

## The “Collecting Change” Conference is Back!



CBP is gearing up for our next signature event, our 2nd annual social entrepreneurship conference, “Collecting Change: Building a Thriving Social Enterprise.” It will take place Tuesday, October 16, 2018 from 8 am - 3 pm at Fairfax Economic Development Authority.

Last year's conference focused on grassroots methods for building social enterprises. Speakers included Meghan Ogilvie, CEO of Dog Tag Inc., award-winning social entrepreneur Bethany Rubin-Henderson, a panel of millennial-led social enterprises and more!

This year, the focus will be on **access to capital**.

In the United States, only 2% of all venture funding is given to women entrepreneurs, even though they own 36% of businesses, according to the National Women's Business Council's 2015 report, “Access to Capital by High-Growth Women-Owned Businesses.” We are aware of these statistics and want to educate our clients—specifically young professionals—on the variety of ways they can grow their socially-driven businesses, apart from venture capital. Crowdfunding platforms (kickstarter, indiegogo, crowdrise, just to name a few) are an innovative way to level the playing field between women and men when it comes to accessing capital. In fact, women's campaigns are generally more successful than men's because of the social component involved in raising money.

Crowdfunding is just one of the many topics we'll cover during our conference on Oct. 16! If this interests you, register today at [www.collectingchange.eventbrite.com](http://www.collectingchange.eventbrite.com). Take a look at this [video](#) compilation of last year's event.

