

Small Business Resources



DECAL
Thriving Child Care
Business Academy

Learn about free and low-cost resources for your business.

Small business resources play a crucial role in supporting and nurturing the growth of various industries, and child care businesses are no exception. These enterprises face unique challenges and require specialized assistance to succeed in a competitive market. Fortunately, there are a growing number of free or low-cost resources available to you. There are a variety of resources that can connect you to valuable information, mentorship, funding opportunities, and networking events. This guide will go over some of the most useful resources to consider for your child care business:

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Small Business Support Organizations

These organizations provide tools, services, direct assistance, and guidance to small business owners. Their primary goal is to support the growth and success of small businesses by addressing their unique needs and challenges through direct support and access to key resources.

Small Business Development Centers

Small Business Development Centers (SBDCs) offer a variety of services to help small businesses succeed. SBDCs are typically funded by the U.S. Small Business Administration (SBA) and are operated in partnership with state and local governments, universities, and private organizations and can be found across the US.

Typically, SBDCs offer:

1. **Business planning and management:** Support with creating detailed business plans, creating realistic objectives, and developing strategies for overcoming obstacles.

2. **Marketing and sales:** Advice for marketing and sales including determining your target market, making a thorough marketing plan, and tracking and analyzing marketing initiatives.
3. **Financial analysis and access to capital:** Assistance with performing a financial analysis of your company, making precise financial projections, writing a thorough business strategy, and connection to relevant capital sources.
4. **Technology and innovation:** Guidance on how to use technology to enhance business processes, and boost productivity.
5. **Training and education:** Information on relevant workshops, seminars, and online courses to help small business owners advance their skills.

To learn more about SBDCs and to find one in your area, visit <https://www.sba.gov/local-assistance/resource-partners/small-business-development-centers-sbdc>.

SCORE

SCORE is a national nonprofit organization that provides free business mentoring and education services to small businesses. The organization is made up of more than 10,000 volunteers who are experienced business professionals and entrepreneurs.

They typically offer:

1. **Business mentoring:** Help and direction from SCORE mentors on a variety of business-related issues, such as management, marketing, and financing.
2. **Workshops and webinars:** Numerous free workshops and webinars on subjects including topics such as social media marketing and money management.
3. **Templates and tools:** Assistance with making business plans, creating marketing strategies, and managing funds.
4. **Online resources:** A variety of online tools, such as articles, videos, and webinars to assist small business owners in developing their abilities and expertise.
5. **Local events:** Networking opportunities for small business owners to help establish connections with other local entrepreneurs and business professionals.

You can learn more about SCORE and the supports they offer at <https://www.score.org/>.

Associations

Associations can represent various industries or professional fields, bringing together like-minded individuals or businesses to collaborate, advocate for common interests, and provide networking opportunities. Participation can provide access to professional development opportunities, networking events, and even the option to support advocacy efforts for your industry.

Small Business Associations

1. **National Small Business Association (NSBA):** NSBA is a reputable organization that promotes the interests of small businesses and offers tools, chances for networking, and educational programs.

2. **Small Business and Entrepreneurship Council (SBEC)**: The SBEC is a nonprofit organization that advocates for policies that support entrepreneurship and small business growth. They offer resources and support to small businesses and work to promote policies that benefit small businesses.
3. **National Association for the Self-Employed (NASE)**: The NASE is a nonprofit organization that provides resources and support to self-employed individuals, including freelancers, independent contractors, and small business owners. They offer benefits such as healthcare, retirement plans, and business resources.
4. **American Small Business Alliance (ASBA)**: The ASBA is a nonprofit organization that provides resources and support to small business owners. They offer networking opportunities, educational resources, and access to business services such as legal and financial advice.
5. **National Association of Women Business Owners (NAWBO)**: The NAWBO is a nonprofit organization that advocates for women-owned businesses. They offer resources and support to women entrepreneurs, including networking opportunities, educational resources, and advocacy efforts.
6. **National Federation of Independent Business (NFIB)**: The National Federation of Independent Business (NFIB) supports an active membership of small business owners from a variety of industries and aims to establish a favorable business environment through advocacy, research, and support services. The organization works with lawmakers to create laws and regulations, provides tools and benefits to its members, conducts research on small business trends, and emphasizes the economic importance of small businesses.

Child Care Business Associations

There are several national and state-level associations that cater specifically to the needs of child care businesses including:

1. **National Association for Family Child Care (NAFCC)**: The NAFCC is a nonprofit organization that advocates for high-quality family child care. They provide resources and support to family child care providers, including training and accreditation programs, policy advocacy, and networking opportunities.
2. **National Association for the Education of Young Children (NAEYC)**: The NAEYC is a nonprofit organization that promotes high-quality early childhood education. They offer resources and support to child care providers, including accreditation programs, professional development opportunities, and policy advocacy.
3. **Child Care Aware of America (CCAoA)**: CCAoA is a nonprofit organization that provides resources and support to child care providers and parents. They offer training and technical assistance to child care providers, as well as resources for parents looking for child care.
4. **National Head Start Association (NHSA)**: The NHSA is a nonprofit organization that advocates for early childhood education and development. They offer resources and support to Head Start programs and providers, including training, technical assistance, and policy advocacy.

5. **State-level associations:** Georgia has several associations for child care businesses, such as the Georgia Child Care Association, the Professional Family Child Care Alliance of Georgia, the Georgia Statewide Afterschool Network, and the Georgia Association for the Education of Young Children. These associations provide state-specific resources, advocacy, and networking opportunities for child care providers.

Specialized Support Organizations

Specialized support organizations such as women's business centers, minority business development agencies, and veterans' business outreach centers are specifically designed to provide targeted assistance and resources to their respective groups.

Women's Business Centers

Women's Business Centers' main objective is to support the expansion and development of women-owned enterprises by offering a variety of services that are specifically suited to the demands and difficulties that women entrepreneurs face.

Here are some of the services that WBCs typically offer:

1. **Business counseling:** Individualized support and direction to female business owners through business coaching.
2. **Training and education:** Specialized assistance and resources to encourage female entrepreneurs through training and education programs.
3. **Access to capital:** Loan application support, tools, and networking opportunities to assist women-owned businesses in obtaining funding.
4. **Marketing and sales:** Advice, materials, and training courses to assist women-owned businesses in improving their marketing initiatives and creating successful sales strategies.
5. **Certification assistance:** Support for female business owners to take advantage of certifications and access the advantages they provide for company expansion and success.
6. **Networking opportunities:** Platforms and events specifically designed to connect and engage women entrepreneurs.

You can find your local women's business center at www.sba.gov.

Minority Business Development Agency (MBDA)

The U.S. government's Minority Business Development Agency (MBDA) exists to promote the expansion and competitiveness of minority-owned businesses. To support minority business owners in succeeding, it offers programs, services, and resources. The MBDA encourages innovation and worldwide competitiveness by facilitating connections, providing technical help, and assisting with access to funding and contracts. The MBDA helps minority communities prosper economically and create jobs by supporting minority entrepreneurs.

Here are some of the services that the MBDA typically offers:

1. **Business development:** Technical support, networking opportunities, finance access, aid with government contracts, and innovation support.
2. **Access to capital:** Support with loan applications, facilitated relationships with lenders, and advice on financing possibilities.
3. **Contracting opportunities:** Advice on certifications, information on government contracts, and support with the process.
4. **Networking opportunities:** Platforms for business owners to connect, work together, and gain knowledge from peers and industry professionals.
5. **Technical assistance:** Technical support for minority-owned businesses to help them develop and succeed.

Visit <https://www.mbda.gov/> to learn more.

Veterans Business Outreach Centers (VBOCs)

The U.S. Small Business Administration (SBA)'s Veterans Business Outreach Centers (VBOCs) provide assistance and resources to veterans, active-duty military members, and their spouses who wish to launch or grow their own businesses.

Some of the services and resources that VBOCs offer include:

1. **Business training and counseling:** Training on topics related to entrepreneurship, such as marketing, financial management, business planning, and government contracting as well as tailored counseling and mentorship to help veterans improve their business concepts, create business strategies, and handle the difficulties of beginning and expanding a company.
2. **Access to capital:** Help in understanding various financing possibilities, creating loan applications, and establishing connections with lenders.
3. **Mentorship and networking:** Networking and mentoring opportunities to assist veterans in growing their networks, gaining knowledge from professionals in the field, and gaining access to beneficial resources.
4. **Certification assistance:** Support in understanding the certification procedure and fulfilling the requirements of various certification programs.

Find your local VBOC at <https://www.sba.gov/local-assistance/resource-partners/veterans-business-outreach-center-vboc-program>.

Chambers of Commerce

Chambers of Commerce can also be an excellent source of information for small businesses. Chambers of Commerce are local groups that seek to support and promote local businesses. They frequently provide their members with a variety of services and tools, such as networking events, business education programs, and campaigns to advocate for them.

Joining a Chamber of Commerce can give various benefits to a small business, such as access to key business contacts, greater exposure in the community, and the

opportunity to participate in events and promotions. Chambers of Commerce may also provide discounts on business services and products, as well as access to member-only resources such as business directories and industry reports.

While Chambers of Commerce usually charge a membership fee, the benefits they offer are often well worth the price for small firms. Chambers of Commerce can also help small businesses network with other nearby businesses and become more involved in the community.

You can find your local chamber of commerce by conducting an online search, visiting local business directories and government websites, or connecting with other business owners in your area.

In addition to your local chamber of commerce, the US Chamber of Commerce provides various initiatives and services to support small businesses, including organizing events and conferences, maintaining a Small Business Resource Center, and engaging in advocacy efforts. They offer programs like Small Business Nation (an online community), Small Business Master Class (virtual training programs), Small Business Council (an advisory council), and the Save Small Business Fund (financial aid for COVID-19 relief). Additionally, the US Chamber of Commerce Foundation operates the Corporate Citizenship Center, which assists businesses in developing and implementing corporate social responsibility (CSR) activities.

Free Business Programs

Programs and professional development opportunities can connect small business owners with training, workshops, and seminars to enhance business skills and knowledge and provide access to industry experts, networking and collaboration opportunities, and valuable resources.

Here are a few examples:

1. **Goldman Sachs 10,000 Small Businesses (10KSB):** 10KSB is a program designed to help small businesses grow and create jobs by providing them with practical business education, access to capital, and a supportive network of advisors and peers.
2. **Goldman Sachs 10,000 Women:** This program is similar to 10,000 Small Businesses but focuses specifically on helping women entrepreneurs. It provides a business education and access to mentors, networks, and capital to help women grow their businesses.
3. **Small Business Administration (SBA) programs:** The SBA offers a variety of free programs and resources to help small businesses, including counseling and training programs, financing options, and government contracting opportunities.
4. **Local business incubators and accelerators:** Many cities have local business incubators and accelerators that offer free or low-cost resources and support to startups and small businesses. These programs may include access to office space, mentorship, and networking opportunities. Find one near you through

online research, local economic development organizations, university and college programs, or online directories such as Gust, F6S, and AngelList.

5. **SCORE mentoring:** SCORE is a nonprofit organization that offers free mentoring services to small business owners. SCORE mentors are experienced business professionals who provide guidance and advice on a wide range of business topics, including marketing, finance, and operations.
6. **Minority Business Development Agency (MBDA):** The MBDA offers a variety of free programs and services to help minority-owned businesses grow and succeed. These include business development and strategic planning services, access to capital, and networking opportunities.

Community Colleges

Community colleges play a vital role in supporting small businesses by offering a range of valuable resources and services.

Community colleges can help small businesses in several ways, including:

1. **Workforce development:** Community colleges provide a variety of workforce development and vocational programs that provide individuals with relevant skills and training that they can subsequently apply to small businesses. These programs are frequently tailored to the needs of local industries and businesses, assuring a steady supply of trained people for small businesses to hire.
2. **Business training and education:** Community colleges provide business-related courses and programs that equip entrepreneurs and small company owners with necessary information and skills. Marketing, accounting, finance, management, and entrepreneurship are just a few of the topics covered in these programs. Small business entrepreneurs can enroll in these courses to improve their business skills and operations.
3. **Consulting services:** Community colleges may provide consultation and support services tailored exclusively to small businesses. This can involve support with company planning, market research, financial analysis, and other elements of business development. Small business owners can use these services to obtain insights, adjust their plans, and make informed decisions.
4. **Access to resources:** Community colleges frequently have broad networks and relationships in the surrounding community. They can link small businesses to a variety of services, such as government agencies, economic development organizations, and industry associations. These contacts can assist small businesses in gaining access to capital, navigating legal procedures, and connecting into local business networks.
5. **Partnerships:** Community colleges can also partner with local businesses and organizations to create internship and apprenticeship programs, provide access to funding sources, and offer other resources to support small business growth and development.

Use college search websites to find a community college near you. Some popular options include CollegeBoard (collegeboard.org), Peterson's (petersons.com), and

BigFuture (bigfuture.collegeboard.org). These platforms allow you to search for community colleges based on location, program offerings, and other criteria.

Websites, News Sources and Email Lists

Websites, news sources, and email lists offer valuable resources for child care businesses including industry updates, educational resources, networking opportunities, marketing platforms, and professional development opportunities. Additionally, websites and email lists serve as effective marketing tools, promoting services and facilitating communication with stakeholders. Below you will find commonly used websites, news sources, and email lists for small businesses in general as well as some specifically geared toward child care businesses.

Small Business Websites, News Sources, and Email Lists

1. **Small Business Administration (SBA):** The SBA website offers a wealth of resources and information for small business owners, including guidance on starting and growing a business, financing options, and training programs. You can also sign up for email updates from the SBA to stay informed on the latest news and resources.
2. **Inc.com:** Inc.com is a website that provides business news, advice, and resources for entrepreneurs and small business owners. They cover topics like marketing, finance, and management, and also offer a range of tools and resources, such as business calculators and templates.
3. **Entrepreneur.com:** Entrepreneur.com is a website that provides business news, advice, and resources for entrepreneurs and small business owners. They cover topics like startups, marketing, and technology, and also offer a range of tools and resources, such as business calculators and templates.
4. **HubSpot:** HubSpot is a marketing and sales platform that provides resources and tools to help small businesses grow. Their website offers a range of resources, including articles, webinars, and templates. You can also sign up for their email newsletter to stay informed on the latest marketing trends and best practices.
5. **The Wall Street Journal's Small Business section:** The Wall Street Journal's Small Business section provides news and analysis on topics relevant to small business owners, including entrepreneurship, financing, and management. They also offer a range of resources, such as online tools and webinars.
6. **Forbes Small Business section:** Forbes' Small Business section covers news and analysis on topics such as startups, marketing, and finance. They also offer a range of resources, such as articles, podcasts, and events.
7. **Small Business Trends:** Small Business Trends is a website that provides news and analysis on topics relevant to small business owners, including marketing, finance, and technology. They also offer resources such as webinars, podcasts, and a business directory.

Child Care Business Websites, News Sources, and Email Lists

You can also keep up on key information on your phone or in the comfort of your home using these sites and lists:

1. **Taking Care of Business (TCOB)**: Founded by Tom Copeland, a well-known expert in the field of family child care and continued by child care business experts at Civitas Strategies, TCOB provides resources and information for family child care providers, including business resources, tax information, and videos.
2. **National Association for Family Child Care (NAFCC)**: The National Association for Family Child Care (NAFCC) is a professional association that represents family child care providers. Their website offers a wealth of resources and information for child care business owners, including business resources, accreditation information, and professional development opportunities. If you're a family child care provider, the NAFCC website is a great place to start.
3. **National Association for the Education of Young Children (NAEYC)**: The National Association for the Education of Young Children (NAEYC) is a professional association that represents early childhood education professionals, including child care providers. Their website offers resources and information for child care business owners, including business resources, accreditation information, and professional development opportunities. If you're looking to improve the quality of your child care program, the NAEYC website is a great resource.
4. **Child Care Aware of America**: Child Care Aware of America is a nonprofit organization that works to improve access to affordable, quality child care for families. Their website offers resources and information for child care providers, including business resources, licensing information, and access to training and professional development opportunities. If you're looking to grow your child care business, Child Care Aware of America is a great place to start.
5. **Early Childhood Investigations**: Early Childhood Investigations is a website that offers webinars and online training for early childhood education professionals, including child care providers. They cover topics such as business management, marketing, and curriculum development. If you're looking to improve your skills as a child care provider, Early Childhood Investigations is a great resource.
6. **Child Care Success**: Child Care Success is a coaching and training organization specifically focused on helping child care business owners achieve success. In addition to their coaching programs, they provide regular updates, articles, and podcasts on topics such as business strategies, marketing, leadership, and staff management.

Additional Resources

If you have questions or need help, assistance is available.

[GaPDS Website](#)

[DECAL Thriving Child Care Business Academy Website](#)

To Find Other Study Guides: Click on [Resources](#) on the Academy home page

To Find Training: Click on [Trainings](#) on the Academy home page

To Register for Training: Click on [Schedules & Registration](#) on the Academy home page

To Sign Up for Study Groups: Fill out the [Intake Assessment](#)

For questions about coaching or study groups: Email GAcoaching@civstrat.com

To Find Other ECE Resources: Visit the [DECAL Website](#)

For General Questions about the Academy: Email thriving@decals.ga.gov

For More Information:

[Family Child Care Learning Home Rules and Regulations](#)

[Child Care Learning Center Rules and Regulations](#)

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