

JOB GROWTH OPPORTUNITY FOR ONLY \$5



Beginning on November 1, Starbucks will start taking \$5 donations from customers. Each donation will go toward the company's most recent plan for job stimulus, and you will also receive a red, white, and blue wristband that says, Indivisible. Starbucks has funded the "Jobs for USA" program in cooperation with the Opportunity Finance Network. This nonprofit network aids approximately 200 small, community financial institutions. These community institutions work locally with small businesses and groups within the community providing loans. All the proceeds from the Starbucks campaign will go to provide loans for these businesses and organizations throughout the country. This is not Howard Schultz's first attempt to aid in the nation's economic hardship as the Starbucks Corp.'s CEO. He has endeavored in several other campaigns including the website upwardspiral2011.org, two full page ads in major newspapers, a nationwide telephone forum, and requesting that his fellow CEO quit contributing to political leaders until the government creates a long-term economic plan. He believes in using the magnitude of the Starbucks empire for good instead of greed. In addition to his campaigns to help the economy, Starbucks hires approximately 200 people daily in the United States. He also has plans to add 200 new locations in the year 2012. The Starbucks Foundation is making the initial \$5 million investment to get the "Jobs for USA" program off the ground. With the partnership with the Opportunity Finance Network, Starbucks hopes to recoup that investment within the first month of the program. The Opportunity Finance Network aids 180 different financial institutions, varying in type, including: credit unions, venture capital funds, loan funds and banks. Created 27 years ago, this network works tirelessly to aid low-income communities with little access to credit. Jobs for USA will assist small businesses that have potential for adding jobs. As funds come into the program, small businesses can request a loan through their desired financial institution. From there, the institution and the Opportunity Finance Network will decide if the business has a high probability of adding jobs within a six month time period. If so, the business will receive the loan, funded by Jobs for USA. After a year, an outside organization will perform an audit on the business to ensure it has used the funds profitably. Many experts believe that the program will be successful. With the collaboration of Starbucks, Opportunity Finance Network, and small community financial institutions, the program is well worth the effort. The great advantage is the presence of community financial institutions. With the help of the community institutions, the program will have the ability to tap into a better understanding of the needs of each individual community. As those who have \$5 to spare give it to those that don't have \$5 to spare the program will grow, and ultimately help the declining economy.

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