



## **FOR IMMEDIATE RELEASE**

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### **LiftFund & CNote bring Impact Investing locally to level the financial playing field for Women Entrepreneurs and Entrepreneurs of Color**

**SAN ANTONIO** – LiftFund entered a partnership with CNote, a national impact investment platform, to provide capital and support to underserved small business owners in the 13 states LiftFund serves, including Texas. The investment from CNote, which commits up to three million dollars in funding, allows LiftFund to continue leveling the financial playing field in entrepreneurship by providing opportunity to those left out of financial mainstream, often women and minorities.

This partnership furthers both organizations' commitment to reducing the economic inequalities facing diverse small business owners like Sandy Cantu, owner of Storybooks School. Sandy started providing care and education from her home but when she was ready to move her business to a bigger facility to accommodate her growth, her bank couldn't help her. Like many entrepreneurs of color, Sandy was unable to meet current mainstream lending guidelines.

With support from LiftFund, and a couple of microloans, Sandy was able to grow her homebased business to a larger educational facility that now serves more than 100 kids and has created over 30 jobs in her community.

"Economic opportunities should never be determined by a zip code," said Janie Barrera, LiftFund President and CEO. "With CNote's support, LiftFund will expand small business lending to entrepreneurs, like Sandy, who need a hand up in growing their business. It's been studied, for every single dollar LiftFund provides a small business, there is a fourteen dollar net positive economic benefit at the local and state level. We are excited about this investment and the impact it will have in small businesses and their communities."

For more than 24 years, LiftFund has provided financial education and affordable capital to deserving and diverse small businesses like Sandy's. LiftFund's portfolio consists of 85% entrepreneurs of color, 40% women-owned businesses and 10% veterans. Since inception, LiftFund has injected over \$280 million in small business capital to over 20,000.

"Loan after loan, LiftFund has shown a dedication to economic inclusion that deserves special recognition," said Yuliya Tarasava, CNote Co-Founder. "We at

CNote are thrilled to support and deepen that commitment by offering a new innovative source of capital for them."

LiftFund's mission of strengthening the small business economy is aligned with CNote's commitment to boosting economic development in low-income communities. For every dollar loaned out by CNotes partners during the first half of 2018, fifty cents went directly to Low-and-Moderate Income (LMI) borrowers. At LiftFund, LMI borrowers constitute 66% of the organization's lending portfolio.

To learn more about LiftFund and CNote's impact, click [here](#).

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### **About LiftFund**

Established in 1994 in San Antonio, 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 is committed to providing capital to entrepreneurs who do not have access to loans from commercial sources. Since its inception, LiftFund has made over 20,000 loans totaling more than \$280 million across its 13 state footprint, which includes: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, New Mexico, Mississippi, Missouri, Oklahoma, South Carolina, Tennessee and Texas. To learn more about LiftFund visit [www.liftfund.com](http://www.liftfund.com).

### **About CNote**

CNote is an award-winning impact investment platform that allows anyone to invest with their values with no minimums or fees. With CNote you earn more on your extra cash while building a more inclusive economy. Through CNote's partnerships with industry-leading Community Development Financial Institutions (CDFIs) like LiftFund, every dollar you invest helps fund female and minority entrepreneurs, build affordable housing, and finance community development projects across America. With a growing network covering more than 30 states, CNote members have helped create or maintain over 1,200 jobs and have funded more than 200 small business loans. Visit [mycnote.com](http://mycnote.com) to learn how you can grow your wealth and your community.

### **Media Contacts**

Martha Zurita  
Vice President of Communications  
(210) 531-5518  
[communications@liftfund.com](mailto:communications@liftfund.com)

Mike Ivancie  
Marketing Director  
(415) 881-0600  
[mike@mycnote.com](mailto:mike@mycnote.com)

### CNote's Impact January – June 2018

- CNote members helped fund nearly 100 loans
- For every \$1 loaned out:
  - More than 50 cents went directly to Low-and-Moderate Income (LMI) borrowers
  - 35 cents went to minority-led small businesses
  - 34 cents went to women-led businesses
- Funding provided by CNote helped create/maintain over 300 jobs

### LiftFund's Impact: January - June 2018

Lending Impact	
Total Capital Disbursed	\$16,380,506
Small Businesses Supported	596
Average Loan Size	\$27,484
Job Creation (as a result of lending)	
Jobs created	1,253
Client Profile	
Low-to-Moderate Income businesses (LMI)	66%
Minority-owned businesses	85%
Women-owned businesses	40%
Veteran-owned businesses	10%

### Client Profiles:

- [Sandy Cantu, Storybooks School](#)
- [Edinson Arenas, Azteca Mexican Candy](#)
- [Lucio Tailoring Company](#)