



MAIN STREET
LAUNCH

POWERING DREAMS. TRANSFORMING COMMUNITIES.

ORGANIZATIONAL **REPORT**

AS OF JUNE 2022

OUR MISSION & VALUES

MISSION

Our mission is to create economic opportunity by empowering entrepreneurs.

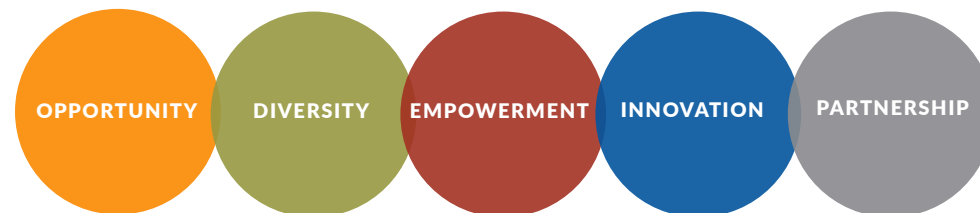
Through innovative partnerships we provide business owners with the capital, education, and relationships that allow them to flourish. Our collaborative approach helps our clients create jobs and stimulates economic development in low-to-moderate income communities.

VISION

Our vision is to empower small business owners to succeed, transforming their lives, and helping our communities thrive.

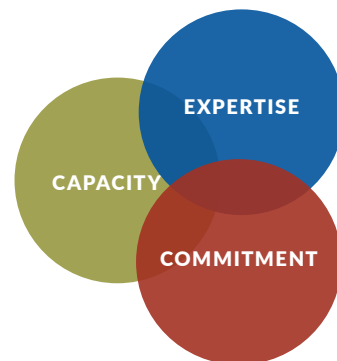
CORE VALUES

For the last 43 years, Main Street Launch has embodied core values that guide our strategy, daily work, and relationships with our clients, partners, and the community.



STRENGTHS

We complement our core values with capabilities that combine to make Main Street uniquely equipped to meet the needs of our communities:





LEAH
SOUR CHERRY
COMICS
SAN FRANCISCO

A DREAM BECOMES REALITY

After working for years in retail, the pandemic served as a wake-up call for Leah Morrett. Her childhood dream of owning her own bookstore resurged, and she worked diligently toward making that dream a reality. From her research, Leah knew that she would need a loan in order to get her new business up and running. But as a startup business, she didn't qualify for a loan with her credit union. Her banker referred her to Main Street Launch. Sour Cherry Comics received a \$40,000 loan to cover startup expenses including rent, utilities, and cash reserves. The business opened its doors in March 2022. Leah aims to foster a sense of community organized around art and social justice. She partners with local artists and activists to host events such as book clubs, writing workshops, and pen pal letter writing sessions for incarcerated members of the LGBTQ+ community.

HOW WE HELP

Accelerating small business growth results in increased economic opportunities like more local jobs for residents, increased economic activity, and more access to goods and services. Investment in small businesses creates wealth for the business owner, income for employees, and vitality for the community.

CAPITAL

We offer affordable loans up to \$350,000 to small businesses in California, with a focus on Oakland, San Francisco, Stockton, and Persistent Poverty Counties in California.

EDUCATION & RELATIONSHIPS

In addition to lending services, Main Street Launch provides no-cost business services to help our clients become loan-ready, operate profitable businesses, and create jobs. We are continuously developing a robust pipeline of partner organizations who can help our clients and other business owners get the help they need to start or grow their businesses.

We are grateful to our community partners for their support, including but not limited to:

Accion Opportunity Fund
Alliance for Community Development
Anew America
Centro Community Partners
City of Oakland Business Assistance Center
Community Reinvestment Fund
Community Vision
Gillespie Consulting
Hack the Hood
ICA Fund Good Jobs
Intuit
Kiva
La Cocina
LCCRSF Legal Services for Entrepreneurs
Mission Asset Fund
Mission Economic Development Agency (MEDA)
National Veterans Transition Services (REBOOT)
National Coalition of 100 Black Women
Oakland African American Chamber of Commerce
Oakland Indie Alliance

Pacific Community Ventures
Renaissance Entrepreneurship Center
Rosie Network
Runway Project
San Francisco African American Chamber of Commerce
San Francisco Economic Development Alliance
San Francisco Office of Small Business
SCORE
SFMade
Small Business Administration
Small Business Development Centers
Small Business Majority
Start Small Think Big
Stockton Impact Corps
The SF LGBT Center
Uptima Business Bootcamp
Veteran Business Outreach Centers
Women Veterans Alliance
Women's Business Centers
Working Solutions CDFI

THE IMPACT OF OUR WORK

Empowering entrepreneurs and employees at a local level creates a lasting, positive community impact. Small businesses make up the backbone of city economies, providing jobs and goods and services within neighborhoods, thus creating a safer and more livable place for everyone. Our work helps to build self-sustaining, vibrant local economies.

..... IN THE LAST 10 YEARS
MAIN STREET INVESTED **\$88 MILLION** INTO **1,100** BUSINESSES.
.....

These loans supported:

371 new businesses **34%**

506 located in low-to-moderate income neighborhoods **46%**

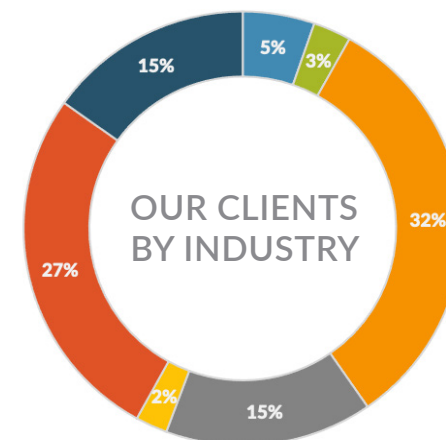
867 low-to-moderate income entrepreneurs **66%**

535 women-owned **49%**

659 minority-owned **60%**

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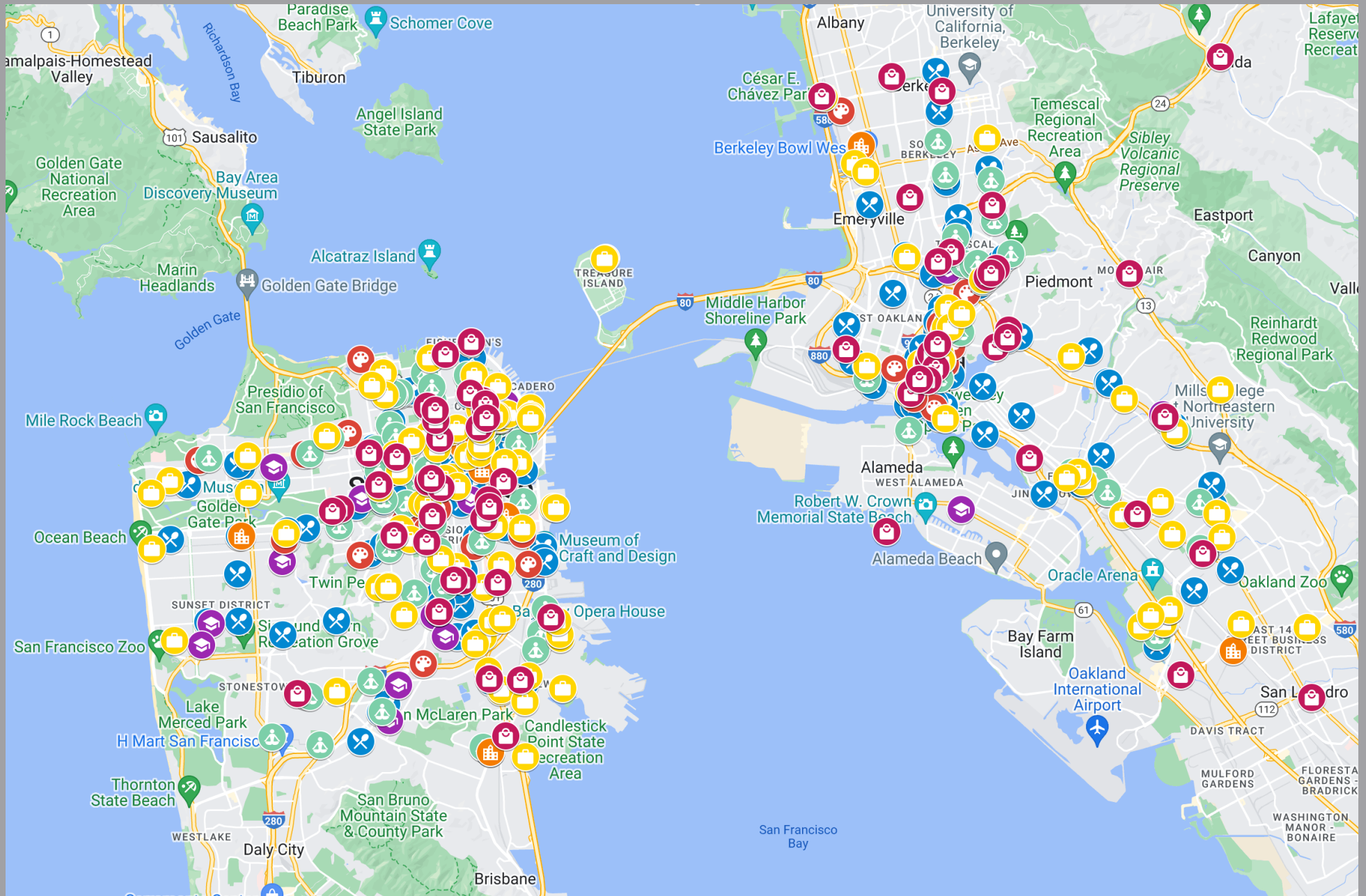
Our clients have created and sustained **6,200 jobs** in the last ten years.



Food & Beverage	32%
Professional Services	27%
Health & Beauty	15%
Retail	15%
Arts & Entertainment	5%
Education	3%
Manufacturing	2%

For an interactive map of our clients, go to mainstreetlaunch.org/shop-with-our-clients

MAP OF OUR CLIENTS





LLOYD
LACY'S
BARBERSHOP
SAN FRANCISCO

SUPPORTING A COMMUNITY CORNERSTONE

Lloyd Lacy Jr. has been cutting hair for about fifty years. His godfather bought the barbershop Lloyd now owns back in 1952. Growing up in the city, Lloyd would often stop by the shop in the Ingleside neighborhood to spend time with his godfather and friends. After graduating from barber college, Lloyd reveled in the freedom of being his own boss. He worked at the barbershop for years and finally took over the business in 2010. When the pandemic hit, Lloyd had to temporarily close his shop due to the city's shelter-in-place orders. Unable to get EIDL or PPP funding, Lloyd was grateful to receive a zero-interest loan from the San Francisco African American Revolving Loan Fund. With this funding, he was able to remodel the shop and keep the business afloat. "The loan came at a great time," he said. A year after receiving this funding, Lloyd learned that his \$50,000 loan would be forgiven. He told the *San Francisco Chronicle* that he nearly had to pull his car over when he got the news. "It's hard to put into words what this means to me," Lloyd said.

LENDING PROGRAMS



MAKING IMPACT WITH NEW INITIATIVES: INJECTING CAPITAL INTO HIGH-NEED AREAS

INITIATIVE

IMPACT

In 2020, we worked with the City of San Francisco and the San Francisco Foundation to establish the San Francisco African American Revolving Loan Fund. Main Street Launch continues to manage the fund.

With support from the San Francisco Foundation and Workday CEO Aneel Bhusri, we were able to forgive loans made through this program. In total, Main Street Launch **funded and forgave over \$2.3M of loans to 52 businesses.**

Main Street Launch developed a new microloan product to stimulate business growth with a specific focus on businesses located in low-to-moderate income communities and minority-owned businesses.

With 0% interest and no equity injection requirement, this product lowered the barriers to entry for many business owners left out of recovery programs. This year, we **deployed \$1.3M of loans to 27 businesses**, 70% of which were owned by people of color. In total, this loan program supported 43 businesses with \$2M.

The California Rebuilding Fund is an innovative public-private partnership founded to help California's small businesses recover from pandemic losses.

As one of 12 participating lenders for the California Rebuilding Fund, Main Street Launch deployed **115 loans** totaling nearly **\$8.7M** across the state.

“As an organization, Main Street Launch continues to create innovative products to meet the needs of diverse small businesses. Our commitment to equity-based solutions is an integral part of our credit policies and processes.”

KARLA DE LEON

Executive Vice President - Chief Credit Officer

..... LAST YEAR
\$9.3M MAIN STREET LAUNCH FUNDED
BUSINESS LOANS
.....

MAKING IMPACT WITH ONGOING INITIATIVES: INVESTING IN AFRICAN AMERICAN ENTREPRENEURS

INITIATIVE

Our African American Entrepreneurship Institute founded the Entrepreneurs-In-Residence program in 2016. The 6-month program provides specialized training and mentorship to African American-owned businesses.

Main Street Launch provides technical assistance and other business development resources for small businesses, with a focus on African American-owned businesses. In collaboration with our partners and industry practitioners, we facilitate workshops and access to online platforms for business education and technical assistance.

In order to better understand the effects of the pandemic on African American-owned businesses, Main Street Launch conducted a portfolio-wide survey in partnership with L.C. and Lillie Cox Haven of Hope.

IMPACT

This year, **9 businesses graduated** from the Entrepreneurs-In-Residence program and our **fifth cohort of 14 Bay Area businesses** is on track to graduate in December.

This year, Main Street Launch **supported 227 clients** with business development workshops and technical assistance. We held 15 training events and recruited CPAs to support the delivery of financial software to 25 business owners. These activities strengthened the businesses' financial structures and the acumen of their management teams.

Our research found that clients who were able to utilize debt financing were less likely to close or suspend operations than those that did not. Yet, businesses faced inequitable access to recovery and stimulus funding. Our Black borrowers were more likely than borrowers of all other races to be denied aid from banks and financial institutions. Therefore, **Main Street Launch's services were a vital lifeline for many of our clients.**

“Main Street Launch has made an intentional decision to commit and invest in both financial and business development services for African American entrepreneurs. This fully integrated approach is unique in the CDFI space. Committing to formalizing an ecosystem of service providers already serving the community is important, and I'm proud to have a role in this work.”

ROBERT LATTIMORE
Executive Vice President - Chief Program Officer
Main Street Launch

EXPANDING A FAMILY BUSINESS

After a period of personal struggles, Shala Cox discovered the transformative power of fitness to improve both her physical and mental health. A Bay Area native, she wanted to empower her community to build healthy lifestyles. Shala launched YuBalance with her husband Rory in 2014. The gym offers personal training and small group classes using free weights, body movement, and minimal equipment. YuBalance grew to three locations in San Francisco, but the pandemic posed serious challenges for this industry. Although the business was able to retain its staff and even grow memberships in 2021, Shala wanted to set her focus beyond just recovery and plan for business growth. She joined our Entrepreneurs-In-Residence program to hone her business plan and gain management skills to pursue new expansion opportunities. Since participating in the program, Shala's business has been accepted into the Brookfield Properties Partner to Empower program to expand to three new locations, and was selected by the Comcast RISE awards to receive promotional services and featured advertising on Comcast's cable network. "I swear I am only getting these opportunities because of the EIR program. I'm using my new business plan and pitch deck for these applications, and our mission and value proposition are resonating with people. This 100% was not the response I was receiving before I did this program," Shala says.



SHALA
YUBALANCE
SAN FRANCISCO

OUR TEAM



Adrian Gomez Zavala
Vice President -
Relationship Manager



Brooke Solomon
Vice President -
Loan Closing & Compliance



Bruce Jobson, SPHR
Human Resources Consultant



Darius Mahajer
Senior Vice President -
Senior Relationship Manager



Guillermo Barajas
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Accounting Manager



Jackie Maxwell
Senior Vice President -
Accounting/Controller



Jacob Singer, PhD
President & CEO



Jen Leybovich
Chief Development Officer



Joyce Windross
Chief Operating Officer



Karla De Leon
Executive Vice President -
Chief Credit Officer



Kathia Kacic
Senior Vice President -
Loan Closing & Compliance



Kelly Baker
Assistant Vice President -
Business Development &
Impact



LaShan Goodwin
Office Manager



Jose Berasategui
Loan Servicing Specialist



Mayra Aguilar
Vice President - HR Business
Partner



Melissa Huffman
Assistant Vice President -
Accounting Manager



Mike McGrane
Senior Vice President -
Senior Relationship Manager



Rachel Aoanan
Senior Vice President -
Risk Management &
Compliance



Robert Lattimore
Executive Vice President -
Chief Program Officer



Robert Blundell
Assistant Vice President - Risk
Management & Compliance



Richard Morris
Assistant Vice President -
Senior Program Manager



Shay Syngal
Accounting & Administrative
Specialist

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National Veterans
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(REBOOT)



LaSandra Hunt
Member,
JPMorgan Chase



Matt Ching
Member,
formerly Beacon Business
Bank



Tiffany Short
Member,
Kaiser Permanente

SUPPORTERS

Main Street is pleased to offer a community investment note that allows accredited investors to directly fund our small business clients. To learn more, please email invest@mainstreetlaunch.org.

For a copy of Main Street Launch's audited financial statements, please contact us at updates@mainstreetlaunch.org.

With Financial Support From:

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San Francisco Foundation
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Umpqua Bank
Union Bank
Small Business Administration
Violet World Foundation
Wells Fargo

IN MEMORIAM



Gladys Green
Board Vice-Chair
30 years of service

Gladys Green was a longtime Oakland resident and community activist. Main Street Launch is deeply grateful for her decades of distinguished service on our board.

Main Street Launch is a proud member of:

A Member of
OPPORTUNITY FINANCE NETWORK

SFEDA SAN FRANCISCO
ECONOMIC
DEVELOPMENT
ALLIANCE



 California
Association for
Micro
Enterprise
Opportunity





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