



FOR IMMEDIATE RELEASE

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LiftFund announces HELM accelerator participants

SAN ANTONIO, TX – (April 13, 2021) – LiftFund, with philanthropic support from USAA, is proud to announce the inaugural class of small business participants for their new HELM accelerator program that launched on April 6. HELM is fueled by a \$2 million grant from USAA to help small businesses owned by Black, Indigenous and People of Color (BIPOC) take the helm of their own enterprises to survive and thrive during times of economic uncertainty. The inaugural class includes:

- ADMT Solutions
- Aspell Services
- Bailey's Child Development Center
- Best Simple Journey
- Better Transmission
- BFI Treasures Gift Shop
- Boyd's Kick-in Bar-be-que
- Bradley & Vilchis CPAs
- Cadeaux
- Cafe Azteca
- Central Texas Solar
- Cherry Street Bicycles
- CreateFinStew
- Distinctively Remembered
- dru photography
- E&G Healthcare Solutions
- El Vaquero San Antonio
- Figurd
- Frontline Support Solutions
- The Handley Man
- Hands N Harmony Wellness Company
- Hj Photo Studio
- J. L. Bass Enterprise
- Jacked! Potato
- JNN Towing
- KitchenPro Foodservice Parts & Supply
- Leading Edge Home Entertainment & More
- LMG Communications
- LUXX Nail Bar
- mach1 services
- Majestic Events by Maria

- Mustang Cafe
- Nerio Plaza
- Affordable Window Washing Services
- The Sam Austin Group
- SK GUERRA CPA
- The Quenedit Ballet
- The Spot by Those2chicks
- Victor Mata Insurance Agency
- Watchdog Strength

Each of the selected businesses brings to the table a leader who is looking to grow their skills and stabilize and grow their businesses. Collectively, the leaders demonstrate the best of what the San Antonio business community has to offer - entrepreneurship, innovation, cultural connectedness and creativity.

“We know businesses owned by Black, Indigenous and People of Color (BIPOC) have historically had a more difficult time surviving unforeseen challenges and we know the solution lies in more than sheer talent,” said LiftFund CEO and President Janie Barrera. “HELM offers a comprehensive strategy to provide education, mentorship and resources to these businesses owners to ensure future stability and continued success. We’re so excited for this first class of participants.”

HELM brings together four pillars – capital, education, support and community - integral to LiftFund’s mission of support, credit and innovation. The program is designed to help minority business owners navigate unplanned circumstances such as the current pandemic, social unrest and economic crisis. It’s also a way to provide consistent support and equitable access to resources that are critical to business success. HELM’s partner organizations include SAGE, Westside Development Corporation, Southside First Economic Development Council, Launch SA and LiftFund Women’s Business Center.

Additional accelerator participants will be chosen quarterly for the fall accelerator cohort that will start Aug 3. For more information about HELM, or to apply for the fall accelerator program please visit www.helmyourbusiness.com.

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 \$380 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 and on social media @LiftFundUS.

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