

WELCOME

Small Business Support Program

About Alternatives Federal Credit Union

Alternatives Federal Credit Union's mission is to help build and protect wealth for people with diverse identities who have been historically marginalized by the financial industry. We specialize in providing affordable financial products and services for people and businesses with low-to-moderate income and marginalized communities.

About Alternatives' Small Business Support Program

Our Small Business Support (SBS) Program provides a comprehensive, no-cost learning experience through *Initiate Prosperity*, an online portal for business education. The program offers flexible, virtual-first courses in business start-up, marketing, finance, and management. Self-directed learning is supported by bi-weekly coaching sessions and monthly workshops to provide additional guidance. Course placement is determined after completing a business self assessment during a discovery meeting.

Before Your First meeting

Create your *Initiate Prosperity* account.

1. Visit the *Initiate Prosperity* website (button below)
2. Click the Login button in the upper right corner
3. Click on Create a New Account
4. Enter your email and create a password
5. Choose Alternatives FCU from the list of subscribers
6. Choose Marlowe Lowe as your advisor
7. Complete the Client Profile

[Click for the *Initiate Prosperity* website.](#)



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About Our Program

Our program offers four self-directed courses, each designed to take approximately 3–4 weeks. Each course offers a range of materials, including pre-established lessons with course syllabi, downloadable articles, videos, and templates. Program members will also have access to case studies and self assessment tools to enhance their learning experience. Additionally, bi-weekly one-hour virtual coaching sessions will be offered for check-ins, project development, and questions, providing participants with personalized guidance and support. Monthly workshops, focusing on rotating topics from our courses, will also be made available to SBA Program participants.

Topics of Study

- Business plan development
- Entity formation
- Logo/brand design
- Planning for marketing/advertising
- Understanding credit reports and scores
- Financial planning and education
- Record keeping and tax requirements
- Preparing for a loan request
- Business management

Your Success, Our Commitment

Our Small Business Support Program is here to empower entrepreneurs, small business owners, and aspiring business creators with the knowledge, skills, and resources you need to build a sustainable and thriving business. Through this program, you'll gain valuable financial literacy, refine your business planning and management skills, enhance your marketing strategies, and optimize your operations. We're dedicated to supporting your growth and success, helping you create a positive impact on your business and community.

[Click to schedule a meeting.](#)



Before You Open a New Business Account

Make sure that you have all of the proper documentation that you will need to open your new business account. Below is a list of all the required documentation needed for the three most commonly obtained legal business structures.

Sole Proprietor

- Business account screening forms
- DBA certificate
- Proof of EIN or SSN
- Proof of business address
- Current identification
- Proof of physical address
- Contact information
- Social Security number

Limited Liability Company

- Business account screening forms
- Articles of organization
- NYS filing receipt for articles
- Proof of EIN
- Proof of business address
- Current identification
- Proof of physical address
- Contact information
- Social Security number

Corporation

- Business account screening forms
- Certificate of incorporation
- NYS filing receipt for articles
- Proof of EIN
- Proof of business address
- Current identification for all signers
- Contact information for all signers
- Social Security numbers for all signers

How to Open a New Business Account

1. Click the button below to email the New Accounts team and tell them you would like to establish a new business account
2. Complete the New Business Accounts screening
3. Gather the necessary required documentation requested by the New Accounts team
4. Complete and return the New Business Accounts screening with the required documents to the New Accounts team

[Click to email the New Accounts team.](#)



Make Informed Decisions for Your Business

Are you considering seeking financing for your business? Reviewing your credit is a good place to start. Your credit score can play an important role in lending eligibility and how much interest is charged for a loan. Alternatives FCU offers no-cost credit report reviews to help you make informed financial decisions. Meet with Financial Wellness Manager Jorge Cuevas to find out your credit score, review any factors that may be affecting your credit and discuss options that may help increase your score.

[Click to schedule a credit report review.](#)

Meet Our Business Lending Team



Margaret D'Agostino, CCUFC
Business Lending Manager

"It is my pleasure to provide members and non-members alike with assistance in your business ownership endeavors! In the Business Lending Department, we are proud to say we specialize in assisting entrepreneurs who may not be able to seek assistance with traditional lenders. We strive to provide our services to all who are in need of business lending assistance; including but not limited to low to moderate income businesses. Thank you for entrusting Alternatives with making your business dreams and goals a reality!"



Youngmi Schickel
Business Lending Specialist

"Hello, I am Youngmi Schickel. With more than 10 years of lending and customer service experience, I would be happy to assist you with your business financial needs. Let's work together to reach your business goals."

[Click to learn more about Business Lending.](#)