



# PeopleFund



Inspire.



Educate.



Fund.



Elevate.

## PeopleFund Overview

**Gary Lindner**

President & CEO





# Who We Are

- ✔ Certified Texas Non-profit 501(c)3 - Established 1994
- ✔ **Certified Community Development Financial Institution (CDFI)**
- ✔ Commitment to underserved markets
- ✔ Target - **minority, women, veteran** owned businesses and businesses in low to moderate income **(LMI) census tracts**
- ✔ **Small Business Administration (SBA) Certified Lender**
- ✔ SBA Microloans – up to \$50,000
- ✔ SBA 7a Community Advantage Loans - up to \$250,000
  - ✔ **Largest SBA Portfolio in Texas**, top 10 Nationally
- ✔ SBA 504 Loans – up to \$5 million
- ✔ CDFI Analysis and Rating System known (AERIS) **AA+2**



# Our Mission, Vision, & Core Values






## Our Mission

PeopleFund creates **economic opportunity** and **financial stability** for underserved people by providing **access to capital, education** and **resources** to build healthy small businesses.

## Our Vision

To become the premier non-profit business lender in Texas.

## Core Values

-  **Integrity** First
-  **Service** Before Self
-  **Excellence** in All We Do



# PeopleFund Strengths



- 🌱 **92%** loans to our target market, **54%** to startups
- 🌱 Lower interest rates, lower fees, faster service & better post loan client support than other CDFI's
- 🌱 Selected by Tory Burch Foundation as **sole Texas CDFI partner** to support Texas women entrepreneurs
- 🌱 Top nonprofit lender to veterans. Endorsed by Texas Veterans Commission. Loan capital from State of Texas. **2015 SBA Veteran Small Business Champion of the Year**
- 🌱 Diversity in action. Board (9 of 13 minorities). Bilingual all sites. 82% of staff female. **2015 Corporate Diversity Award from Texas Diversity Council**
- 🌱 Leader of public policy at national, state, & local level. CEO AEO board Chair. 2013 GACC Executive Leadership Award. 2015 ABJ Non-profit CEO of the Year



# PeopleFund Portfolio Activity

## 2015 Year End

Total Portfolio by Loan Group	\$ Principal	# Loans
PeopleFund	\$ 7,119,246.16	192
SBA Microloan Fund	\$ 675,452.99	44
SBA Community Advantage	\$ 5,281,542.92	94
<b>Total</b>	<b>\$ 13,076,242.07</b>	<b>330</b>



# Minorities (60%)



# Women (49.7%)





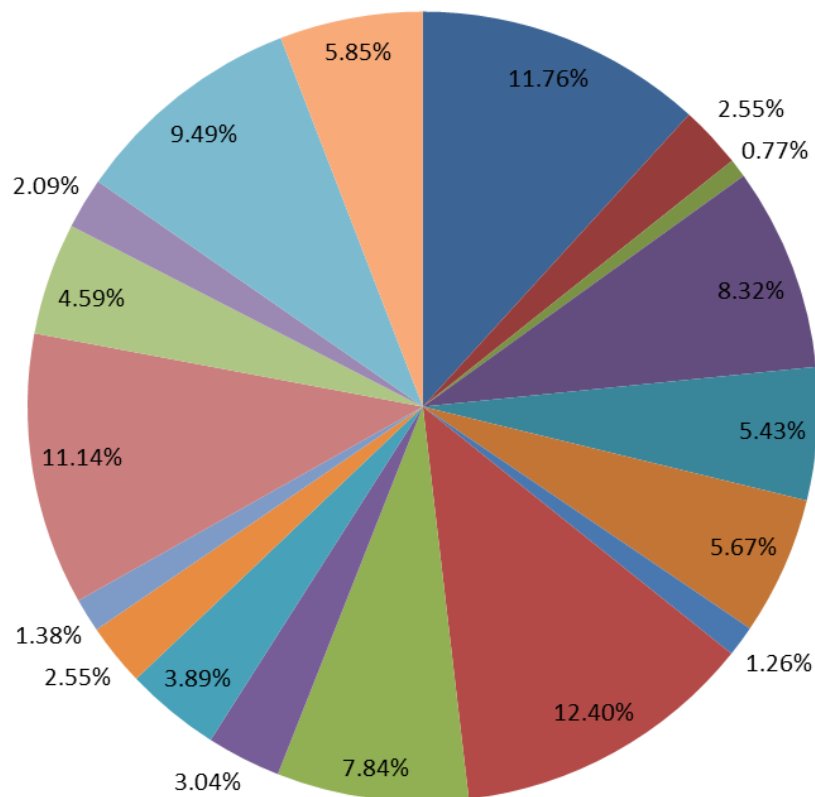
# Veterans (27.6%)



# Nonprofits (4%)



# Portfolio Break By Industry

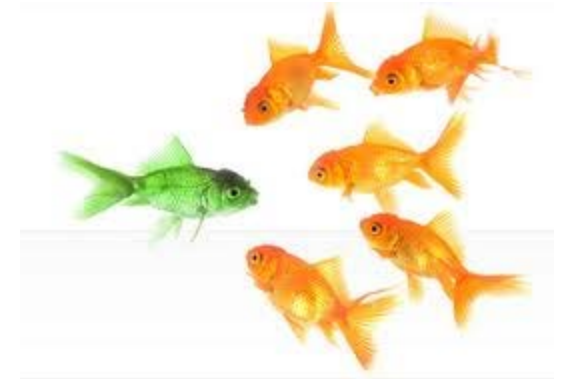


- Accomodation & Food Services
- Administrative & Support Services
- Agriculture
- Art, Entertainment, & Recreation
- Construction
- Education
- Finance & Insurance
- Healthcare & Social services
- Manufacturing
- Other Services
- Professional & Technical Services
- Real Estate
- Religious Organization
- Retail
- Service
- Technology & Information
- Transportation & Warehousing
- Wholesale

	#	%	\$	%
Accomodation & Food Services	38	11.52%	\$ 1,537,114.11	11.76%
Administrative & Support Services	10	3.03%	\$ 333,025.14	2.55%
Agriculture	3	0.91%	\$ 100,303.22	0.77%
Art, Entertainment, & Recreation	24	7.27%	\$ 1,088,502.17	8.32%
Construction	23	6.97%	\$ 709,472.15	5.43%
Education	16	4.85%	\$ 741,167.14	5.67%
Finance & Insurance	5	1.52%	\$ 164,629.14	1.26%
Healthcare & Social services	33	10.00%	\$ 1,621,346.08	12.40%
Manufacturing	20	6.06%	\$ 1,024,622.07	7.84%
Other Services	14	4.24%	\$ 397,253.20	3.04%
Professional & Technical Services	18	5.45%	\$ 508,524.37	3.89%
Real Estate	4	1.21%	\$ 333,163.95	2.55%
Religious Organization	2	0.61%	\$ 180,436.21	1.38%
Retail	49	14.85%	\$ 1,456,471.14	11.14%
Service	23	6.97%	\$ 599,887.97	4.59%
Technology & Information	5	1.52%	\$ 273,781.84	2.09%
Transportation & Warehousing	31	9.39%	\$ 1,241,095.38	9.49%
Wholesale	12	3.64%	\$ 765,446.79	5.85%
<b>TOTAL</b>	<b>330</b>	<b>100.00%</b>	<b>\$ 13,076,242.07</b>	<b>100.00%</b>

# What Makes PeopleFund & CDFI's Different

- Non-Profit Business Lender
- CDFI – Served the underserved
- No Application Fee
- No Established Minimum FICO Score
- Low Loan Equity Contribution
- Flexible Loan Terms and No Pre-Payment Penalty
- Post Loan Business Training and Support
- Variety of Loan Products: PeopleFund Loans, SBA Microloan, SBA Community Advantage Loans, Lines of Credit – amounts vary – \$350,000 maximum



# Loan Program

- 🌱 Core Mission –20+ Applications a week
- 🌱 Underwriting – Superb risk management team
  - 🌱 Every loan receives individual review
  - 🌱 Balance business need vs. risk to PeopleFund
- 🌱 Loan portfolio review
  - 🌱 Weekly review – lending, underwriting, finance
  - 🌱 Action on any delinquent loans (1.8 % -2015)
  - 🌱 Quarterly loan loss reserve adjustment by CFO and Director of Underwriting
  - 🌱 Average less than 2% net losses annually (2.3% 2015)



# Education & Training

- 🌱 Tailored to individual client needs
- 🌱 Credit counseling, business plan, financials
- 🌱 Loan readiness and application
- 🌱 Business training programs
- 🌱 **230** Volunteer Mentors paired based on need
- 🌱 **11,009+** TA hours in 2015
- 🌱 Results: Net charge offs **2.3%** (2015)
- 🌱 Delinquency rate **1.8%** (2015)



# Strategic Partners

- Banks
- Investors
- SBA Regional Offices
  - Dallas
  - Lubbock
  - San Antonio
  - Houston
- SBDCs – 66 Statewide
- State of Texas
  - Texas Veteran Commission
  - Texas Economic Development Bank
- Grant and Donor Sources
- Local, State, and National Organizations



# Development & Communications

**Grants provide an essential source of revenue so we can offer clients low interest rates, fees, and top quality post loan support. ~ \$1 million plus annually**

## Marketing and Communications

Essential to clients, funders, and donors to create positive and compelling public image. Extensive social media for news and events.

🌱 Events: East Night, Innovation Week & more

## Social Media

- 🌱 Twitter followers: 3,322+
- 🌱 Facebook: 1,738+
- 🌱 Newsletter: 15,705+ subscribed
- 🌱 Website page views: 36,213+/ month





# Sources of Grant Capital Over \$25,000



**Bank of America**



U.S. Small Business Administration

**Goldman  
Sachs**

**Comerica Bank**



**WELLS  
FARGO**



**BB&T**

# Source of Loan Capital

Source	
Banks	\$7,346,995
Investors	\$1,361,000
SBA	\$1,201,262
Department of Treasury	\$900,000
State of Texas	\$500,000
<b>Total</b>	<b>\$11,309,257</b>



# Sources of Loan Capital

## Banks - \$7.35 million



**BBVA** Compass



**Bank of America**



# Sources of Loan Capital

## Investors - \$1.4 million



**Adrian  
Dominican  
Sisters**



EMBREY FAMILY  
FOUNDATION



DALLAS  
WOMEN'S  
FOUNDATION

THE  
*Episcopal*  
CHURCH



SHIELD-AYRES  
FOUNDATION

# Sources of Loan Capital

## Public Funds-\$2.6 million



COMMUNITY DEVELOPMENT  
FINANCIAL INSTITUTIONS FUND

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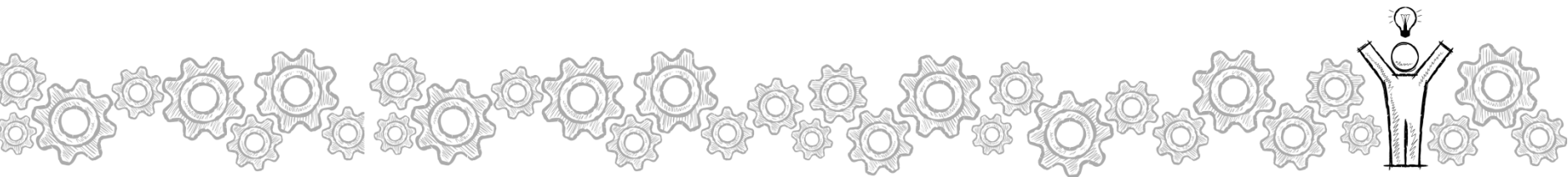
**U.S. Small Business Administration**



**PEOPLEFUND**  
Financial Reports - Health  
Balance Sheet



	FYE 2015	FYE 2014	FYE 2013
Cash	2,352,360	870,420	1,837,904
A/R & Other Assets	858,588	634,187	371,201
Short-Term Investments	1,840,888	1,314,335	2,166,173
Fixed Assets, net	2,950,252	3,044,210	3,059,539
Notes Receivable	15,219,936	9,875,475	7,595,868
(Allowance for Loan Losses)	(1,043,222)	(473,932)	(581,692)
Other Assets	-	70,000	19,418
<b>TOTAL ASSETS</b>	<b>22,178,802</b>	<b>15,334,695</b>	<b>14,468,411</b>
<b>Current Liabilities</b>	<b>242,037</b>	<b>133,329</b>	<b>136,919</b>
Notes Payable	13,334,820	7,702,422	7,001,818
Other Long-Term Liabilities	14,229	18,524	29,078
<b>TOTAL LIABILITIES</b>	<b>13,591,086</b>	<b>7,854,275</b>	<b>7,167,815</b>
<b>NET ASSETS</b>	<b>8,587,716</b>	<b>7,480,420</b>	<b>7,300,596</b>
<b>TOTAL NET ASSETS &amp; LIABILITIES</b>	<b>22,178,802</b>	<b>15,334,695</b>	<b>14,468,411</b>



# State Expansion Plan Timeline

Year	Dollars Lent	Number of Loans Made	Jobs Created/ Retained	Loan Officer Locations
2015	\$7,169,979	143	409	Austin, Dallas, Houston, Fort Worth, Rio Grande Valley, San Antonio
2016	\$7,500,000	153	428	El Paso
2017	\$8,630,000	173	479	Lubbock
2018	\$9,190,000	184	510	Laredo
2019	\$11,410,000	228	634	Corpus Christi
2020	\$13,122,000	262	729	San Angelo
<b>Total</b>	<b>\$57,021,979</b>	<b>1,143</b>	<b>3,189</b>	<b>5 New Satellite Offices 11 Total Offices</b>

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# PeopleFund Office Locations



**GREEN - CURRENT LOCATIONS**  
**BLUE - FUTURE LOCATIONS**



# PeopleFund Team

## Our greatest strength



# PeopleFund Senior Staff



Impeccable professional credentials and passionate commitment to success of Texas small business owners – “Dream Team”



Pictured from left to right: Rocio Vallejo, Director of Lending, Education & Training; Julia Dunn, CFO; Gary Lindner, President & CEO; Shay Erickson, Office Manager; Amber Cooney, Director of Development & Communication; Laura Shock, Director of Underwriting & Risk Management.

## PeopleFund Board of Directors - Officers



Pictured from left to right: Irvin Ashford Jr. – Comerica Bank, Kathy Burrell – Bank of America, Anna Sanchez – Wells Fargo, Ben De Leon – De Leon & Washburn

# Contact Us

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