



THE CENTER
by lendistry

Centered on small business.

2022 IMPACT REPORT





OUR MISSION

The Center by Lendistry is a nonprofit organization that supports diverse small businesses through education, technical assistance, and access to competitive financing. Our mission is to close the racial wealth gap by anchoring small businesses and the communities where they do business.

OUR VISION

Our vision is that diverse small businesses everywhere can grow, scale, and reach their full potential to create generational wealth and catalyze the vibrancy of their communities.

OUR VALUES

Knowledge: We are fueled by a passion for sharing knowledge with small business owners to help them navigate challenges, seize opportunities, and succeed in their pursuits.

Responsiveness: We understand that diverse small businesses face barriers to success. We identify and understand individual circumstances and respond to those needs.

Equity: We believe that equitable access to opportunity, education, and wealth-building is fundamental for women and entrepreneurs of color to succeed.

Sustainable Growth: We are committed to setting up underserved entrepreneurs for long-term growth and success.

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Greetings,

It is my honor to present The Center by Lendistry's 2022 Impact Report.

It was quite the year of change and growth for both The Center and myself. In May, I stepped up to lead the organization after spending two decades dedicated to pursuits that would build better communities and propel economic opportunity for those in greatest need.

Leading The Center and taking our work national is a realization of my dreams and experiences.

Over the past year, The Center's leadership team and Board have been busy working on a coordinated national plan to provide inclusive business advising, capital access, and ecosystem building strategies that support underserved businesses throughout the country. The Center's skilled business advisors continue to offer one-on-one consulting and customized solutions for our clients – last year, they provided 2,223 hours of support to individuals like Danielle,

Eric, and Anna, whose stories are included in this report.

“We're developing initiatives aimed at advancing equitable economic development strategies to drive small business growth, job creation, and generational wealth-building for local communities.”

We're developing initiatives aimed at advancing equitable economic development strategies to drive small business growth, job creation, and generational wealth-building for local communities. Looking ahead,

we're rolling out a number of brand enhancements, including a refreshed logo, website, and new messaging that more clearly articulates The Center's work and impact.

Thank you for your partnership in ensuring small businesses everywhere can flourish and reach their full potential.

Regards,

Tunua Thrash-Ntuk

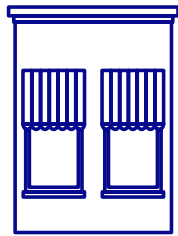
CEO & President



OUR IMPACT

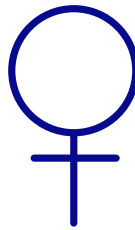
In 2022, The Center assisted:

274



diverse small
businesses

124



women-owned
businesses

88



veteran-owned
businesses



The Center's advisors provided **2,223** hours of one-on-one consulting and business advising to meet the needs of diverse small businesses at every stage.

Over its history, The Center has assisted:

- over 11,000 diverse small businesses
- 6,500 women-owned businesses
- 450 veteran-owned businesses

OUR SERVICES

One-on-One Consulting

The Center's skilled advisors provide one-on-one virtual assistance to help small businesses navigate challenges, develop business plans, apply for financing, and seize growth opportunities.



Access to Capital

Through Lendistry, our preferred small business lender, we provide underserved small businesses with access to responsible financing, which is critical for growth and yet often out of reach.



OUR PROGRAMS

Last year, we laid the groundwork for new several new programs that will propel small business growth in 2023 and beyond:

Contractors Accelerator

The Center's Contractors Accelerator program will prepare diverse Southern California entrepreneurs in the construction and professional services industries to compete for multimillion-dollar public sector contracts. In partnership with technical assistance provider, CMG Alliance, the virtual series will help participants confidently understand:

- Public contract research
- Pitching
- Bidding
- Management process

Designed to serve

25

BIPOC, woman, veteran, and LGBTQ-owned small businesses



Digital Literacy Accelerator

Far too many underserved and limited English-speaking small businesses lack the technical expertise to build and grow their digital footprint. Funded in part through a grant with the California Office of the Small Business Advocate, The Center's virtual California state-wide Digital Literacy Accelerator will prepare small businesses to succeed online through:

- Direct Response Digital Marketing
- Keywords, Copywriting and Persuasion
- Website Success & Google Analytics
- Social media for small businesses

Offered in English and Spanish

Designed to serve

50-75
small businesses



Economic Opportunity Grants (EOG) program

The Center secured a contract with the Los Angeles County Department of Economic Opportunity's (DEO) Economic Opportunity Grant (EOG) program. EOG will award more than \$54 million in grants to support small and micro-businesses, and non-profit agencies in LA County that have been adversely affected by COVID-19. DEO has partnered with Lendistry and the L.A. Small Business Development Center (SBDC) to create a central application portal and to facilitate direct concierge support.

Eligible grantees may be awarded between \$2,500 and \$25,000 and can access:

- On-demand application assistance
- One-on-one online and in-person technical support
- Pipelines to other County programs, grants, and contracting opportunities.



ANNA CORDOVA

Native Californian and small business owner, Anna Cordova, has transcended barriers as a woman in the entertainment industry.

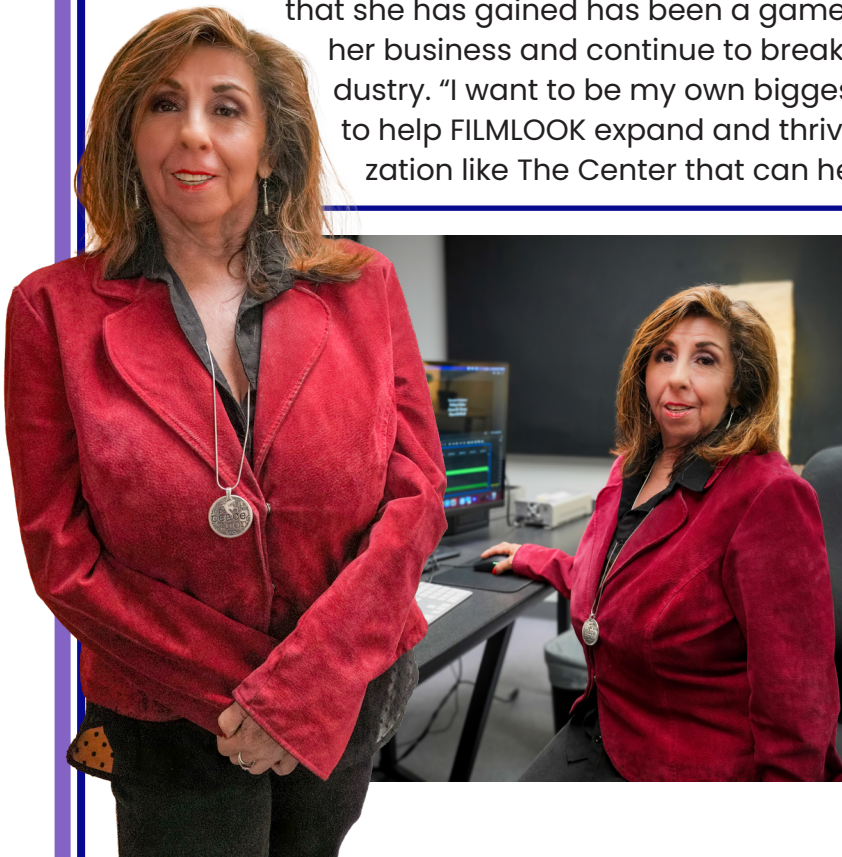
In 1989, Anna and her business partner founded [FILMLOOK](#), a full-service facility providing production teams, editing, and post-production services. Seeing a need for an easier-to-handle alternative to film, she revolutionized the industry by patenting 24P, a cost-effective option that makes video look like real film.

She was in the midst of rebranding the company when COVID-19 hit, her business partner retired, and she became the sole owner of FILMLOOK. Seeing so many businesses being shut down by the pandemic, she needed as-

sistance to navigate the newfound challenges. She came across The Center by Lendistry and was connected to an advisor which gave her the opportunity to learn the critical parts of managing a business.

Anna learned to manage the fiscal part of her business, obtain small business certifications, and received guidance with applying for grants. The knowledge that she has gained has been a game-changer, as she plans to expand her business and continue to break barriers in the entertainment industry. “I want to be my own biggest client and bring in more business to help FILMLOOK expand and thrive. It’s important to find an organization like The Center that can help you build and grow,” said Anna.

“I want to be my own biggest client and bring in more business to help FILMLOOK expand and thrive.”



DANIELLE WRIGHT

A Los Angeles native and proud resident of historic Leimert Park, Danielle Wright is committed to changing the world through storytelling, marketing, and communications.

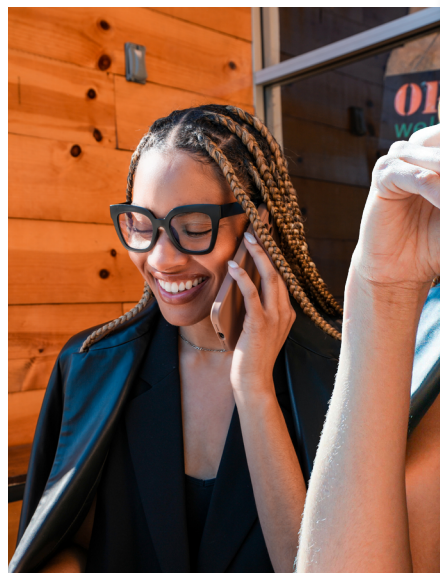
As the nation grappled with the hurtful realities surrounding George Floyd's death and COVID-19, Danielle launched Coligo, a full-service agency. Small businesses and community-based organizations were most impacted by the pandemic, and Coligo saw a need for capacity building and marketing and communications services to help them keep their doors open.

She connected with The Center to help take Coligo to the next level. While her business was growing quickly, she began working with a business advisor to develop the fundamentals that would allow her to pursue certifications, grant opportunities, and contracts.

“I found an organization that cares as much about my business as I do.”

Her dream is to scale Coligo into the first Black woman-owned conglomerate, offering social corporate responsibility services and strategic diversity, equity, and inclusion programs to create tangible and transformational change.

“The Center by Lendistry is a huge resource and has truly made an impact in the small business community. I found an organization that cares as much about my business as I do. I look forward to more growth and opportunity for my business with The Center as a critical partner and strategist,” said Danielle.



ERIC McDANIEL

Eric McDaniel is the owner of residential and commercial paint service company, Ultimate Paints. After doing commercial work, Eric wanted to pursue more lucrative opportunities, like government contracts. But, he realized that he needed advice and guidance to achieve this goal.

He connected with an advisor at The Center, who worked with him on developing crucial aspects of running a business, like developing a business plan, elevator pitch, and managing the company's financials. His advisor helped him obtain Minority Business Enterprise (MBE) and Veteran-Owned Small Business (VOSB) certifications, which are critical for accessing federal opportunities, programs, and financial resources intended to benefit diverse entrepreneurs.

Eric wants to make an impact in the lives of young people by providing good wages, skills, and opportunities for their future. He employs at-risk youth and teaches them the painting trade. The Center has helped him to focus on how he can achieve his dreams.

"The Center has opened my eyes to so much, like fine-tuning what business is all about, where I want to go, and what I must do to grow my business. I know how to be a contractor, but I also need to know how to be a businessman. My business wouldn't be where it is right now without the services offered by The Center," said Eric.

“I know how to be a contractor, but I also need to know how to be a businessman.”



OUR TEAM

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Ritzy Mullings

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Goldman Sachs

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Lendistry

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Business Advocate

American Business Bank

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