



## **2011 Spirit of Success Luncheon Table Captain Fact Sheet**

### ***What is the Sprit of Success Luncheon?***

The Spirit of Success Luncheon is a fundraising event benefiting Mi Casa's Southern Colorado Women's Business Center. This event will be a celebration of a decade of creating new opportunities and new possibilities through self-employment and business ownership in Southern Colorado. The luncheon will be held on **Wednesday, October 5, 2011**, from 11:30 a.m. The cost per ticket is \$35.

### ***What is the Southern Colorado Women's Business Center?***

Mi Casa runs the only two Women's Business Centers funded by the U.S. Small Business Administration (S.B.A.) in Colorado – in Denver and Southern Colorado. Mi Casa's business development programs target underserved entrepreneurs – particularly women and Latinos – and include introductory workshops for the business curious, 13-week comprehensive entrepreneurial training courses in both English and Spanish, as well as individual technical assistance, mentoring and networking opportunities.

Mi Casa's Business Success training program teaches aspiring entrepreneurs and established small business owners the basics of finance, lending, insurance, strategic planning, daily operations, marketing, market research and legal structures. The course combines in-depth financial literacy training with individual business counseling. For established small businesses, Mi Casa offers technical assistance to help sustain or grow operations.

### ***Why should you support the Sprit of Success Luncheon?***

In 2010, Mi Casa's helped start 49 small businesses across the state– 25 of which are located in Southern Colorado–which in turn created 79 jobs and generated more than \$1.2 million in revenues. Additionally, last year Mi Casa's business consultants provided individual technical assistance to 271 existing small businesses in Denver and Southern Colorado. Your support of the 2011 Spirit of Success Luncheon will make it possible for Mi Casa to continue serving the Southern Colorado community.

### ***What is the role of a Table Captain?***

The Spirit of Success Luncheon Table Captains will play a key role in the success of the event. A table captain has three main responsibilities:

- To fill a table of eight by inviting their friends, family members, and/or colleagues to join them at the luncheon
- To raise awareness of Mi Casa's work in Southern Colorado
- To invite their table guests to consider joining them in supporting Mi Casa with a financial gift

Table Captains may choose to purchase the entire table or they may ask their table guests to purchase their own tickets (\$35 each). Two friends may decide to partner as co-captains–each recruiting three friends– to attend the event. This is a fun and easy way to support the 2010 Spirit of Success Luncheon.

### ***Who should you invite to sit at your table?***

You should invite people in you life, who like you, are generous and passionate about making a difference in their community. They may or may not be small business owners or aspiring entrepreneurs, but they are people who care, people who give, and people who are compelled to make a difference in their community.

**For more information or to sign-up as a Table Captain, please contact Liz Candelario at 719-542-0091 or [Lcandelario@MiCasaResourceCenter.org](mailto:Lcandelario@MiCasaResourceCenter.org).**