



DREAM IT. FUND IT.

Launching Entrepreneurs for over 20 Years

2014 Annual Report



Looking ahead to the future.
20 years of funding dreams.

Our board members and staff

2014 LIFTFUND BOARD MEMBERS



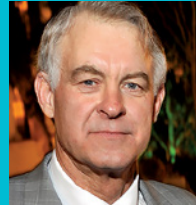
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Chief Financial Officer

DAN LAWLESS

Chief Lending Officer

CELINA PEÑA

Chief Program Officer

ADRIANA BIGGS

Chief Strategy Officer

SPECIAL THANKS

Special thanks to 2015
Board Members: Board Chair
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Kathryn Snapka, Wayne
Alexander, Rey Ocañas,
Tara Ford Payne; and
Advisory Board Members:
John Chamberlain
and Melvin Washington.

ON THE COVER

VERONICA TORRES HAZLEY

Torres Hazley Enterprises | Dallas, TX

LiftFund client, owner of Torres Hazley Enterprises and yoga instructor, Veronica Torres Hazley demonstrates the lotus position with praying hands. In 2014, she opened her studio, V12 Yoga, after receiving her startup loan from LiftFund. Read more about Torres Hazley on page 6.

A new name to serve our clients. A new headquarters to better serve our clients' needs.

The year 2014 served as a year of celebration for LiftFund as we acknowledged 20 years of service to the hard-working small business owners at the core of our mission while we moved forward with plans to better serve their needs for decades to come.

In 1994, we started our mission with three employees, working out of donated space in the lobby of a bank, serving San Antonio entrepreneurs under the name Accion Texas Inc. In 2014, with more than 100 employees, serving clients through 20 offices in our eight-state footprint, we decided to change our name to better reflect our clients and the services we provide today and in the future. Our new name – LiftFund – reflects the work we do. We lift our clients by funding their business dreams. Under this new name, LiftFund will assist more businessmen and women in more locales with the realization of a common dream to launch or expand their business.

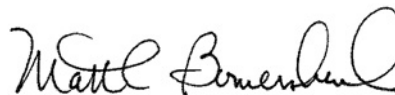
In 2014, we also broke ground on our new headquarters, located at 2007 W. Martin, San Antonio, Texas. Making swift progress, we were able to move into the new LiftFund Lending and Learning Campus in April 2015 and close out Phase I of the Capital Campaign. We are grateful to our supporters for helping the Lending and Learning Campus become a reality.

The year 2014 also served as a record-breaking year for lending and service. We served 8,261 clients – nearly 400 more clients than 2013 – with more than \$26 million in loans – an increase of more than \$6 million over 2013. We also helped over 2,000 small business owners with training and financial education. It was an astounding year of lifting entrepreneurs by funding their business dreams.

Thank you for your support as we continue to serve, grow and evolve.



Janie Barrera
President & CEO



Matthew Bomersbach
Board Chair



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Who We Are and What We Do

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Small Loans, Big Impact

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Capital Campaign

INSIDE BACK COVER

Financial Summary

New name. Same mission.

To provide credit and services to small businesses and entrepreneurs who do not have access to loans from commercial sources, and to provide leadership and innovation to the microlending industry.

WHAT WE DO

At LiftFund, we believe in the entrepreneurial spirit and the power of entrepreneurs to do amazing things. By providing access to credit and capital, as well as capacity building financial education, we help hard-working entrepreneurs achieve their dreams of success.

WHAT WE OFFER

We offer small business owners affordable loans with fixed interest rates for startup and expansion, from \$500 up to \$250,000. We are a Certified Development Company that acts as an agent for the U.S. Small Business Administration's 504 loan program. This program enables small business owners to obtain loans from banks and the SBA for capital. Our business advisors offer one-on-one, entrepreneurship training opportunities as well as group and online classes. We also offer other nonprofit microlenders access to our Microloan Management Services system (MMS®), our proprietary, web-based, comprehensive solution for business loan origination and underwriting.

THE PEOPLE WE SERVE

LiftFund serves the tenacious, hard-working small business owners who are the backbone of our economy. They come from all walks of life and professions – trucking, warehousing, restaurants, retail, construction and healthcare. With payback and default rates similar to traditional lending institutions, our clients are also trustworthy. Last year, we served entrepreneurs in Alabama, Arkansas, Louisiana, Tennessee and Texas, as well as in the Delta states of Kentucky, Mississippi and Missouri.

THE LIFTFUND PROMISE

In 2014, our board members voted to change the name of our organization. LiftFund – our new name – better reflects the work we do and our reach beyond geographic boundaries. Since our founding in 1994 as Accion Texas Inc., our promise has been to support the needs of entrepreneurs. That promise remains at the core of our mission and who we are.

LiftFund

2014: A year of service, celebration and planning

The year 2014 was a record-breaking year of service to our clients. Throughout our eight-state footprint, we served 8,261 clients and closed 1,606 loans totaling more than \$26 million. We served nearly 400 more clients, making 301 more loans and lending \$6 million more than in 2013.

While we did so much more of what we've always done – lifting entrepreneurs by funding their small business dreams – we celebrated a year of dynamic change. Throughout the year, we marked our founding as Accion Texas Inc. in 1994 and the 20 years of microlending and service to entrepreneurs. Then we realized that a new name – LiftFund – would better reflect the work we do and the clients we serve. We also broke ground on a new campus to house our new headquarters in San Antonio, Texas. The year 2014 was a year to be remembered.

JANUARY 14 – Secured financing to break ground on the Lending and Learning Campus.

FEBRUARY 5 – Charity Navigator named LiftFund as one of the best nonprofits in the United States, rating four stars out of four stars for the third year in a row.

FEBRUARY 14 – Broke ground on Lending and Learning Campus at 2007 W. Martin, San Antonio.

FEBRUARY 20 – Celebrated a record-breaking quarter for SBA 504 Loans – \$12.9 million in loans, a 77 percent increase over previous year.

MARCH 4 – The U.S. Department of Housing and Urban Development awarded LiftFund \$800,000 to stimulate the economy along the U.S.-Mexico border.

APRIL 4 – LiftFund celebrated its 20th anniversary with a luncheon honoring philanthropists Eva Longoria and Howard G. Buffett, and the creation of the Latina Loan Fund.

JUNE 16 – The U.S. Small Business Administration granted LiftFund “delegated authority” for the 7(a) Community Advantage loan and also authorized extension of SBA 504 loans to small businesses in New Mexico.

JUNE 18 – With the City of San Antonio, opened Café Commerce – a one-stop small business and entrepreneurship development center – in the San Antonio Central Library, 600 Soledad.

JULY 24 – The Hispanic 100, a network of Dallas-area Hispanic women leaders, joined forces with LiftFund and the Eva Longoria Foundation to support Latina entrepreneurs in the North Texas region.

AUGUST 7 – Began offering the fresh loan to promote healthy foods as part of a \$1.5 million grant from the U.S. Department of Treasury’s Community Development Financial Institutions Fund (CDFI) under the Healthy Food Financing Initiative.

AUGUST 21 – Named Top District 504 Certified Development Company for 2014 in the San Antonio District and Top 504 Lender in the El Paso District for the third consecutive year at the Mid-America Lenders’ Conference.

AUGUST 22 – Announced a new partnership with the Hispanic Interest Coalition of Alabama (¡HICA!).

AUGUST 26 – The CDFI Fund awarded LiftFund a \$2 million financial assistance grant.

SEPTEMBER 1 – Celebrated record-breaking lending, with more than \$2 million in loans for five months in a row.

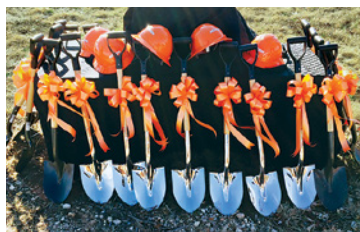
OCTOBER 15 – Notified stakeholders that board members voted to separate from the Accion U.S. Network and to change the name from Accion Texas Inc.

NOVEMBER 6 – Celebrated a milestone in Louisiana, having closed \$1 million in loans and assisted more than 300 businesses since beginning operations in the state in 2009.

NOVEMBER 19 – Celebrated the 20th anniversary of lending and learning services, as well as the 60th birthday of founder, President and CEO Janie Barrera.

DECEMBER 12 – LiftFund President and CEO Janie Barrera is reappointed to the board of the Federal Reserve Bank of Dallas’ San Antonio Branch.

DECEMBER 31 – Closed a record-breaking year, having served 8,261 clients, and closed 1,606 loans totaling more than \$26 million.



FEBRUARY: Groundbreaking



APRIL: 20th anniversary fundraiser with Eva Longoria and Howard Buffett



JUNE: Café Commerce opens



JULY: Hispanic 100 fundraiser in Dallas



NOVEMBER: 20th anniversary and Janie's 60th birthday fundraiser

Variety of loan offerings to meet client needs

MICROLOAN

\$500 TO \$50,000

Microloans closed in 2014: 1,528
Total amounts disbursed in 2014: \$18,924,056

LiftFund microloans help new and existing entrepreneurs, who need to build their credit, obtain smaller loans for a variety of needs – working capital, inventory, equipment, furniture, marketing and other startup costs.

U.S. SBA 7(A) COMMUNITY ADVANTAGE LOAN

\$50,000 TO \$250,000

SBA 7(a) CA loans closed in 2014: 22
Total amounts disbursed in 2014: \$2,322,300

The U.S. Small Business Administration's 7(a) Community Advantage Loan provides lenders access to loan guarantees up to 85 percent, which enables LiftFund to serve entrepreneurs with small business loans.

U.S. SBA 504 LOAN

SBA 504 loans closed and managed in 2014: 38
Total amounts packaged and serviced in 2014: \$29,142,000

LiftFund is a Certified Development Corporation in the U.S. Small Business Administration's 504 loan program. This program enables small business owners to obtain loans from banks and the SBA for the purchase of owner-occupied real estate, large equipment and construction of new buildings.



KELLEY DA PAZ

iSpeak, LLC | Birmingham, AL

LOAN SIZE AND PURPOSE: \$6,400 to buy iPads and other equipment to enhance program offerings.

Kelley da Paz lost her job teaching English as a second language in 2010 and decided she would create a job for herself. She built a business teaching ESL to adults. As her business grew, she saw a need to include foreign language instruction for all ages, so she hired language teachers. To enhance her offerings, da Paz wanted to incorporate technology into her business. She applied for a microloan through LiftFund. "It was quick and painless and easy," da Paz said. "I dream of one day having my own school with a permanent location."



ASHON IRVING RUFFINS

Taylor Made Wings on the Geaux, LLC
New Orleans, LA

LOAN SIZE AND PURPOSE: \$65,000 to purchase a food truck.

With family in food service, experience in retail management, a work ethic shaped through the U.S. Army and analytical skills developed as a police detective, Ashon Ruffins knew he was equipped to open a food truck business. So, he armed himself with research on the food truck industry and created a business plan to give life to *Taylor Made Wings on the Geaux*. Lacking prior business ownership experience, bankers referred him to LiftFund. Within a few weeks, LiftFund approved the total he needed to purchase his food truck through the U.S. SBA 7(a) Community Advantage Loan program.



GUSTAVO QUINTANA

Franklin Self Storage, LLC | El Paso, Texas

LOAN SIZE AND PURPOSE: \$1.5 million to build storage facilities in a third location.

Gustavo Quintana and his partners formed *Franklin Self Storage* in 2008. They took advantage of the growing demand for self-storage units because of frequent troop movements at Fort Bliss and growth in El Paso. With two existing self-storage facilities and experience working with LiftFund on U.S. SBA 504 loans, Quintana knew he could count on LiftFund for assistance with a third U.S. SBA 504 loan to open a third *Franklin Self Storage* location. Cooperation between his private bank, the U.S. government and LiftFund made construction and expansion a possibility and helped Quintana grow his business.

FRESH! LOAN \$500 TO \$250,000

Fresh! loans closed in 2014: 33
Total amounts disbursed in 2014: \$712,280

The Fresh! loan is a new loan product that LiftFund began offering in 2014 after receiving a grant from the U.S. Department of Treasury's Community Development Financial Institutions Fund (CDFI). As part of the Healthy Living Food Financing Initiative this loan supports fresh food entrepreneurship in retail, packaging and innovation, and increases healthy food options in communities where access to fresh food is a challenge.

SMALL BUSINESS LOAN \$50,001 TO \$250,000

Small business loans closed in 2014: 78
Total amounts disbursed in 2014: \$7,424,603

Small business owners seeking funds for expansion or startup between \$50,001 and \$250,000 can turn to LiftFund for a small business loan to finance working capital, new equipment, renovations, purchase of a new business, supplies, inventory, vehicles and other business needs.

USAA HEROES PROGRAM UP TO \$35,000

USAA Heroes loans closed in 2014: 16
Total amounts disbursed in 2014: \$278,540

Through a unique partnership with USAA, LiftFund offers veterans five percent, fixed interest rate loans for startup or expansion.



LUIS ANTONIO MORALES, JR.
Humble House Foods | San Antonio, TX

LOAN SIZE AND PURPOSE: \$15,000 to purchase equipment and pay for marketing.

Chef Luis Antonio Morales, Jr. offers fresh pesto, hummus and tapenade products through his business, *Humble House Foods*, at the Pearl Farmer's Market every weekend. But because his dream is "to change the way that people eat in this country," he also offers cooking demonstrations with his food products.

Morales wanted to expand his business and needed a new industrial food processor, packaging equipment and a hydraulic lift. A friend told him to apply for a loan with LiftFund. He said he liked the personal attention he received from LiftFund employees.



KIM KROST
Integrative Healing Institute | San Antonio, TX

LOAN SIZE AND PURPOSE: \$100,000 for working capital to manufacture product.

Kim Krost has dedicated her life to healing and helping people live healthier happier lives through a variety of services and homeopathic products. After 13 years as a successful business owner, she received her big break when a major grocery store wanted to stock one of her allergy products. To support the growing needs of her clients, Krost came to LiftFund seeking working capital for manufacturing purposes.



AL P. JACKSON II
Veterans Construction, LLC | New Orleans, LA

LOAN SIZE AND PURPOSE: \$30,000 for working capital.

After graduating from Florida A&M University, Al P. Jackson II joined the Army Reserve and assisted the Army Corps of Engineers on construction and engineering projects throughout the world. He moved to Ohio and joined the Ohio Army National Guard while working as a construction engineer and owning his own construction business. In 2007, he retired from the military and joined a firm performing reconstruction work in New Orleans after Hurricane Katrina. Two and a half years later, he decided to open his own construction company in New Orleans aptly named *Veterans Construction*. To give a boost to his business, he needed working capital to pay his workers and purchase materials. He applied for a LiftFund loan and was able to get a reduced rate for veterans through the USAA Heroes Program.

Texas: Our client reach in 2014



AUSTIN

Total number loans for 2014: 91
Total amount lent for 2014: \$1,429,484
Average loan size in 2014: \$15,708.62
Jobs created in 2014: 127
Technical assistance in 2014: 245 hours
Established 1999



CORPUS CHRISTI

Total number loans for 2014: 62
Total amount lent for 2014: \$1,117,055
Average loan size in 2014: \$18,017.03
Jobs created in 2014: 107
Technical assistance in 2014: 299 hours
Established 2004



DALLAS-FORT WORTH METROPLEX

Total number loans for 2014: 318
Total amount lent for 2014: \$3,416,165
Average loan size in 2014: \$10,742.66
Jobs created in 2014: 386
Technical assistance in 2014: 1,206 hours
Established 1999



EDGAR CAYO

Edgar's Tire Shop

LOAN SIZE AND PURPOSE: \$15,000 for working capital and to purchase inventory.

Edgar Cayo is the successful owner of *Edgar's Tire Shop* on North Lamar. But to really grow, he needed a cash infusion to buy tires and other inventory to meet customer demands. A friend and fellow business owner advised him to apply for a loan for working capital through LiftFund. With his \$15,000 loan, Cayo has been able to grow his business and gain more customers. Recently, he was able to open a second tire shop on Airport Boulevard. "Thank goodness, business is going very well," Cayo said.



JOEL AND MARIA GARCIA

JMJ Assisted Living Residential Care Home

LOAN SIZE AND PURPOSE: \$25,000 for working capital and to convert a room into a private residential room.

Joel and Maria Garcia were registered nurses with many years of experience before they opened *JMJ Assisted Living Residential Care Home* nine years ago. Their facility is the only fully licensed and accredited assisted living residential care home facility of its kind in Nueces County. They needed capital to convert a communal room into a private residential room and to buy bedding and other equipment. The local Small Business Development Center advised them to apply for a loan with LiftFund. The couple was able to qualify for a LiftFund loan and take advantage of an interest rate reduction in partnership with the City of Corpus Christi Buy Down program.



VERONICA TORRES HAZLEY

Torres Hazley Enterprises, DBA V12 Yoga

LOAN SIZE AND PURPOSE: \$25,000 for working capital, marketing and supplies for startup.

Veronica Torres Hazley is a marketing expert with years of experience working in the tourism industry. She is also a certified yoga teacher with a passion for fitness. Her husband Ade Hazley owns his own personal fitness company, *Rock Star Fitness Camp*. For Torres Hazley, opening *V12 Yoga Studio* was a dream that came true last year. She knew about LiftFund through her business network and realized she could turn to them for working capital to pay the rent, instructors and marketing to get her business started. After receiving her LiftFund loan, Torres Hazley was able to contract with yoga instructors and open her studio.



EL PASO

Total number loans for 2014: 186
 Total amount lent for 2014: \$2,802,289
 Average loan size in 2014: \$15,066.07
 Jobs created in 2014: 137
 Technical assistance in 2014: 66 hours
 Established 1996



MICHAEL DAVID AMPARAN

Craft House Pub & Grub

LOAN SIZE AND PURPOSE: \$85,000 to renovate a building and purchase equipment for startup.

Michael David Amparan went from one lender to another, enthusiastically pitching his business plan, his restaurant management experience and his bachelor of business administration degree, asking for a loan of \$85,000 to start his bar and grill, specializing in craft beer. After a few attempts, a friend of his suggested he apply for a loan through LiftFund. There, he found a caring staff that listened and knew right away he'd be a great candidate for the U.S. Small Business Administration 7(a) Community Advantage loan.



HOUSTON

Total number loans for 2014: 165
 Total amount lent for 2014: \$4,190,253
 Average loan size in 2014: \$25,395.47
 Jobs created in 2014: 488
 Technical assistance in 2014: 771 hours
 Established 1998

SACUT NOGUERA AND MARIO MORALES

Yummy Dog

LOAN SIZE AND PURPOSE: \$5,000 for startup.

Like many startups and small business owners, Mario Morales and his wife Sacut Noguera had difficulty finding financing for their small business dream. But they found a solution when one bank referred them to LiftFund, which approved a \$5,000 loan in 2013 through the Promise Loan program. The couple used the funds to help purchase a generator to get their food truck business started. Yummy Dog participated in the 2014 Hewlett Packard Vision Day which promotes valuable hands on education for all facets of business.





RIO GRANDE VALLEY

Total number loans for 2014: 182
Total amount lent for 2014: \$3,032,067
Average loan size in 2014: \$16,060.23
Jobs created in 2014: 139
Technical assistance in 2014: 995 hours
Established 1998



LAREDO

Total number loans for 2014: 95
Total amount lent for 2014: \$1,464,950
Average loan size in 2014: \$15,420.53
Jobs created in 2014: 14
Technical assistance in 2014: 614 hours
Established 2005



SAN ANTONIO

Total number loans for 2014: 158
Total amount lent for 2014: \$4,723,240
Average loan size for 2014: \$29,893.92
Jobs created in 2014: 236
Technical assistance in 2014: 664 hours
Established 1994



ELIZABETH RAMIREZ GOVEA

Vintage Tile | McAllen, TX

LOAN SIZE AND PURPOSE: \$35,000 to build a new warehouse and hire employees.

Elizabeth Ramirez Govea had worked hard for seven years at growing her business, *Vintage Tile*. But to gain new contracts, she needed to build a new warehouse and hire more employees. She attended a small business development workshop at the University of Texas Pan American and met a LiftFund loan officer who walked her through the loan application process. Govea qualified for the McAllen Buy Down program to reduce her interest rate and a loan through the Latina Loan Fund. "I have been able to get more work," Govea said. "It was a blessing that I was able to go to that workshop and get the loan."



OSCAR RENE SAUCEDO

Vital Nutrition Inc.

LOAN SIZE AND PURPOSE: \$15,000 for working capital and refinancing.

Crime investigator and personal fitness trainer Oscar Rene Saucedo bought *Vital Nutrition* as a labor of love for his son, Isaiah. He said when a friend offered to sell him the business, he knew it would be a good source of revenue to save for his son's college tuition and provide him some spending money. So, he applied for and received a LiftFund loan to buy the business in 2010.

Today, Isaiah is co-owner and works at the business between classes. The father-son duo needed some working capital to pay for expenses, so Saucedo refinanced his LiftFund loan to obtain additional working capital.



JARVIS AND DOROTHY MOORE

Get Right City/Jarvis Labor Staffing Solutions

LOAN SIZE AND PURPOSE: \$12,000 for working capital and to purchase equipment.

Jarvis Wayne Moore had difficulty finding a job when he was released from prison in 2009. So, he reached out to his church network for odd jobs and developed a reputation for reliability. He built a cleaning business which evolved into a staffing business that specializes in screening, training and hiring ex-convicts for employment.

Moore has two businesses: *Get Right City*, a cleaning service, and *Jarvis Labor Staffing Solutions*, which staffs construction businesses and offers demolition and site preparation services. He ministers to prisoners, talks about life after prison, and lets them know there is a place they can go for jobs when they're ready.

Delta: Our client reach in 2014



ALABAMA

Total number loans for 2014: 47
 Total amount lent for 2014: \$481,502
 Average loan size in 2014: \$10,244.74
 Jobs created in 2014: 27
 Technical assistance in 2014: 118 hours
 Established 2012



ARKANSAS

Total number loans for 2014: 25
 Total amount lent for 2014: \$408,975
 Average loan size in 2014: \$15,729.82
 Jobs created in 2014: 35
 Technical assistance in 2014: 60 hours
 Established 2011



KENTUCKY

Total number loans for 2014: 5
 Total amount lent for 2014: \$80,647
 Average loan size in 2014: \$16,129.59
 Jobs created in 2014: 3
 Technical assistance in 2014: 12 hours
 Established as part of Delta Regional Authority service area in 2012



KASSANDRA BANKS

Noah's Ark Child and Family Treatment Center, Inc.
 Birmingham

LOAN SIZE AND PURPOSE: \$25,000 for startup.

With executive and clinical experience working for mental health organizations in Birmingham, Kassandra Banks knew there was a great need for agencies providing mental health services. Equipped with a Master of Science degree in rehabilitation counseling and years of professional experience in the field, she decided to open up her own organization to help meet the need. After learning about LiftFund through her bank, she applied for and obtained a loan and started her business.

Noah's Ark Child and Family Treatment Center specializes in providing therapeutic services to children and adults and promotes family unification.



ROBIN SLATON

Pink-E-Pie's Play Palace, Inc. | Fayetteville

LOAN SIZE AND PURPOSE: \$15,000 for upgrades to facility.

Robin and Oscar Slaton, also known as Yurple and Jo-Jo, are a husband and wife performance team that routinely dress up as clowns and as Santa and Mrs. Claus during the holidays. They are also owners of a licensed child care center called Pink-E-Pie's Play Palace.

The couple needed financing to cover upgrades to their facility to meet new licensing requirements. So, they turned to LiftFund. They were able to upgrade their playground equipment and buy a new stove for Pink-E-Pie's Play Palace with their loan.



RUSSELL C. McALISTER

McAlister Entertainment,
 DBA Richmond Underground Gaming Center | Richmond

LOAN SIZE AND PURPOSE: \$34,000 to purchase equipment, construction materials and refinance existing LiftFund loan.

Russell C. McAlister first came to LiftFund in 2013, after learning about the organization from a vendor. He expanded the entertainment offerings at his business, *Richmond Underground Gaming Center*, with his first LiftFund loan. Last year, he received his third LiftFund loan. With each loan, he improved and expanded his business by adding new services and entertainment options, and refinanced his existing loan at a lower interest rate.

McAlister's *Richmond Underground* is now a thriving family entertainment business with a laser tag arena and an off-site Airsoft field, as well as a video game arcade, private party rooms and rentals for at-home parties.



MISSISSIPPI

Total number loans for 2014: 12
 Total amount lent for 2014: \$117,369
 Average loan size in 2014: \$9,780.75
 Jobs created in 2014: 19
 Technical assistance in 2014: 29 hours
 Established as part of Delta Regional Authority service area in 2012



MISSOURI

Total number loans for 2014: 5
 Total amount lent for 2014: \$75,464
 Average loan size for 2014: \$15,092.93
 Jobs created in 2014: 5
 Technical assistance in 2014: 15 hours
 Serving entrepreneurs since 2011



TENNESSEE

Total number loans for 2014: 32
 Total amount lent for 2014: \$422,151
 Average loan size in 2014: \$13,192.24
 Jobs created in 2014: 33
 Technical assistance in 2014: 65 hours
 Established 2012



MAXINE TAYLOR

Precious Cargo Exchange,
 DBA Blues Belt Marketplace | Tunica

LOAN SIZE AND PURPOSE: \$25,000 for inventory, working capital and marketing.

Maxine Taylor's unique business stands out as truly one of its kind. It is a barbecue and deli restaurant, an art gallery, as well as a unique gift shop and an event center where families and organizations hold big celebrations. Taylor's *Blues Belt Marketplace* lures hungry customers through her doors and leads them into her art gallery and gift shop, where she specializes in West African art and gifts. She also sells women's jewelry and handbags.

After a year of owning her unique business, Taylor wanted to give her business a boost. So, she applied for a LiftFund loan and was able to buy more inventory and increase her marketing efforts.



LAWRENCE ANTHONY KERNZ

Kernz Group Fine Arts Express Services | Earth City

LOAN SIZE AND PURPOSE: \$35,000 for working capital and to retrofit trailers.

Located centrally in Earth City, Lawrence Anthony Kernz business is perfectly situated for its specialized services. *Kernz Group Fine Arts Express Services* moves fine art museum and gallery pieces all over the country – from the East Coast to the West in climate-controlled tractor trailers. If clients need specialized storage before reaching their final destinations, his trained handlers can store pieces in the climate-controlled warehouse.

Kernz needed to finance retrofitting his trailers to comply with changes in regulations. The St. Louis Small Business and Technology Development Center suggested he apply for a LiftFund loan. He received a loan and was able to retrofit his trailers without losing too much time on the road.



ROY KEVIN WIMPY

Kevin Wimpy Studio | Franklin

LOAN SIZE AND PURPOSE: \$25,000 for working capital.

As a professional photographer, Roy Kevin Wimpy has numerous expenses for his business – from equipment repair and replacement, to location fees and making improvements to his garden and studio. He needed a loan for working capital so he could comfortably pay for expenses as they came up. He learned about LiftFund through an online search. After doing some research, he applied for a loan. Within a few weeks, Wimpy received the funds he needed to sustain and grow his business.



LOUISIANA

Total number loans for 2014: 223
Total amount lent for 2014: \$2,592,529
Average loan size in 2014: \$11,625.69
Jobs created in 2014: 212
Technical assistance in 2014: 669 hours
Established 2009

KASIE JONES COLEMAN

Sugarbelle | Baton Rouge

LOAN SIZE AND PURPOSE: \$15,000 for inventory, packaging and furnishings.

Kasie Jones Coleman is a competitive, baking perfectionist and had accounted for the big things in her business plan: the rent, ovens, refrigerators and display cases. And by the time she started sweating the small stuff – the cash register, the signage, inventory and furnishings – she had maxed out her credit cards and borrowed as much money as she could from friends and family. She turned to the Louisiana Small Business Development Center at Southern University, which advised her to get a small business loan from LiftFund and to compete in the Capital One Bank Bayou Classic Business Challenge. She obtained a LiftFund loan and won \$25,000 from the business pitch contest and has since become the go-to favorite bakery for locals in Baton Rouge.



Small loans, big impact

Each year since 1994, LiftFund has grown, helping more entrepreneurs achieve their small business dreams through loans and education and advisory services. We are proud of our track record and the work we have done for more than 20 years, supporting small business owners.

Data as of
December 31, 2014

\$185,742,966

Loan amount disbursed since 1994

\$148,611,045

Microloan amount disbursed since 1994

\$110,548,000

SBA 504 loans approved and managed through LiftFund since inception

\$39,256,421

Small business loan amount disbursed since 1994

\$4,593,771

SBA 7(a) CA loans disbursed since inception

\$11,164,911

Loans to veterans disbursed since 1994

16,043

Number of loans disbursed since 1994

11,517

Clients served since 1994

YEAR-OVER-YEAR GROWTH

2014
\$26.3 Million

2013
\$20.2 Million

2012
\$17.9 Million

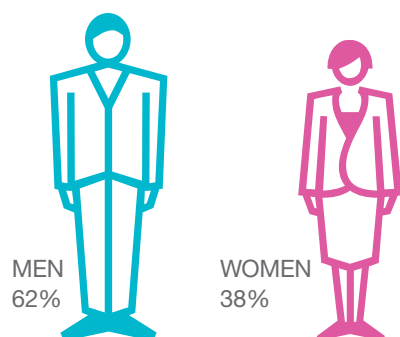
2011
\$14.6 Million

2010
\$12.8 Million

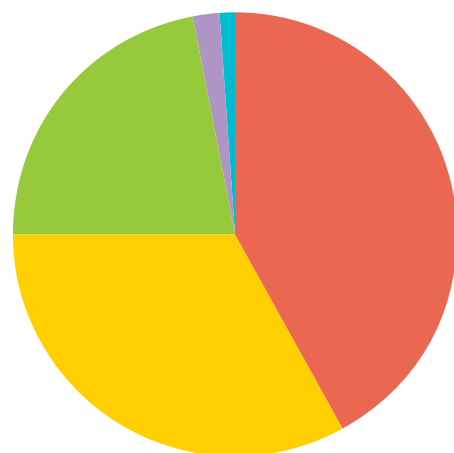
LiftFund entrepreneurs

LiftFund clients are tenacious, hard-working entrepreneurs, many of whom were unable to obtain a loan through traditional lending options before coming to our doors or our website, seeking affordable, ethical credit. They are men and women who own a variety of businesses across a diversity of industries throughout our eight-state footprint: Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Missouri, Tennessee and Texas.

GENDER OF BORROWERS



RACE/ETHNICITY OF BORROWERS



Hispanic or Latino	42%
Black or African-American	33%
White	22%
American Indian or Alaska Native	2%
Other	1%

CLIENT LOANS BY REGION

	CLIENT NUMBER	PERCENTAGE OF TOTAL
Alabama	47	3%
Arkansas	25	1%
Austin	91	6%
Brownsville	61	4%
Corpus Christi	62	4%
Dallas/Fort Worth	318	20%
El Paso	186	12%
Houston	165	10%
Kentucky	5	0%
Laredo	95	6%
Louisiana	223	14%
McAllen	121	7%
Mississippi	12	1%
Missouri	5	0%
San Antonio	158	10%
Tennessee	32	2%

96% Repayment Success Rate

53% Low-to-Moderate Income Borrowers in 2014

CLIENT DEMOGRAPHICS

BY INDUSTRY

Agriculture, Forestry, Fishing and Hunting	1%
Construction	7%
Manufacturing	4%
Wholesale Trade	3%
Retail Trade	14%
Transportation and Warehousing	18%
Information	1%
Finance and Insurance	2%
Real Estate and Rental and Leasing	2%
Professional, Scientific and Technical Services	6%
Administrative and Support and Waste Management and Remediation Services	7%
Educational Services	2%
Healthcare and Social Assistance	5%
Arts, Entertainment and Recreation	2%
Accommodation and Food Services	8%
Other Services (except Public Administration)	18%

FICO SCORES OF 2014 LIFTFUND BORROWERS COMPARED WITH U.S. ADULTS

Average FICO Score of LiftFund Borrowers	582*
Average FICO Score of U.S. Adults	689*

*According to credit.org

Donors and investors

PRESIDENT'S SOCIETY

The President's Society is made up of individuals who contribute \$1,000 or more each year to help LiftFund carry out its day-to-day work. We appreciate the ongoing support of the President's Society.

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We Believe

In 2012, LiftFund embarked on a multi-million dollar “We Believe” capital campaign to build its new Lending and Learning Campus, housing all of LiftFund’s major educational and lending functions in a one-stop shop at 2007 W. Martin in San Antonio. Thanks to a \$6.1 million New Markets Tax Credit allocation, we were able to obtain a loan and commence with groundbreaking for our new facility on February 12, 2014. We made quick progress on construction throughout the year. In April 2015 – as our Development team continued work on the capital campaign naming opportunities for the interior of the buildings – our lending and business support staff, as well as executive and administrative staff, moved into the new headquarters.

The LiftFund Lending and Learning Campus sits on 1.15 acres of land and includes four separate buildings – the main headquarters building, the lending center, a community center, a small business incubator – and an “edible” outdoor garden. At the Lending and Learning Campus, we are now able to offer classes, workshops and one-on-one counseling to entrepreneurs through startup and expansion. At this “customer-centric, comprehensive center,” we are able to offer small businesses the full array of services they need to succeed. Thank you to our capital campaign supporters who are making this possible.

We are grateful.



Groundbreaking celebration

CAPITAL CAMPAIGN DONORS

\$500,000 - \$1,500,000

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Kresge Foundation
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If your records differ from the reported amount, please accept our apologies and contact Kay Casey, Vice President of Advancement, kcasey@liftfund.com.

Financial summary for 2014

BALANCE SHEET		
ASSETS	2014	2013
Cash & Equivalents	\$5,001,192	\$4,996,062
Contributions and Grants Receivables	\$3,145,617	\$5,171,039
Loans Receivable	\$30,505,143	\$27,430,638
(Net of allowance for loan losses of \$2,768,434 in 2014 and \$2,757,618 in 2013)		
New Markets Tax Credit Loan Receivable	\$4,454,220	\$4,454,220
Fixed Assets	\$7,864,735	\$4,137,643
(Net of accumulated depreciation of \$2,136,547 in 2014 and \$1,954,430 in 2013)		
Other Assets	\$5,645,668	\$7,501,890
TOTAL ASSETS	\$56,616,575	\$53,691,492
LIABILITIES		
Accrued Expenses & Accounts Payable	\$1,695,339	\$1,292,875
Notes Payable	\$41,126,769	\$38,825,089
TOTAL LIABILITIES	\$42,822,108	\$40,117,964
NET ASSETS		
Unrestricted	\$8,380,452	\$7,332,738
Temporarily Restricted	\$4,836,852	\$5,663,627
Permanently Restricted	\$577,163	\$577,163
TOTAL NET ASSETS	\$13,794,467	\$13,573,528
TOTAL LIABILITIES & NET ASSETS	\$56,616,575	\$53,691,492

REVENUE & EXPENSES		
SUPPORT & REVENUE	2014	2013
Grants & Contributions		
Unrestricted	\$4,124,541	\$4,814,331
Restricted	\$2,849,760	\$1,680,575
In-Kind	\$235,066	\$173,203
Interest & Fees	\$5,847,149	\$4,707,814
SBA 504 Income	\$1,184,423	\$1,051,700
Other Income	\$415,950	\$317,334
TOTAL PUBLIC SUPPORT AND REVENUES	\$14,656,889	\$12,744,957
EXPENSES	2014	2013
Program Service	\$12,607,026	\$10,541,330
Support Services		
Administration	\$1,406,675	\$1,394,550
Fundraising	\$422,249	\$345,026
TOTAL EXPENSES	\$14,435,950	\$12,280,906
CHANGE IN NET ASSETS	\$220,939	\$464,051

Complete financial statements, audited by West, Davis & Company, LLP, are available upon request through LiftFund, Inc.

TOTAL LOANS		
LOCATIONS	# TOTAL LOANS	AMOUNT DISBURSED
Austin	91	\$1,429,484
Brownsville	61	\$868,751
McAllen	121	\$2,163,317
Dallas/Ft. Worth	318	\$3,416,165
El Paso	186	\$2,802,289
Corpus Christi	62	\$1,117,056
Houston	165	\$4,190,253
San Antonio	158	\$4,723,240
Laredo	95	\$1,464,950
Louisiana	223	\$2,592,529
Delta	126	\$1,580,625
TOTAL	1,606	\$26,348,659

IMPACT		
INDICATORS	2014	2013
New Clients	1,285	1,156
Number of Loans Disbursed	1,606	1,305
Amount Loaned	\$26,348,659	\$20,257,443
LiftFund Portfolio	\$33,273,577	\$30,190,442
Portfolio Servicing	\$6,790,190	\$3,277,322
Total Portfolio Under Management ¹	\$40,063,767	\$33,467,764
Active Clients	2,856	2,497
Average Loan Balance	\$14,027	\$13,403
Portfolio at Risk ²	3.97%	3.30%
Net Losses ³	3.89%	3.81%
CUMULATIVE TOTAL TO DATE		
	12/31/2014	12/31/2013
Clients Served	11,517	10,232
Number of Loans Disbursed	16,043	14,437
Amount Disbursed	\$185,742,966	\$159,394,307
¹ Includes LiftFund and Servicing Portfolio ² Portfolio at risk = Total value of outstanding loans past due more than 30 days divided by total portfolio ³ Net losses = Net losses for fiscal year divided by portfolio outstanding at year end		



DREAM IT. FUND IT.



LIFTFUND HEADQUARTERS

2007 W. Martin Street
San Antonio, Texas 78207
Tel: 210 226 3664 | Fax: 210 533 2940
Toll Free: 888 215 2373
LiftFund.com

TEXAS

AUSTIN

Wells Fargo Bank
9800 N. Lamar Blvd., Suite 280
Austin, TX 78753

Jud McGehee, Sr. VP North & Central Region
Carlos Vasquez, Loan Officer
Arie Muniz, Loan Processor

BROWNSVILLE

Chase Bank Bldg.
1475 Ruben M. Torres Blvd.
Brownsville, TX 78522

Francisco Sergio Rodriguez, Loan Officer
Veronica Chavez, Loan Processor

CORPUS CHRISTI

Del Mar College Center for
Economic Development
3209 S. Staples, Room 146
Corpus Christi, TX 78411

Laura Estrada, Market Manager
Andrea Garza, Business Advisor
Mary Lou Ramon, Loan Processor
Velma Flores, Lending Clerk

DALLAS

8828 North Stemmons Fwy., Suite 101
Dallas, TX 75247

Luther Branham, Dallas Market President
Jud McGehee, Sr. VP North & Central Region
Yolie Molina, Market Manager
Roscio Rueda, Market Manager
Danny De Valdenebro, Business Advisor
Leticia Lopez, Loan Processor II
Sicquela "C.K." Aguilar, Loan Processor

EL PASO

1421 Lee Treviño Drive, B-1
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Juan Gonzalez, Loan Processor
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Valeria Minjarez, Project Vida

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Fort Worth, TX 76104
Anita Leal, Loan Officer

HOUSTON

3300 Chimney Rock, Suite 100 A
Houston, TX 77056

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Rebecca Schultz, VP Large Loans
Luis Ramos, Business Advisor
Jennifer Dale-Flores, Loan Admin Officer
Anthony Lopez, Loan Officer
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Maria Barrón, Loan Processor
Keia Walker, Loan Processor

LAREDO

902 East Calton Road
Laredo, TX 78041

Sara Montalvo-Saldaña,
VP South Texas Region
Andrea Garza, Business Advisor
Gina Palma, Loan Officer
Lorena Garcia, Loan Processor II
Martha V. Valdez, Customer Service/
Loan Processor

MCALLEN

220 North 10th Street
McAllen, TX 78501

Raul Serna, Business Advisor
Marlene R. Rodriguez, Sr. Loan Officer
Lorena M. Silva, Loan Processor

SAN ANTONIO

2007 W. Martin Street
San Antonio, TX 78207

Adrian Gonzalez, Executive Vice President,
Texas Market/Large Loan Division
Alma Valdez Brown, Loan Officer
Cindy Martinez, Loan Processor
Josefina Molina, Loan Processor
Laura Martinez, Large Loan Processor

SBA 504

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Carl Martin, SBA Portfolio Servicing Asst.
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Administration Manager
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Development Officer
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Café Commerce

Central Library
600 Soledad Street
San Antonio, TX 78205

Peter French, President
Karla Garza, Community
& Operations Manager
Ryan Salts, Director of Outreach
& Engagement

WOMEN'S BUSINESS CENTER

Central Library
600 Soledad Street
San Antonio, TX 78205

Brittany Sharnsky, Director of the
Woman's Business Center
Carlos Acosta, Business Advisor
Margot S. Fuentes, Business Advisor

ALABAMA

BIRMINGHAM

Business Center of Alabama, Inc.

500 Beacon Parkway West, First Floor
Birmingham, AL 35209

Lisa Riley, VP Delta Region
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