



**FOR IMMEDIATE RELEASE**

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**LiftFund launches new program to help small business owners take the “HELM”  
and navigate toward success**

*A \$2 million philanthropic donation from USAA will help support small businesses impacted by pandemic,  
economic impacts*

**SAN ANTONIO, TX – February 4, 2021** -- With the help of a \$2 million grant from USAA, LiftFund, a small business microlender, is proud to announce the creation of a new program that will help small business owners take the helm of their own enterprises to survive and thrive after recent stormy waters.

HELM is meant to help business owners navigate the pandemic, social unrest and economic crisis.

“Before 2020, we saw independent, small businesses owned by Black, Indigenous and People of Color (BIPOC), while championed to be successful, lack consistent support and resources that are critical to their success, said Janie Barrera, LiftFund CEO and President. “With support from USAA, through HELM we are committed to providing relevant, meaningful support to small businesses that are the backbone of our community in a time when they need it most.”

The program consists of three components: an accelerator program, mentorship from industry experts and access to funding. These components marry up to LiftFund’s mission and four pillars of capital, education, support and community.

With the support of these pillars, participants will have access to LiftFund products including low interest and flexible COVID-19 recovery loans and business products; an eight-week curated educational program that includes access to tools, experts and peers; one-on-one guidance; and access to LiftFund’s client directories, social media and marketplaces so that small business can grow their community of support.

Small businesses with BIPOC owners can now apply for participation in the business accelerator, which is aimed at owners who are open to adaptation and support to stabilize and grow their businesses. Businesses must have been established in Bexar County before January 1, 2020 and must be able to demonstrate how COVID-19 has negatively impacted their business. The deadline to apply is March 15, 2021.

For more information about HELM, or to apply for the accelerator program please visit [www.helmyourbusiness.com](http://www.helmyourbusiness.com).

To learn more about the program, register for our webinar 4 Ways to Strengthen Your Business By Taking the HELM, four date options available:

February 16: <https://attendee.gotowebinar.com/rt/5151974350258774800>

February 18: <https://attendee.gotowebinar.com/rt/5151974350258774800>

February 23: <https://attendee.gotowebinar.com/rt/5151974350258774800>

February 25: <https://attendee.gotowebinar.com/rt/5151974350258774800>

**About LiftFund:**

LiftFund, a nonprofit community small business lender, transforms lives by opening doors, leveling the financial playing field and building a community of shared success through entrepreneurship. Founded in 1994 in San Antonio, Texas, LiftFund provides capital, financial coaching, tools and resources to entrepreneurs who do not have access to loans from commercial sources. Since inception, LiftFund has provided over \$372 million in capital, propelling the dreams of over 23,000 diverse small businesses throughout its 14-state footprint. Learn more about LiftFund at [www.LiftFund.com](http://www.LiftFund.com) and on social media @LiftFundUS.