

Rising Above

ROBIN OLOYEDE

Colorfull Plates
Katy, Texas



2022 Impact Report

LiftFund
DREAM IT. FUND IT.



Rising with Confidence

Our Vision

LiftFund transforms lives by opening doors, leveling the financial playing field and building a community of shared success through entrepreneurship.

Our Mission

LiftFund’s mission is 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 in the microlending industry.

“The funding was all it took for us to get in. We were already women trying to win landscaping jobs, we stuck out like a sore thumb. But when we were able to show that we could afford to do it, because of the funding and the credit to do so, it was a no-brainer.”

EVA WYATT, AISHA TAYLOR, AND KENDRA MURRAY
Four Eleven
Houston, Texas

MESSAGE FROM OUR Founder & Board Chair

Dear LiftFund Friends and Supporters,

The year 2022 was transformative for LiftFund, and we are incredibly grateful for your support. Your dedication has been instrumental in driving our efforts to empower, uplift, and ignite resilience in the face of adversity.

The stories of our clients serve as powerful testaments to the transformative power of entrepreneurship. Despite facing crises and unforeseen challenges, they have shown extraordinary resilience, innovation, and determination in defying the odds and rising above.

LiftFund was founded to level the financial playing field, and we have made significant strides in fulfilling our mission. Last year, we provided access to over **\$117.3 million** in capital to thousands of businesses, resulting in an estimated economic impact of **\$1.6 billion** and **12,459 jobs** created and retained.

For nearly 30 years, with your support, we have offered a lifeline through our affordable, flexible, and innovative approach to small business funding and business education.

As we gaze into the future, our commitment to our small business community is stronger than ever. We will continue to adapt, evolve, and meet their ever-changing needs to support them in their journey to growth and success.

*For every \$1 LiftFund lends,
our small business clients
create \$14 in economic
impact for the local economy.*



JANIE BARRERA
Founder



JIMMIE KEENAN,
MAJOR GENERAL, USA (RET.)
2022 Board Chair

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San Antonio, Texas

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The Woodlands, Texas

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FOUNDER

LiftFund
San Antonio, Texas

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South Texas Center for Pediatric Care
San Antonio, Texas

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Houston Livestock Show and Rodeo
Houston, Texas

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University Health Systems
San Antonio, Texas

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Solera Auto Finance
San Antonio, Texas

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Community Leader
San Antonio, Texas

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PNC
Houston, Texas

Ana Rodriguez

Iberia Bank
Dallas, Texas

Angela Salinas

Girl Scouts of Southwest Texas
San Antonio, Texas

Richard T. Schlosberg, III

Community Leader
San Antonio, Texas

Dr. G.P. Singh

Community Leader
San Antonio, Texas

Kathryn Snapka

The Snapka Law Firm
Corpus Christi, Texas

Impact at a Glance

Funding Facilitated

\$117.3
Million



12,459

Jobs Created
and Retained



8,346

Business Support
Hours Provided



ROY RIVERA
Elation Physical Therapy
Houston, Texas

SAN ANTONIO, TEXAS

City Auto Insurance

Veronica Rios

“LiftFund has been a miracle for me. I never thought that I would get approved for a business loan or that it could be a simple and easy process.”

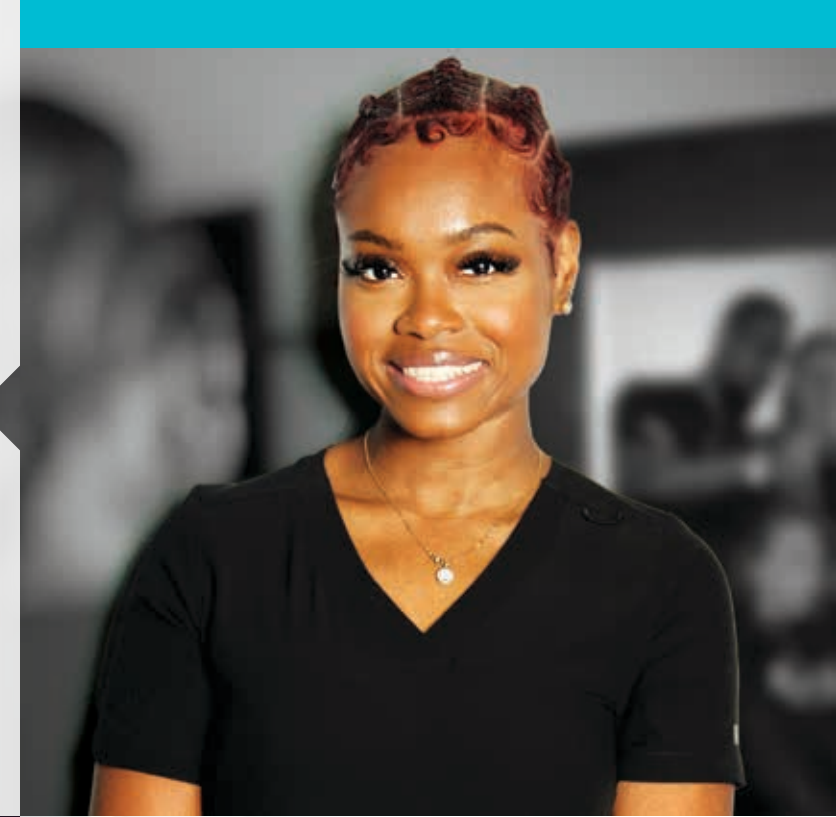


DE SOTO, TEXAS

The BAR Academy

Ashley Yeldell

“With those funds that [LiftFund] blessed me with, I was finally able to open a cosmetology school, Beauty of All Races Academy. Our mission is to empower one another and foster purpose in lives, while leaving an impact on the world and society.”



BALL, LOUISIANA

Freedom Baking Co.

Tyler Greene

“The whole experience was great. It just worked seamlessly and the first person I spoke to was actually a veteran himself, so we were able to connect really well. It’s a lot easier to talk with someone when you share that connection. The loan was our direct lifeline to starting our business.”



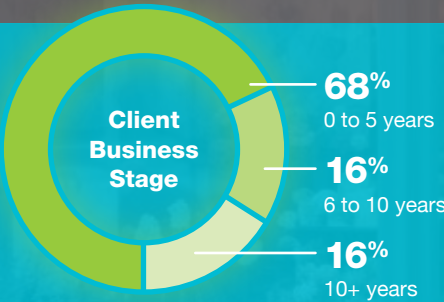
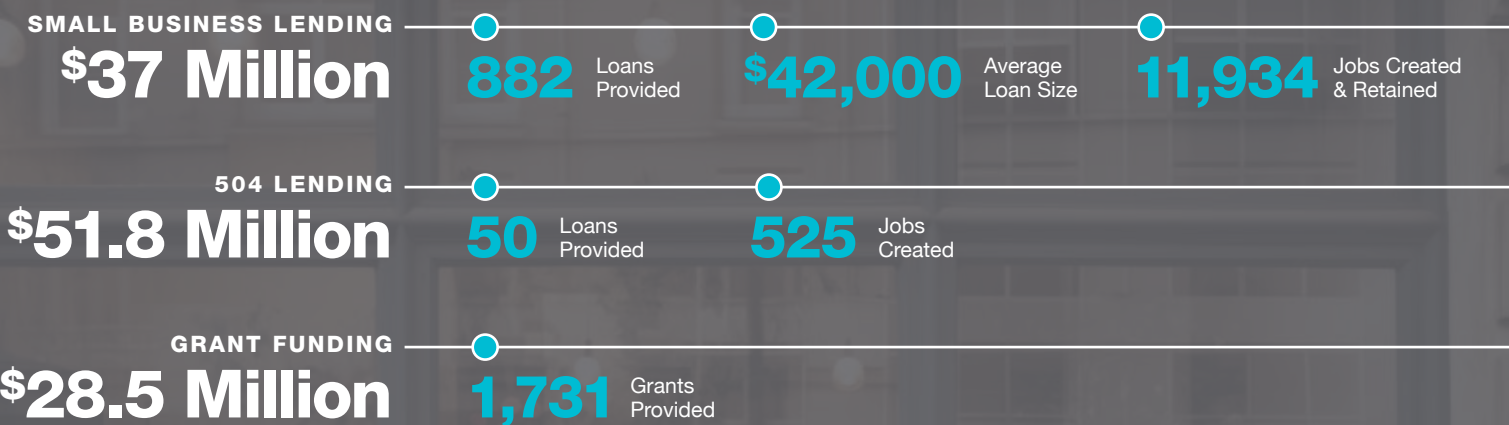
SOCORRO, NEW MEXICO

GRS Services

Randy Peralta

“[The loan from LiftFund] was extremely helpful. Just knowing that I have that financial stability, knowing that if I need a vehicle or another piece of equipment, I’d now have the capital to invest in my business and in myself – that helped tremendously!”

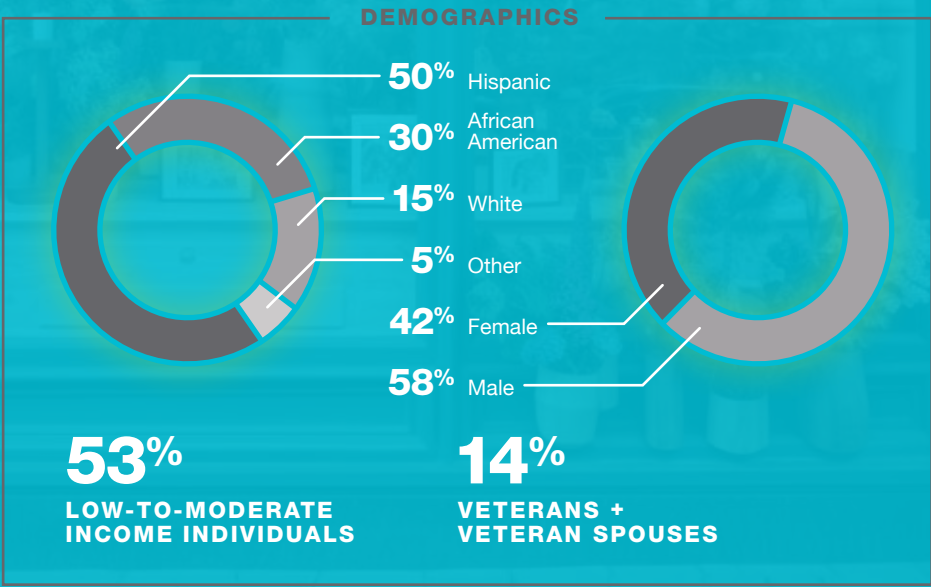
Funding Impact



TOP 5 INDUSTRIES

-  **Service**
-  **Transportation & Warehousing**
-  **Retail**
-  **Construction**
-  **Accommodation & Food Services**

Small Business Lending Client Profile



ANNUAL FINANCIAL STATEMENTS

	2022	2021
REVENUES & EXPENSES		
Total Public Support & Revenue*	\$51,818,693	\$59,155,631
Total Expenses*	\$51,202,076	\$53,578,911
Change in Net Assets	\$616,617	\$5,576,720
<small>* Includes \$35,486,021 and \$29,439,000 in Pass Through Grants awarded under the CARES act, for 2021 and 2022 respectively. This funding was provided as grants to support qualifying small businesses.</small>		
BALANCE SHEET		
Total Assets	\$84,723,323	\$95,667,028
Total Liabilities	\$41,829,822	\$52,140,144
Total Net Assets	\$42,893,501	\$43,526,884
Total Liabilities and Net Assets	\$84,723,323	\$95,667,028
PORTFOLIO & CLIENT INSIGHTS		
LiftFund Owned	\$57,095,427	\$43,083,651
LiftFund Servicing Portion	\$7,960,762	\$9,810,566
Portfolio	\$65,056,189	\$52,894,217
Active Clients	2,140	2,177
Average Loan Size	\$30,400	\$24,296
Delinquency Rate	3.55%	4.13%
Gross Losses	2.23%	2.69%

* Average Loan Size per portfolio

INVESTORS

\$5 million +

Credit Human
U.S. Small Business
Administration

\$1 million – \$4.9 million

Cadence Bank
City of Corpus Christi
Federal Reserve
Michael and Susan
Dell Foundation
MUFG Union Bank
Oblate International
Pastoral
Opportunity Finance
Network
PNC Foundation
Suncoast Credit Union
Wells Fargo
Wood Next Fund
Woodforest National Bank

\$250,000 – \$999,999

Affordable Homes of
South Texas, Inc.
Amegy Bank
American Bank
Austin Community
Foundation
Beldon Family Foundation
Capital One
CIT Bank
CNote
Community Foundation
for Greater Atlanta
Edward Banos &
Brenda Lanzel
Hancock Whitney
Hometown Bank
Lakeside Bank
MapleMark Bank
Raza Development
Fund, Inc.
Sam & Laura Dawson
Simmons Bank
Sisters of the Incarnate
Word and Blessed
Sacrament
Sustainable
Communities Fund
Texas Community Bank

Texas Department
of Agriculture
The Bank of San Antonio
The Goldman Sachs
Foundation
Vince Foster

\$100,000 – \$249,999

Appalachian
Community Capital
Congregation of the
Sisters of Charity of
the Incarnate Word
Economic Justice Fund, a
fund of Tides Foundation
Farm Bureau Bank
First Citizens Bank
Frost Bank
Lissa Martinez
New Mexico Small
Business Investment
Corporation
Robert Boehlert
Sisters of Charity
of Nazareth
Tanya Spencer

\$50,000 – \$99,999

Adorers of the
Blood of Christ
Broadway Bank
Cartlidge Family Trust
David Blair
Manuel & Maria
Berriozábal
Margaret Weber
Society of the Divine Word
Texas Women's
Foundation
Tolleson Private Bank
United Way Foundation
of Metropolitan Dallas

\$25,000 – \$49,999

Charles Conlon
Ellen Riojas Clark
Peter Sitterle III &
Andrea Sitterle
Rick Schimpff
\$10,000 – \$24,999
Bonnie Reed
Edward & Luz Elena Day
Elizabeth Blissman

Eloise Avila
George & Elizabeth
Godwin
George Hernandez Jr.
Kate Silva
Redman Foundation
Reed & Sherri Hurley
Roger & Terri Virost
William & Marilyn Moll

\$1,000 – \$9,999

Aissatou Sidimé-Blanton
Anna-Brooke Gutzler
Arthur & Sylvia Reyna
Arthur Medina
Bill & Mary Regan
Cynthia Spielman
Daniel Lopez & Gina
Amatangelo
Debra Salge
Eliot Lee
Harry Shafer
James Pittman Jr.
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Harkless
Lucia Coerver
M. Kathryn Martin
Marcus Hervey & Tracie
Shelton Hervey
Mary Esther Escobedo
Mary Green
Priti Mody-Bailey
Rhonda Wiley-Jones
Rose Mary Fry
Songbae Lee
Stephaney Bolden
William Elizondo
Yvonne Katz

PARTNER
DONORS

\$15 million +

\$1 million – \$5 million

City of San Antonio
Economic Development
Administration
U.S. Department of the
Treasury Community
Development Financial
Institutions Fund

U.S. Small Business
Administration
\$250,000 – \$999,999
Opportunity Finance
Network
San Antonio Area
Foundation
USAA*

\$100,000 – \$249,999

Capital One
Texas Mutual Workers' Compensation Insurance

\$50,000 – \$99,999

Airbnb
Bank of America
City of McAllen
CNCS AmeriCorp
National
ConocoPhillips
DAI Global, LLC
Economic Justice Fund, a
fund of Tides Foundation
Hostetler/Wrigley
Foundation
Shell
United Way of
Tarrant County
Wells Fargo

\$25,000 – \$49,999

Amerant Bank
City of Corpus Christi
City of El Paso
CNote
EBA Fund
Frost
Local Initiatives Support
Corporation
Lysa and Greg Rohan
Field of Interest Fund
at Texas Women's
Foundation*
U.S. Bank Foundation
WoodForest
National Bank
\$10,000 – \$24,999
Alabama Power
Foundation
Asian & Pacific Islander
American Chamber
of Commerce

Charles Schwab Bank
Comerica
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Center
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Freeport-McMoRan
Foundation
Hancock Whitney
Investar Bank
OZK Bank
PNC Foundation
SWBC Foundation

\$1,000 – \$9,999

Alpha Kappa
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Amegy Bank Foundation
American Business
Association
American National
Bank of Texas
Association for Enterprise
Opportunity
Association of Women's
Business Centers
BankUnited
California Association
for Micro Enterprise
Opportunity
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Dallas Independent
School District
DFW International Airport
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Hanmi Bank
Hartford Steam Boiler
Inspection and
Insurance Co.
Jefferson Bank*
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Liberty Bank &
Trust Company
Nusenda Credit
Union Foundation
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PAIR Houston
Prosperity Bank
San Antonio Current
Simidigi, Inc.
Texas Veterans
Commission
Texas Women's
Foundation

Tolleson Wealth
Management
Truist
Verizon
WellMed Medical
Management

DONORS

\$500,000 +

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\$25,000 – \$49,999
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Susana Canseco*
G.P. & Winkey Singh*
Sam & Laura Dawson

\$10,000 – \$24,999

Builders Surplus, Mike
& Carol Devereaux*
Petty Hefte Family
Foundation

\$1,000 – \$9,999

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Angie Salinas
Anil Chandy
Arthur & Sylvia Reyna
Brandi Harleaux - Irving
Brian Charles &
Kathryn Snapka
Bridget Ross
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& Mary Flanagan
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Cartlidge Potts
Ruth & John Agather Fund
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Sara Saldaña
Steven Lackowski
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Opportunity Fund
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Tommye Austin*
Watt Charitable
Giving Fund
Wayne & Barbara
Alexander

\$1 – \$999

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Erin Gomez
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Frederick Day
Gabriel Hernandez
George & Elizabeth
Godwin
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Gina Harman
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Nora Peterson

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Yolanda Sonora
Yolanda Tijerina
Yolonda Henry
Yvonne Katz

*Dream Makers Fund donor

**Legacy Members

♦ Deceased



“My loan officer guided me through several different classes and workshops where I learned about business taxes, reducing debt, and other financial management strategies. She was incredibly helpful to me as a new business owner.

MONIKA ALVAREZ

Club 6 Dígitos
Mission, Texas

LiftFund

DREAM IT. FUND IT.

LiftFund.com

888.215.2373

info@liftfund.com

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