



Strategic Plan Summary 2026-28

Anchoring small businesses.
Building wealth.
Strengthening communities.



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

As a leader in equitable small business support, we combine world-class technical assistance, disaster recovery expertise, and wealth-building strategies to strengthen local economies.

We have supported more than 11,000 entrepreneurs since our founding, deployed \$247M+ in relief funding*, and earned the trust of public, private, and philanthropic partners across the country.

Why This Moment Matters

Underserved small businesses continue to face significant barriers to capital, contracts, and technical assistance. Climate-related disasters are increasing in frequency and intensity, destabilizing local economies. At the same time, a major wave of business-owner retirement is creating a historic wealth transfer opportunity.

*2024+2025 financial relief grant programs



11,000+
businesses supported

Strong partnerships across California and beyond.



\$247M+
in relief deployed*

A proven track record and a foundation to scale.



30+
programs delivered

Deep subject matter expertise and organizational agility.

Leadership team with integrity and vision.

The Center is uniquely positioned to meet this moment with the expertise, agility, and mission focus communities need.

Strategic Pillars & 2028 Vision

By 2028, The Center will have fundamentally transformed how underserved entrepreneurs build and transfer wealth.

Fuel Business Growth

Strategy

Deliver best-in-class technical assistance that drives measurable business growth.

By 2028

Support 350+ businesses annually and help secure \$60M+ in contracts and \$5M in capital.



350+

businesses supported annually



\$65M+

secured in contracts and capital

Catalyze Generational Wealth

Strategy

Build pathways for ownership, succession, and wealth transfer.

By 2028

Facilitate \$5M+ in successful business transitions and become a national leader in succession planning.



\$5M+

in successful business transactions



2K+

in quality jobs created or retained

Advance Equitable Crisis Recovery

Strategy

Lead equitable, rapid deployment of disaster recovery resources nationwide.

By 2028

Deploy \$250M+ in disaster recovery capital through 3 innovative financial products.



\$250M+

deployed in disaster recovery capital



3+

innovative financial products

Scale Operational Excellence

Strategy

Strengthen the infrastructure needed to scale The Center sustainably.

By 2028

Build a \$10M organization with diversified revenue and expand into 5 new markets.



\$10M

organization with diversified revenue



5

additional markets



thecenterbylendistry.org

If you have questions or to learn more about our Strategic Plan, email: contactus@thecenterbylendistry.org.

