



Small Business. **BIG IMPACT.**

2023 Impact Report



Dear Friends,

As I reflect on the past year, I am filled with gratitude for the progress we have made together. Our commitment at The Center is to champion small businesses and local communities, building wealth where it is needed most. Through direct support, bolstering the small business ecosystem, and partnering with municipalities, we strive to make a meaningful impact.

Our programs continue to support entrepreneurs on their journey. The Center's accelerators are empowering small businesses with the tools and knowledge to succeed in today's competitive marketplace. We formed new municipal partnerships to help Atlanta's diverse small business owners scale their businesses into brick-and-mortar locations. Our services are resulting in tangible outcomes for our clients, helping them access capital and secure contracts worth millions in new revenue.

We are proud to announce that our work has grown to serve businesses throughout California, Arizona, Georgia, Maryland, and New York. This expansion allows us to reach more entrepreneurs and communities, furthering our mission to foster economic inclusion.

We welcomed new staff members who bring a wealth of experience and a deep commitment to local communities. As we look ahead, we are excited about the opportunities that lie before us. Our new initiatives, dedicated team, and expanded partnerships position us to make an even greater impact in the communities we serve and get us closer to our mission of closing the racial wealth gap.

Thank you for your continued support and partnership.

Warm regards,

A handwritten signature in dark ink, appearing to read 'Tunua Thrash-Ntuk', with a stylized, cursive script.

Tunua Thrash-Ntuk
President & CEO



CONTENTS

About Us 4

Programs & Direct Services 6

 Digital Growth Accelerator 6

 Contractors Accelerator 8

 Access to Capital 10

Municipal Partnerships.....11

Our Team 14

Board of Directors..... 14

Our Funders..... 15



ABOUT US

WHO WE ARE

The Center by Lendistry is a nonprofit organization that supports diverse small businesses through education, technical assistance, and access to competitive financing.

OUR MISSION

Our mission is to close the racial wealth gap by anchoring small businesses and the communities where they do business.

ABOUT US

Small businesses owned by women and people of color disproportionately face barriers to success. Historically, the adverse impacts of economic and financial policies have resulted in an opportunity gap in entrepreneurship, housing, and community development. As a Black women-led nonprofit organization, The Center by Lendistry exists to bridge this gap by providing the resources, technical assistance, and access to equitable lending for diverse small businesses to succeed. Our staff and advisors are driven by a commitment to help communities access opportunities and solutions for sustainable growth.

The Center is a strategic partner to Lendistry, a minority-led, technology-enabled Community Development Financial Institution (CDFI) that provides loans and other financial products to underserved small business owners.



2023 AT A GLANCE



179
Small
businesses
served



68%
Woman-
owned



87%
BIPOC-owned



56%
Low-wealth
communities



79%
Micro-businesses

ACCESS TO CAPITAL



34
Clients
supported



\$2M
In capital
secured



97
Hours of capital
support services

SINCE OUR FOUNDING



11,156
Diverse small
businesses



6,622
Women-
owned



453
Veteran-
owned

PROGRAMS & DIRECT SERVICES

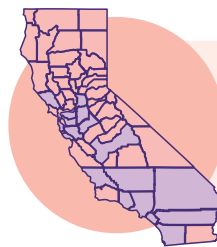
DIGITAL GROWTH ACCELERATOR

The Center's Digital Growth Accelerator helps diverse California small businesses boost their online presence and stay competitive in a rapidly evolving digital environment. Offered in both English and Spanish, this comprehensive eight-week virtual series delves into key digital marketing strategies, including search engine optimization, social media engagement, website optimization, and more. Additionally, participants benefit from up to 10 hours of personalized advising, enabling them to develop and implement a targeted marketing plan to support their company's growth.



101

Small businesses



17

California
counties served

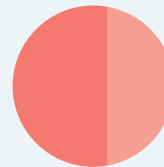


66%

Woman-owned

59%

LMI*



41%

Non-LMI*

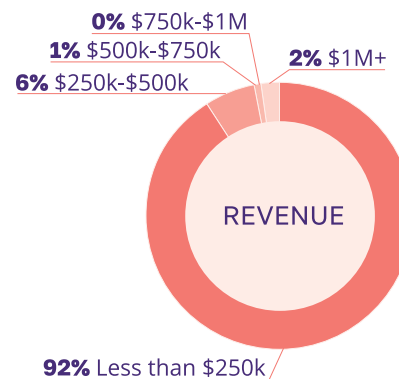
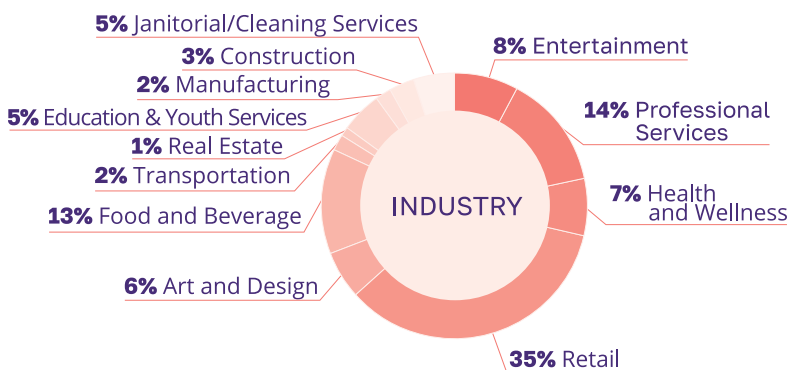
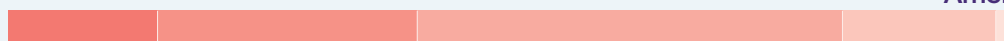
15%
API

26%
Black

45%
Latinx

13%
White

2%
Native
American



The Digital Growth Accelerator is partially funded through a Grant from the California Office of the Small Business Advocate.

Numbers are rounded so the percentages may not add up to 100%

*low- to moderate-income census tracts

JGTaxPro

Juventino Gaytan Jr. is the sole proprietor of tax and accounting small business, JGTaxPro, a growing enterprise in California's Central Valley. Founded in 2009, the company's roots trace back to Juventino's military experience. While serving in the United States Navy, he obtained official training in tax preparation, and while off-duty, would assist his fellow shipmates with their income tax returns. In 2023, Juventino was among the one hundred and one businesses selected to participate in The Center's Digital Growth Accelerator. The program taught him how to leverage digital channels and change his social media strategy to reach a wider audience.



Academia de la Voz

Marabina Jaimes is the visionary Voice-Over (VO) Coach and Director of Academia de la Voz, the only accredited virtual bilingual VO academy in the United States. Marabina founded the academy to fill a gap in professional bilingual VO training. In 2023, the academy was selected to participate in the Digital Growth Accelerator. Marabina and her team gained invaluable insights into digital marketing, including SEO enhancement tips and resources. Taking what they learned, they are currently in the process of revamping their website and refreshing their marketing verbiage to better reach their target audience. The program has been an eye-opening experience, helping them to reframe their message and connect with more students seeking to pursue careers in VO.



CONTRACTORS ACCELERATOR

The Contractors Accelerator is a four-part virtual series designed to prepare small businesses to compete for and secure contracts within the public sector and with anchor institutions. Led in partnership with procurement industry experts, the program provides hands-on learning and resources to understand researching, pitching, bidding, and managing public contracts. The Contractors Accelerator not only aims to foster economic growth but also seeks to increase diversity in contracting and build a more inclusive and equitable economy.



20

Minority- and
women-owned
businesses



\$20.2M

\$20.2M

In contracts
secured by 3
businesses

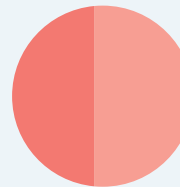


66%

Woman-owned

45%

LMI*



55%

Non-LMI*

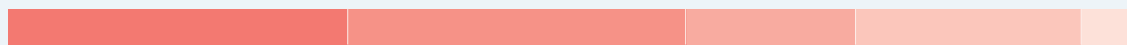
30%
API

30%
Black

15%
Latinx

20%
White

5%
Middle
Eastern



5% Janitorial/Cleaning
Services

45% Professional
Services

40% Construction

10% Manufacturing

INDUSTRY

50% \$1M+

25% Less than \$250k

10% \$250k-\$500k

10% \$500k-\$750k

5% \$750k-\$1M

Revenue

Numbers are rounded so the percentages may not add up to 100%

*low- to moderate-income census tracts

Vested Solutions

Founded in 2015 by Vernon Wyllie-James and his family, Vested Solutions is a commercial janitorial company based in Southern California, serving clients in multiple states. Despite its expansion, Vested Solutions faced the familiar hurdles of funding, like revenue requirements and credit scrutiny.

[The contract] enabled the creation of at least 100 jobs in underserved communities, for which they recruit individuals facing homelessness and recovering from addiction.



The company's turning point came with its participation in the Contractors Accelerator. The program guided them through contract negotiations, leading to a successful \$12.6 million, seven-year federal contract with San Diego's North County Transit District. The contract not only expanded their business but also enabled the creation of at least 100 jobs in underserved communities, for which they recruit individuals facing homelessness and recovering from addiction.

ACCESS TO CAPITAL

We offer capital support services to clients facing barriers to traditional lending sources, like low credit scores, lack of credit history, or missing formal business plans. Our consultants provide tailored guidance to help entrepreneurs become capital-ready, fostering long-term financial health and sustainable growth.

Excelerate Housing Group

Dana Trujillo, founder of Excelerate Housing Group, is tackling the housing crisis. The Long Beach-based real estate development firm specializes in accelerating housing production for low-income families, seniors, moderate-income households, and people experiencing homelessness. Like many start-ups, Dana has had to build her network and forge her path. Despite securing investors, financing remained a hurdle, as project payments are often delayed until completion. To cover operational costs, Dana turned to The Center,

Lendistry provided a loan of \$2M for Excelerate's business needs, enabling the company to sustain operations, build more housing, and hire additional staff members.

which connected her to Lendistry. Lendistry provided a loan of \$2M for Excelerate's business needs, enabling the company to sustain operations, build more housing, and hire additional staff members.



MUNICIPAL PARTNERSHIPS

BeltLine Business Ventures

In partnership with the BeltLine Business Solutions Office and CVM Worldwide, The Center launched BeltLine Business Ventures. This small business accelerator is designed to support Atlanta's local businesses through virtual and in-person learning, networking, and tailored business advising. Participants gain the tools and knowledge to physically locate their businesses along the Atlanta BeltLine, fostering an interconnected community, thriving businesses, and a vibrant urban environment.



Atlanta BeltLine
Business Solutions Office



CVM Worldwide



24

Participants



3

Opening brick-and-mortars
in 2024

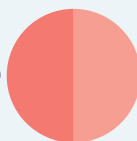


79%

Woman-owned

50%

LMI*



50%

Non-LMI*

4%

API

83%

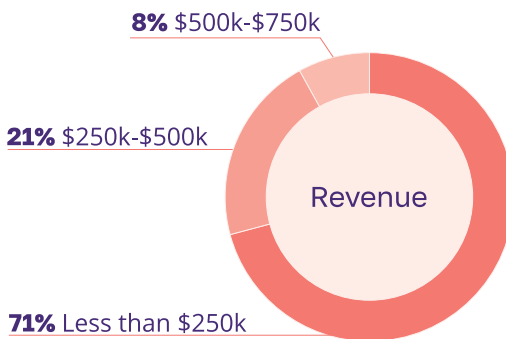
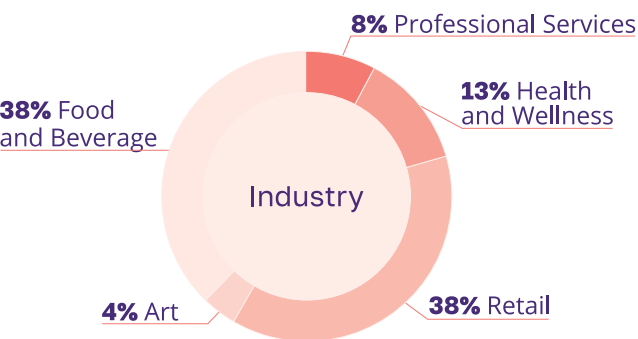
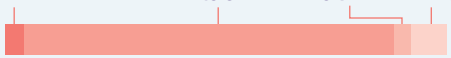
Black

4%

Latinx

8%

White



Numbers are rounded so the percentages may not add up to 100%

*low- to moderate-income census tracts

Amorous Tacos

Chef Nancy and Jewel Anderson, the sister-duo behind Amorous Tacos, joined the inaugural cohort of BeltLine Business Ventures (BBV) to strengthen their business. Offering a unique Miami Southern twist to gourmet tacos and pasta dishes, they initially focused solely on running their business but lacked a solid foundation. Through BBV, they learned to formalize their business structure, clarify processes, and explore innovative ways to target customers. BBV also facilitated a connection with a developer who became their landlord, enabling them to plan the opening of their first brick-and-mortar location along the Atlanta BeltLine in 2024.



The Center by Lendistry is a key partner in equitable economic development strategies, leveraging program development expertise to support underserved communities. We ensure accessibility through multilingual technical assistance, in-person outreach events, and webinars, in collaboration with trusted local partners.

Los Angeles County Rent Relief Grant Program

A \$68M initiative providing up to \$30,000 per unit to mom-and-pop landlords impacted by COVID-19, helping prevent tenant evictions and maintain housing stability in Los Angeles County.



Los Angeles County Economic Opportunity Grants (EOG) Program

EOG awarded more than \$50 million in grants to 4,800 microbusinesses, small businesses, and nonprofits in Los Angeles County that have been adversely affected by COVID-19. Grants ranged from \$2,500 to \$25,000.

California Supplemental Paid Sick Leave Grant Program

Reimburses small businesses and nonprofits for providing pandemic-related paid sick leave to employees, with grants ranging from \$5,000 to \$50,000.

California Small Agricultural Business Drought & Flood Relief Grant Program

\$95M program offers grants ranging from \$25,000 - \$100,000 to support California's small agricultural businesses affected by extreme weather events, aiding in their recovery.



LOS ANGELES COUNTY
**CONSUMER &
BUSINESS AFFAIRS**



lendistry

OUR TEAM



Tunua Thrash-Ntuk
President & CEO



Miranda Rodriguez
*Vice President of
Strategy & Operations*



Christopher Temblador
Senior Program Manager



Marina Garcia
Senior Project Manager



Ritzy Mullings
*Small Business
Program Associate*



Monique Rodriguez
*Office Services
Coordinator LA*



Robert Bragaw
Senior Legal Counsel



Francis Weiner
*Economic Recovery
Corps Fellow*

BOARD OF DIRECTORS

Stanley E. Washington
*President & CEO, Pantheon
Business Consulting LLC*
BOARD CHAIR

McKell Beamon
*Executive Sales Director,
HashiCorp*
SECRETARY

Adey Tesfaye
*Head of CRA
City National Bank*
TREASURER

P. David Bramble
*Managing Partner,
MCB Real Estate*

Warren V. Chambers
*Oncology Senior Area
Business Manager, Sanofi*

Leeann Lynch
*Chief Strategy Officer
Lendistry*

Tunua Thrash-Ntuk
*President & CEO
The Center by Lendistry*

Emeritus Board Members

Everett K. Sands
CEO, Lendistry

Joy Bramble
Founder, The Baltimore Times

THANK YOU TO OUR FUNDERS

Ally Bank

American Business Bank

Banc of California

California Bank & Trust

CIT/First Citizens

City National Bank

Comerica Bank

HSBC

Lendistry

Manufacturers Bank

Pacific Premier Bank

Silicon Valley Bank

Sterling Bank

US Bank



Centered on small business.

767 S. Alameda St. Suite 340
Los Angeles, CA 90021

Ph: (213) 282-9875

contactus@thecenterbylendistry.org

thecenterbylendistry.org

