

# THE CAPITAL CATALYST

## NEWSLETTER

Compliments of Edana Thompson, CEO of AEG Legacy LLC



### World Alzheimer's Month

World Alzheimer's Month is observed every September to raise awareness about Alzheimer's disease and other forms of dementia. This global campaign aims to educate people about the impact of Alzheimer's, reduce the stigma associated with dementia, and encourage support for those affected by the condition.

- **Awareness:** Increasing public understanding of Alzheimer's and dementia.
- **Support:** Providing resources and support for caregivers and families.
- **Research:** Promoting research efforts to find a cure and improve treatments.
- **Advocacy:** Encouraging policies that support those living with dementia.
- **How You Can Participate**
- **Educate Yourself and Others:** Learn about the signs and symptoms of Alzheimer's and share this information with your community.
- **Support Fundraising Events:** Participate in or donate to events like walks, runs, or charity auctions.
- **Volunteer:** Offer your time to local organizations that support Alzheimer's patients and their families.
- **Wear Purple:** Purple is the color associated with Alzheimer's awareness. Wearing purple can help spark conversations and show your support.

#### Resources

**Alzheimer's Association:** Provides information, support, and resources for those affected by Alzheimer's.

**Alzheimer's Foundation of America:** Offers educational materials and support services.

**Local Support Groups:** Many communities have support groups for caregivers and families.

Alternative lending solutions offer several benefits compared to traditional big banks, especially for small businesses and startups. Here are some key advantages:

#### FLEXIBLE ELIGIBILITY CRITERIA

Alternative lenders often have more lenient requirements, making it easier for businesses with lower credit scores or less established credit histories to qualify for loans.

#### FASTER APPROVAL AND FUNDING

The application and approval processes for alternative lenders are typically quicker. Many operate online, allowing for faster decision-making and disbursement of funds, sometimes within a day.

#### DIVERSE LOAN PRODUCTS

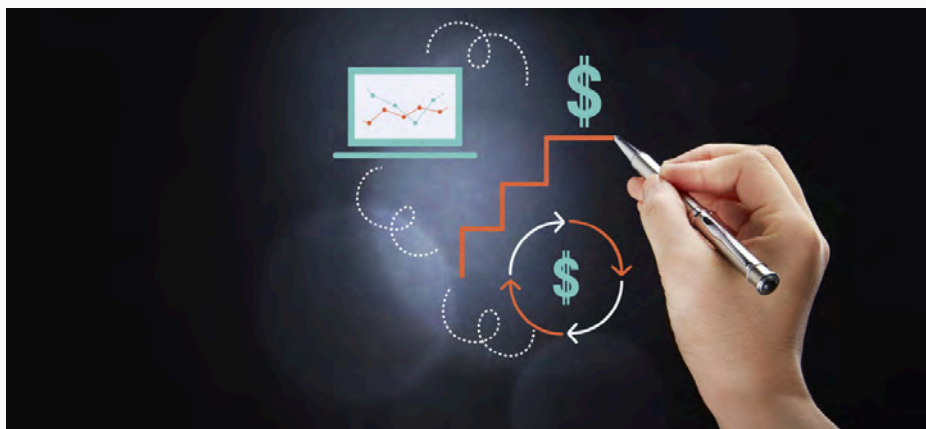
Alternative lenders provide a variety of financing options, such as merchant cash advances, peer-to-peer lending, and invoice financing. This diversity allows businesses to find solutions tailored to their specific needs.

#### LESS STRINGENT COLLATERAL REQUIREMENTS

Unlike traditional banks, which often require significant collateral, alternative lenders may offer unsecured loans or require less collateral, making it easier for businesses to access funds.

#### HIGHER APPROVAL RATES

Alternative lenders tend to have higher approval rates compared to traditional banks, increasing the chances for businesses to secure the funding they need.



While alternative lending solutions offer these benefits, they also come with some drawbacks, such as higher interest rates and shorter repayment terms. It's essential to weigh these factors based on your business's unique needs and financial situation. Contact us if you are considering alternative lending for your business.

AEG Legacy LLC is your source for all business funding options.

You can get started fast by completing the quick pre-qualification form on our website.