



Who is the Business Sector?

The Business Sector includes local employers, from small businesses to large companies. These businesses help support the economy and shape workplace culture.

Because people spend a lot of time at work, businesses can help make recovery more accepted. By working with coalitions, businesses can create recovery-friendly workplaces. These workplaces reduce stigma, support employee health, and provide steady income, which helps people succeed long-term.

How can the Business Sector support recovery?

Businesses can make a big difference by shaping jobs, workplace culture, and opportunities. They can help make recovery a normal and accepted part of the community.

To make the biggest impact, businesses and coalitions can:

- 📍 **Create recovery-friendly policies:** Offer flexible time off, support for returning to work, and employee help programs.
- 📍 **Use fair and inclusive hiring:** Give people in recovery a chance to get and keep jobs.
- 📍 **Teach staff and leaders:** Provide training about mental health and recovery to reduce stigma.
- 📍 **Support employee wellness:** Offer programs that help people stay healthy and manage stress.
- 📍 **Speak up for recovery:** Encourage policies and practices that support a strong and healthy workforce.
- 📍 **Promote recovery openly:** Show that recovery is a strength that helps both workers and businesses.

How can coalitions work with the Business Sector?

- 📍 Add flexible leave, return-to-work support, and wellness programs into workplaces.
- 📍 Connect job programs with treatment and peer support services.
- 📍 Include business leaders in planning and decision-making.
- 📍 Provide training to reduce stigma and support understanding.
- 📍 Work together on shared goals and use data to improve results.

Why Engage the Business Sector?

Access to Resources	Funding, in-kind donations, facilities, technology.
Expertise & Skills	Marketing, finance, project management, legal, strategic planning.
Influence & Advocacy	Amplifying community voices, advocating for change, networking.
Employee Engagement	Volunteerism, boosting morale, skill development for staff.
Shared Prosperity	A thriving community benefits local businesses.

Finding your Allies: Who to Partner With?

- 📍 **Local Businesses:** Small shops, restaurants, service providers (e.g., banks, real estate).
- 📍 **Larger Corporations:** Regional or national companies with local branches/operations.
- 📍 **Business Associations:** Chambers of Commerce, Main Street programs, Rotary Clubs.
- 📍 **Consider Alignment:** Look for businesses with values, mission, or customer base that naturally aligns with your community initiative.
- 📍 **Research & Networking:** Attend local business events, utilize online directories.

Making the Connection: Your approach

- 📍 **Start Small:** Invite participation in a specific event or project.
- 📍 **Clear "Ask":** Be specific about what you need and what the business gains.
- 📍 **Show Value:** Highlight positive PR, employee engagement, and community goodwill.
- 📍 **Personalized Outreach:** One-on-one meetings, not just generic emails.
- 📍 **Listen & Learn:** Understand their business goals and how your initiative can complement them.

Leveraging Business Resources & Expertise

- 📍 **Financial Support:** Sponsorships, grants, direct donations.
- 📍 **In-Kind Contributions:** Donated goods (materials, equipment), services (printing, catering, advertising).
- 📍 **Volunteerism:** Employee skill-based volunteering (pro bono marketing, accounting, IT support).
- 📍 **Space & Facilities:** Hosting events, meetings, or pop-up activities.
- 📍 **Mentorship & Training:** Businesses providing expertise to community members or non-profits.

Building Partnerships with Shared Goals

- 📍 **Identify Overlapping Interests:** Where do community needs and business interests intersect? (e.g., public safety, local economic growth, environmental sustainability).
- 📍 **Co-Creation:** Involve businesses in the planning and execution of initiatives.
- 📍 **Mutual Benefit:** Clearly articulate the "win-win" scenario. How does this partnership serve both their bottom line and community well-being?
- 📍 **Formal Agreements:** Consider MOUs or partnership agreements for clarity and commitment.

Nurturing Sustainable Partnerships

- 📍 **Regular Communication:** Keep partners informed of progress and impact.
- 📍 **Recognition & Appreciation:** Publicly acknowledge their contributions (social media, press releases, events).
- 📍 **Demonstrate Impact:** Share success stories and metrics showing how their involvement made a difference.
- 📍 **Flexibility & Adaptability:** Be open to evolving the partnership as needs change.
- 📍 **Feedback Loop:** Regularly check in with partners to get their insights and address concerns.

Case Study: Advancing Cities Plank Road Initiative, Baton Rouge

Launched in 2020, the AdvancingCities Plank Road Initiative revitalized an underserved corridor in Baton Rouge through a \$5M investment led by JPMorgan Chase.

Initiative	Boosted minority-owned businesses, created a food-access commercial kitchen, and preserved affordable housing
Partners	JPMorgan Chase, Build Baton Rouge, TruFund, MetroMorphosis, Co-City Baton Rouge
Impact	<ul style="list-style-type: none">• Fifteen minority-owned businesses supported• Historic 3,500 sq ft building converted into a commercial kitchen• Community Land Trust established for housing
Success Factors	<ul style="list-style-type: none">• Strong public-private collaboration• Clear community-focused goals• Transparent progress tracking• Sustainable development model



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