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Launching Entrepreneurs for 20 Years

**FOR IMMEDIATE RELEASE**

March 17, 2015

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**LIFTFUND WOMEN'S BUSINESS CENTER  
LAUNCHES WOMEN'S MENTORSHIP PROGRAM 2.0**

**SAN ANTONIO** - The LiftFund Women's Business Center (WBC) – a program of LiftFund, the nation's largest microlender – will soon begin the application process to recruit 20 motivated individuals to be a part of the second annual Women's Mentorship Program. The program will match 10 women entrepreneurs interested in taking their business to the next level with 10 mentors who have expert business experience in an entrepreneurial and/or corporate capacity.

"We are excited to begin our mentorship program and look forward to connecting strong business women with small business owners who might need that extra guidance or support to launch their business to the next level. Last year's class was a huge success and we are proud to offer this program again to the San Antonio Community," said Business Advisor Margot Fuentes.

Mentors will have the opportunity to coach and support a business owner and assist in the growth of her business. This is a rewarding experience for seasoned business owners or business executives and provides them an opportunity to give back to their community by sharing insights on how they overcame obstacles in their own careers.

Mentees will benefit from cultivating a relationship with their mentor, from whom they can solicit feedback and guidance for improving and growing their business. Additionally, mentees will attend expert-led training sessions once a month to expand their knowledge and capacity in the following areas: personal branding, assertiveness and presentation, marketing, work-life balance, financials, growth strategies and leadership.

By the end of the program, participants will have developed a solid support system that they can count on as they continue their entrepreneurial endeavors. Mentees will be equipped with new resources and insights gained from the trainings that will aid them in refining their business models and positioning their company for growth.

The duration of the mentorship program will be six months, beginning in May and concluding in October. Mentees will learn from their mentors and business professionals, but also from one another as they attend the expert-led monthly business discussions.



Criteria for Selection:

Mentees:

- Active business in operation for at least two years
- Desire to grow business and leadership skills
- Ability to meet with mentor at least 3 hours per month over a six month period
- Ability to attend the expert-led monthly sessions
- Demonstrated leadership in community professional activities

Mentor:

- Meet with mentees at least 3 hours per month over a six month period
- Cultivate a mentoring relationship with the mentee
- Have the desire to help mentees grow their business and leadership skills
- Practice goal setting and accountability with mentee
- Pro-active communication with mentee
- Demonstrate leadership in the community and/or professional activities

LiftFund WBC is accepting applications until Friday, April 3, 2015. Participants will be announced on April 15 and the program will begin May 5, 2015.

For more information and to apply as a [Mentor](#) or [Mentee](#), visit our website at <http://www.liftfund.com/resources/womens-business-center/> or you can contact the WBC for an application at 210-226-3664.

**About LiftFund**

Established in 1994 in San Antonio, as Accion Texas Inc., LiftFund is a financial and business-support service organization that helps entrepreneurs strengthen their businesses, stabilize and increase their incomes, create employment and contribute to the economic revitalization of their communities. LiftFund has the nation's largest microlender portfolio and is committed to providing capital to entrepreneurs who do not have access to loans from commercial sources. Since its inception, LiftFund has made more than 15,000 loans totaling more than \$180 million. LiftFund operates in eight states – Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Missouri, Tennessee and Texas. To learn more about LiftFund, go to [www.liftfund.com](http://www.liftfund.com).