

Help the Smallest of Small Businesses During Covid19!
Take this 5-minute survey.
Your response is valuable!

May 15, 2020

Dear Small Business Operators and Supporters,

Five (5) minutes of your time helps the smallest of small businesses. Please take this short survey. Don't worry that you may be too small or too big. If you're getting this, someone you know, thinks you need to this. Your response is valuable! Supporters, please forward to a small business that you know.

The survey should take about 5 minutes, and will ask what impact Covid19 has had on your business, the kind of help you have received and what supports you will need to get back on track. Here is the link: <https://www.surveymonkey.com/r/M98MB8H>

What's this all about? Want to know more about who we are and why we're doing this?

We have all seen the headlines of the last several weeks – revealing that the hundreds of billions of federal dollars for Covid19 relief for small businesses went to BIG multi-million-dollar companies – some of whom didn't need it. It wasn't until public outcry, that a second wave of funds were approved and processes were more inclusive of the SMALL of small businesses. Let's be clear - this is not about big vs. small or us vs. them. It is unprecedented what we're dealing with, and the need is everywhere.

However, this is about equity. The SMALL in small businesses in our communities – often in rural areas and communities of color - are women and/or family-owned and operated, who depend on these businesses to support their families and communities. Rebuilding and strengthening of small businesses in this pandemic must truly include the SMALLEST because they matter to the economy as much as they do to the business owner. Their inclusion in micro and macro relief and rebuilding plans, benefit us all, and should matter to all of us.

The Market Entry Fund is a nonprofit with a mission to enable small business in food and ag to thrive through business, technical and financial supports. At the moment, we're working to ensure that future policies and assistance for small businesses during Covid19 are equitable. While we focus mostly in the food and ag space, this need is common in the *small* small businesses across industries. Today, we're seeking information/data from across all *small* small business operations, to help tell that important SMALL story better.

Thank you so much for sharing your networks, your business and your situation with us. Results will be aggregated and shared with various stakeholders, and no individual/business information will be shared.

Thank you,
The Market Entry Fund
Board of Directors