



PRESS RELEASE
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LiftFund Hits Major Milestone in Community Lending & Celebrates its 25th Anniversary

LiftFund breaks \$300 million in small business loans as it celebrates its 25th anniversary

San Antonio — As LiftFund gears up to celebrate its 25th Anniversary, it also reached a major milestone in micro and small business lending by providing over \$300 million to over 20,000 small businesses.

The organization will have a tribute luncheon on Tuesday, March 5th, at 11:00 am at the Tobin Center for the Performing Arts.

In 1994, LiftFund was founded as Accion Texas with a focus in microlending; as the economy and small business evolved, the organization rebranded itself as LiftFund in 2015 to be inclusive and sensitive to its expanded client base.

The luncheon will honor how LiftFund, a community development financial institution (CDFI), works with banks to close the financial and economic gap of budding and diverse entrepreneurs. The event will also recognize Janie Barrera, the founding President and CEO for her contributions over the last 25 years.

Since inception, the organization under her leadership has provided over \$300 million in business loans to over 20,000 small businesses across its thirteen state footprint. LiftFund's portfolio is diverse, 56% are Hispanic entrepreneurs, 23% are black business owners, 38% women-owned businesses and 9% are veterans.

A study conducted by the SABER Institute, led by Steve Nivin, PHD, found for every dollar LiftFund lends, small business owners generate \$14 in positive economic growth.

“In 1994, LiftFund started with a small team of three and a big mission, to level the financial playing field in entrepreneurship. Twenty five years later, we are proud to have built a community that champions entrepreneurship and propels small business dreams that contribute to the economic prosperity of our communities,” says Janie Barrera, President & CEO LiftFund.

LiftFund is more than a business lender; the organization was founded to invest in people that are often left outside of the financial mainstream by providing guidance and consultation with capital. With ongoing support, entrepreneurs are provided with mentorship, financial guidance and business education to guide them in their business lifecycle. Most of LiftFund's clients (67%) have been in business less than 5 years and 32% are startups with less than 1 year in business.

"Liftfund gave me the opportunity to make my dream a reality. They helped me with the funds to close on my first brick and mortar and also equipped me to be a better leader and hire my first employee through their amazing Women's Business Accelerator program, thank you Liftfund," says Marcela Freeman, Creator & Founder of Burn It In 30.

For more information on LiftFund and client testimonials visit <https://sanantonio.liftfund.com/>.

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 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 nearly 21,000 loans totaling more than \$300 million. LiftFund operates in 13 states – Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, New Mexico, Oklahoma, South Carolina, Tennessee and Texas. Stay connected by following us on Facebook and Instagram.