

The PPP Experience for Small Business Owners at CDFIs



Insights from 1,073 Paycheck Protection Program Loan Recipients. These six CDFIs processed 6,013 PPP loans in Round 1 and 2 and distributed \$274,491,228 in COVID relief to businesses.



CDFIs were essential in reaching small business owners that were largely left out of PPP assistance nationally.



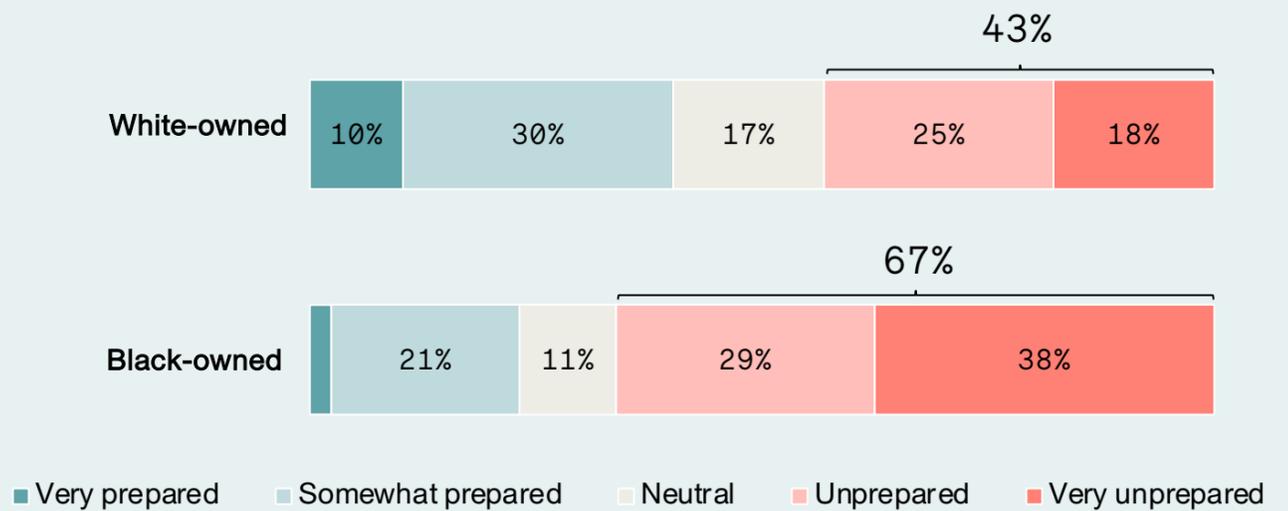
Black-owned businesses were far less prepared to deal with the challenges brought by COVID-19 compared to White-owned businesses.

Business Preparedness

Q: How prepared would you say you were to respond to the challenges brought to your business by COVID-19? (n = 831; 422 Black, 280 White)

“Honestly, I truly believe we may have been forced to close for a while until it possibly slowed down. We probably would have lost all of our employees and been down to just my husband and me.”

- PPP Recipient, Sept 2020



PPP was critical for keeping businesses open and maintaining jobs. The anticipated outcomes if not for receiving PPP were significantly worse for Black-owned businesses.

82%

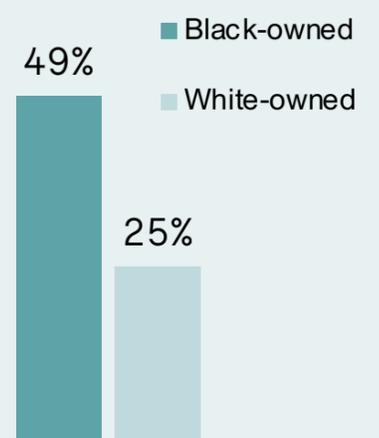
could not have easily found an alternative to PPP assistance.

Anticipated Business Closures Without PPP

“I’d be out of business, no doubt about that, and I would be in the street, no place to live and no place to work, it would be terrible, they literally saved me.”

93%

indicated the PPP helped maintain jobs and keep employees on payroll.



Business closures

- PPP Recipient, Nov 2020

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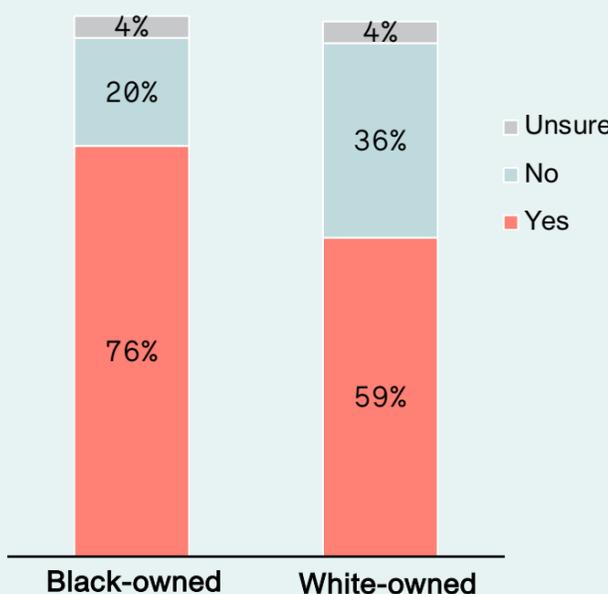
More Black-owned businesses anticipate needing additional financial support in the months ahead. 2 in 5 respondents have used funds from their personal savings in the past year for their business.

“Every time I needed to talk to someone at [CDFI], I was able to. They took a chance on me way back. If they had not taken a chance, I would not have a business.”

PPP Recipient, Jan 2021

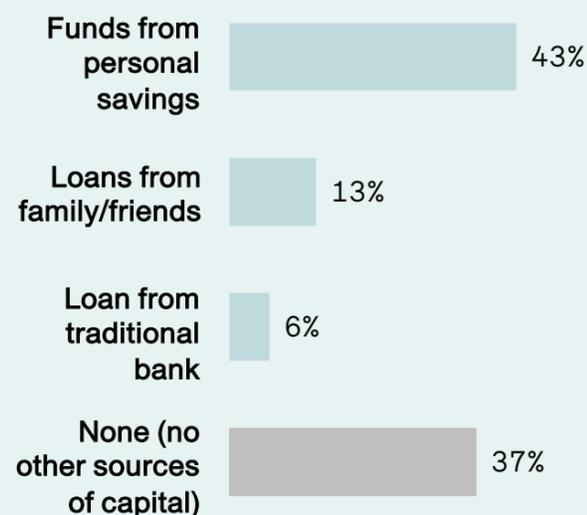
Need for Future Support

Q: In the next 6-12 months, will your business require additional capital? (n = 517; 379 Black, 138 White)



Sources of Capital (Top 4)

Q: In the past 12 months, have you used any of the following sources of capital for your business? (n = 239)



CDFIs went beyond basic distribution of PPP funds to support small business owners in navigating PPP application and forgiveness.

“I’ve been recommending [CDFI]. Their staff were so willing to work with you. They are there to assist you and when they assist you, they don't make you feel like you're not qualified to speak with them.”

- PPP Recipient, Oct 2020

79

average Net Promoter Score (NPS), indicating excellent service and support by CDFIs. Any NPS above 50 is considered very good.

84%

said their experience with their respective CDFI was better than the other lender, of those that tried to access PPP from another source.

1.9

HOURS

average time customers estimated CDFI staff spent helping them with their PPP application.

About This Initiative:

60 Decibels is partnering with CDFIs to understand the impact of COVID-19 on small businesses and the experience of PPP by listening directly to business owners. Respondents are customers of six CDFIs that processed a combined 6,013 PPP loans in Round 1 and 2 and distributed \$274,491,228 in COVID relief to businesses. By better understanding small business owners' experience and outlook, banks, investors, and policymakers can be responsive and supportive to preserve businesses and jobs.

While racial disparities of COVID-19 impacts are well-documented, we lack a clear understanding of how small business owners of color are managing through the pandemic and what they need to survive and recover. Without direct insights from underserved small business owners, we risk an inadequate response that widens the racial wealth gap.

Research Methodology

Survey mode	Phone
Dates	August 2020 – January 2021
Responses	1,073
Average length of calls	18 mins

Acknowledgements:

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