

## SBA Success Story: Rescue Social Change Group



**Jeffrey Jordan, President**

Jeffrey Jordan started his business, Rescue Social Change Group (RSCG), at age 17, with the help of two friends. RSCG is an innovative social marketing company that helps organizations nationwide inspire change from within. Using progressive methods like social branding, RSCG helps organizations utilize commercial marketing strategies in unprecedented ways.

In 2001, the company began by providing design and web services to the Las Vegas health district's anti-tobacco coalition, now known as XPOZ. Jeff envisioned a new kind of health campaign – one that would reach the most at-risk individuals and influence culture through integrated marketing strategies. By embracing the realities of the target population, campaigns could focus on redefining cultural identities to exclude certain behaviors, dramatically changing what it meant to be rebellious, punk, or hip hop. That spring, Jeff launched Rescue Productions to make that vision a reality.

Since then RSCG has opened additional offices in Providence and San Diego and has clients across the country. Its staff has grown from one full-time employee to 15. In 2005, Rescue Productions became Rescue Social Change Group and Jeff's vision of a campaign with progressive strategies thrives. With each project, program, and campaign, Jeff and the Rescue team move one step closer to the vision.

Jeffrey was named 2005 SBA Young Entrepreneur of the Year, by the Providence, Rhode Island District Office. The San Diego office was opened in late 2005. Jeffrey has since applied for and acquired a \$60,000 SBA guaranteed loan through Bank of America to ease cash flow constraints. Jordan encourages other entrepreneurs to believe in what they are pursuing completely. And says, "There will be times when that belief is challenged, or other important things in their life must be temporarily or completely sacrificed to pursue their vision. Those who don't fully believe in it will not be able to make the necessary sacrifices."