she needed, plus increased motivation.”



– **Felicia Jackson, creator of CPR Wrap**  
<https://www.score.org/success-story/cpr-wrap>

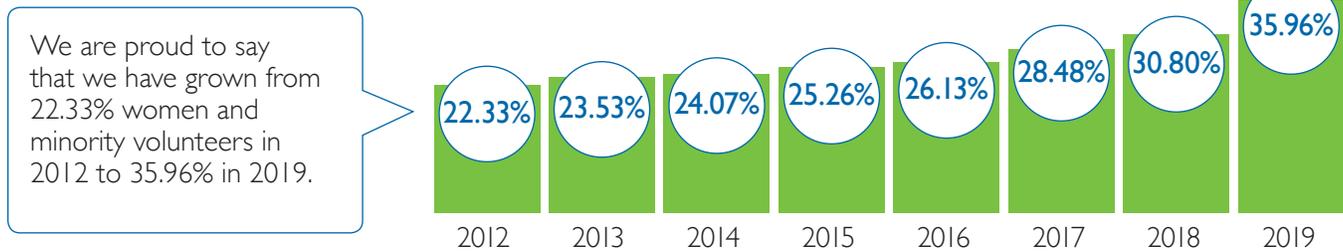
“Having a seasoned and a successful small business mentor was important to navigate me through the journey for the challenges and obstacles a small business owner faces.”



– **Dr. Nina Anderson, TOVA Healthcare**  
<https://www.score.org/success-story/tova-healthcare>

## SCORE Volunteers

While all of our data shows that we are helping all clients regardless of demographics, SCORE is still committed to growing our volunteer base in terms of our diversity, reinforcing an inclusive culture.



### Our growth in the diverse nature of our volunteer base is not an accident. Consider our actions over the past few years:

**October 2015** – Formation of the National Women’s Steering Committee, a group of SCORE volunteer leaders whose goal is to help recruit and retain women as mentors and leaders in the organization and assist chapters with women clients’ educational events.

**Summer 2017** – Formal announcement made of SCORE’s Culture of Inclusion. Formation of a National Inclusion Task Force who set formulated strategy to create cultural change throughout SCORE.

**Spring 2018** - Formal in-person inclusion training for all field leaders completed.

**October 2018** – Formation of Field Diversity & Inclusion Ambassadors with a mission to support cultural change and ongoing conversations with all 10,000 volunteers across 300 chapters.

**September 2019** – Formation of the National Hispanic Steering Committee. Formation of District Level Women’s Committees.

**March 2020** – Formation of the National African American Steering Committee. Formation of overarching Diversity & Inclusion Advisory Council.

**Ongoing** – Various webinars and newsletters highlighting successes of chapters and clients. More than **60 events** held annually in support of women and minority entrepreneurs.

## And we can do more:

**SCORE has solidified partnerships** with key organizations to help expand our reach into underserved markets including: Constant Contact, Facebook, NAWBO, US Chamber of Commerce, US Black Chambers, and Black Enterprise.

Focus on **more Spanish content and outreach** to form strategic partnerships with like-minded organizations who want to help the Hispanic business owners and entrepreneurs succeed. Partner with Hispanic Chambers at the National and local levels.

Develop internal **LinkedIn and Facebook communications** for diversity and inclusion conversations.

Development of **Local Diversity and Inclusion Champions** with the following objectives:

- To ensure that diversity and inclusion is an ongoing conversation at their chapter.
- To communicate diversity metrics.
- To serve as the point person for all initiatives that national and other groups identify.