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FOR IMMEDIATE RELEASE

New Orleans Banking Executive Embarks on Philanthropic Venture

Mark Boucree appointed to deepen LiftFund's impact in Louisiana

NEW ORLEANS (March 2023) - One of New Orleans' top banking executives, Mark Boucree, has been named the new Market Executive in charge of community development initiatives in the Louisiana and Atlanta markets for a [Texas-based non-profit called LiftFund](#). Boucree's appointment reflects the organization's investment and desire to deepen its support to small businesses in the community as LiftFund celebrates its 30th anniversary this year.

Since LiftFund brought its services to Louisiana in 2009, the microlender has provided nearly \$21 million in capital to small business owners across the state, resulting in over 4,700 jobs created and retained and an economic impact of over \$297 million for the local economies.

"LiftFund's mission is to bank the unbankable," said LiftFund President and CEO Laurie Vignaud. "New Orleans has this deep well of entrepreneurs who have so much to offer our community, but for a myriad of reasons can't get funding through traditional lending. What we do is break those barriers and provide lending options and business support, so not only do these businesses bring jobs and new industry to our city, but they also help create sustainable success and generational wealth that breaks that 'unbankable' status."

Vignaud, a New Orleans native, recently took over at LiftFund as outgoing founder and CEO, Janie Barrera is set to retire. Vignaud said Boucree was chosen for this new role because of his work with diverse communities in New Orleans and his expertise in developing partnerships in support of the small business community.

"Mark has created programs that directly address the real challenges people face, while also setting up initiatives and support networks that carve out opportunities for success," Vignaud said. "His ethics and passion for helping people has revitalized communities in a long-lasting way, and we're excited for the deep well of knowledge he brings."

As the former Vice President and Commercial Loan Officer at Hope Federal Credit Union, Boucree was part of a team dedicated to the Low-Income Housing Tax Credit loan program, and he was instrumental in developing community relationships that helped small business owners secure funding. Before HFCU, Boucree served as Vice President and Community Reinvestment Act (CRA) Business Development Officer for Capital One Bank in Louisiana, Texas and Georgia where he managed a \$1M philanthropic small business, affordable housing and financial well-being budget to provide funding to neighborhood organizations.

"I am thrilled to join LiftFund, an organization that has proven its commitment to empowering small business owners. My goal is to deepen our impact and extend our reach to ensure more individuals have access to the tools they need to succeed," said Mark Boucree, LiftFund's Market Executive. "Joining this passionate team and contributing to LiftFund's journey towards financial inclusion is incredibly rewarding."



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Vignaud said Boucree will serve Louisiana as well as Atlanta, and his position will play a pivotal role in enhancing LiftFund's presence and impact within those communities through fundraising efforts and development initiatives.

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PHOTOS:

<https://drive.google.com/drive/folders/1L5C6uPgf2p2Wz8ZnQvXzo91WIY5RSwWy?usp=sharing>

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 almost \$1 billion in capital, propelling the dreams of over 27,000 diverse small businesses throughout its 15-state footprint.