



ASSETS

**TRANSFORMING COMMUNITIES
THROUGH BUSINESS**



THE ECONOMY ISN'T WORKING FOR EVERYONE HERE IN LANCASTER



24%

POVERTY RATE



6X

**MORE MALE-OWNED
BUSINESSES THAN
WOMEN-OWNED
BUSINESSES**



14X

**MORE WHITE-OWNED
BUSINESSES THAN
BIPOC-OWNED
BUSINESSES**

Source: U.S. Census Bureau, American Community Survey



ASSETS

Our Mission

ASSETS CREATES ECONOMIC
OPPORTUNITY AND CULTIVATES
ENTREPRENEURIAL LEADERSHIP, TO
ALLEVIATE POVERTY AND BUILD
VIBRANT, SUSTAINABLE COMMUNITIES.



We believe that



336

businesses launched

288

Companies measuring
their impact

2067

Female entrepreneurs
supported

175

Business-expanding
loans distributed



ASSETS works with **BUSINESSES**
to form a **MORE ETHICAL ECONOMY**

ENTREPRENEUR TRAINING

COMMUNITY LENDING

IMPACT CONSULTING



ENTREPRENEUR TRAINING

OFFERINGS



Discovery Meetings



Business Accelerators



Idea Incubators



Seminars and Bootcamps



BECAUSE OF THE PROGRAM
ASSISTANCE FROM THE WBC,
I AM NOW A SMALL BUSINESS
OWNER. WITH MY SALON, I
CAN HELP MY COMMUNITY
BY EMPOWERING MY CLIENTS
TO BE MORE CONFIDENT AND
FEEL COMFORTABLE IN
THEIR OWN SKIN.



Funded in part through a Cooperative Agreement with
the U.S. Small Business Administration

YANETH RUBIO
Business Start-up Graduate &
Owner of Venustus Salon

IMPACT CONSULTING



[ASSETS] HAS GIVEN US A CLEAR PATH TO
ASSESS, UNDERSTAND AND
QUANTIFY OUR BUSINESS PRACTICES
AND BUSINESS PHILOSOPHY. IT HAS
PROVIDED A FRAMEWORK TO INVESTIGATE
OUR OWN BELIEFS, RECOGNIZE OUR
OPPORTUNITIES FOR IMPROVEMENT AND
HELPED TO STRUCTURE AN ONGOING
COMMITMENT TO PROVIDE MORE
MEANINGFUL AND IMPACTFUL RESULTS.



ASSETS

PETER BARBER & BRIAN MCCASKEY
Co-owners, TwoDudes Painting Company

OFFERINGS



Measure What Matters



Improvement
Recommendations

COMMUNITY LENDING

OFFERINGS

THE SMALL BUSINESS LOAN

\$1,000 - \$10,000

THE IMPACT LOAN

\$10,000 - \$50,000

+ FINANCIAL COUNSELING AND
FINANCIAL LITERACY WORKSHOPS



U.S. Small Business
Administration

THE SMALL BUSINESS LOAN

\$1,000 - \$10,000



“

I COULDN'T HAVE DONE IT ALONE.
I ESPECIALLY APPRECIATE TECHNICAL
ASSISTANCE THE STAFF PROVIDES.

”

RAMON ESPINO
Owner of Espino's Pizza

THE IMPACT LOAN

\$10,000 - \$50,000



“

AS A SOCIAL IMPACT RESTAURANT, WE
HAD DIFFICULTY GETTING FUNDING FROM
TRADITIONAL SOURCES. THE ASSETS
[SOCIAL IMPACT] LOAN WAS TIMELY AND
VERY HELPFUL, BECAUSE WITHOUT IT WE
WOULDN'T HAVE BEEN ABLE TO SECURE
OUR NEW LOCATION.

”

SRIRUPA DASGUPTA
Co-owner of Upohar

REINVENTING OUR COMMUNITIES LOAN

- ▶ Clients can receive \$1,000 - \$10,000
- ▶ Up to 36 month term, 1% fixed interest rate
- ▶ 30% Grant Match (up to \$3,000)





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