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FOR IMMEDIATE RELEASE

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Launching Entrepreneurial Women: Unique Partnership Aims to Foster Female Entrepreneurship in the Greater Houston Metro Area

Houston— The Greater Houston Women's Chamber of Commerce, (GHWCC) and LiftFund, a nonprofit small business community lender, will launch a revolving small business loan fund to support women entrepreneurs – the first partnership of its kind in the Greater Houston area. The Fund, called the GHWCC LAUNCH Fund, will support women entrepreneurs with access to capital and business resources to foster female entrepreneurship and reduce the challenges women face when accessing capital.

“Our Chamber already powers the Houston Chapter of the Golden Seeds Angel Fund. So this new GHWCC LAUNCH Fund allows us to provide yet another valuable economic development resource for deserving entrepreneurial women to create and grow a sustainable business,” said Suzan Deison, CEO/President/Founder, GHWCC.

PurePoint Financial, a hybrid digital bank and a division of MUFG Union Bank, N.A. has contributed a seed grant of \$10,000, earmarked for women-owned small businesses. As the money is lent and repaid, the initial \$10,000 will revolve in perpetuity helping multiple women-owned businesses over time.

“Small businesses are the economic engines that propel our communities forward. That’s why at PurePoint Financial, we are proud to support this newly-formed fund which will empower more women in the Houston area to reach their dreams of launching a business,” said PurePoint Financial Center Manager, Shannon Mosher.

According to the last census, women business owners represent 40 percent of all small businesses in Houston, making a significant contribution to our local economy. However, the gender gap in equity financing is very prevalent at the local and national level. The National Women's Business Council reported that only 5.5 percent of women-owned businesses in the U.S. access capital from banks or other financial institutions compared to 11.4 percent of male-owned companies, hindering their ability to launch and grow.

“At LiftFund, 70 percent of the female entrepreneurs we serve are startups and companies with less than five years in business,” said Jennifer Dale, LiftFund’s Regional Vice President of Lending for Houston and the East Texas Region. “The GHWCC LAUNCH Fund will allow us to further our commitment to remove barriers for deserving women entrepreneurs, so they can reach economic prosperity through entrepreneurship.”

To learn about the GHWCC LAUNCH Fund, and join the movement by becoming a donor and ambassador, visit: www.ghwcc.org.

About Greater Houston Women's Chamber of Commerce (GHWCC)

The GHWCC is a non-profit business organization of highly influential and diverse women and men dedicated to the advancement and empowerment of women through avenues of leadership, education, advocacy, and mentoring. The GHWCC represents over 1200 member businesses, from Fortune 500 companies to small entrepreneurial businesses. To learn more about the GHWCC, please visit www.ghwcc.org.

About PurePoint Financial

PurePoint Financial is a division of MUFG Union Bank, N.A., a proud member of the Mitsubishi UFJ Financial Group (MUFG), one of the world's leading financial groups. As the next evolution PurePoint Financial is a division of MUFG Union Bank, N.A. ©2019 MUFG Union Bank, N.A. All rights reserved. Member FDIC. PurePoint and the PurePoint logo are registered trademarks and brand names of MUFG Union Bank, N.A. In the financial services industry, PurePoint® Financial is the modern way to save – online, over the phone or in person. PurePoint offers market-leading CD and savings rates, no monthly fees and all the flexibility and convenience of online banking with 24/7 access from your computer, tablet or mobile devices. PurePoint also offers Financial Centers at select locations staffed by knowledgeable team members who are committed to delivering exceptional experience.

About LiftFund

LiftFund, a community small business lender, transforms lives by opening doors and leveling the financial playing field in entrepreneurship. We provide responsible capital and education to business owners and aspiring entrepreneurs. Since 1998, LiftFund has supported nearly 3,000 Houston small business owners with over \$54.9 million in capital. Founded in 1994 in San Antonio, Texas, LiftFund has grown from serving a single community to 13 states today, including some of the most economically segregated communities in our country. To learn more about LiftFund, visit www.liftfund.com.

References and resources

[Achieving Financial Security through Entrepreneurship](#)

[The Economic Impact of Microbusiness In the United States](#)

[Understanding the Landscape: Access to Capital for Women Entrepreneurs](#)

[Access to Capital: It's Time to Aggressively Reduce the Gap for Women Owned Businesses](#)

Photographed

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Richard Gianni, Sr. EVP of Microlending, LiftFund

Suzan Deison, CEO/President/Founder, GHWCC