



**PeopleFund**

**2024 ANNUAL REPORT**

**A LEGACY OF INTEGRITY,  
SERVICE, AND EXCELLENCE**





## OUR MISSION

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

## OUR VISION

Every person, regardless of gender, race, or creed, has access to the resources they need to attain financial freedom through business ownership. We will be recognized as a national leader in providing financial and educational assistance to underserved, low and moderate-income communities.

# THE SKY IS THE LIMIT!

Celebrating 30 years, PeopleFund is stronger than ever, building on a *Legacy of Integrity, Service, and Excellence*.

2024 was another impactful year, ending with nearly \$100 million in assets and \$70 million loan portfolio. These milestones emphasize our commitment to responsible lending and community development while setting the stage for “PeopleFund 2030,” our strategic plan to expand throughout Texas and beyond.

We deployed nearly \$24 million in small business loans, supported close to 2,000 jobs, including 351 graduates from our BIPOC Accelerator, and helped attract \$140 million in investments through our New Markets Tax Credits program. As a proud member of the Veteran Loan Fund, we played a key role in its continued success, helping raise a second \$15 million round.

A highlight of 2024 was a transformational \$12 million gift from MacKenzie Scott. PeopleFund also earned national and local recognitions and celebrated the visionaries, partners, staff, and clients who shaped our 30-year journey.

To our funders, partners, supporters, staff, and clients: Thank you.

Together, we are building stronger communities for all. Join us as we continue pushing boundaries over the next 30 years. With our trajectory set, we know one thing for certain: The sky is the limit!



**Gustavo Lasala**  
PRESIDENT & CEO

A handwritten signature in black ink, appearing to be 'G. Lasala'.



**Luther Branham**  
BOARD CHAIR

A handwritten signature in black ink, appearing to be 'L. Branham'.

# PEOPLEFUND AT 30

In 2024, PeopleFund celebrated 30 years of creating opportunity, fostering growth, and championing small businesses across Texas. Throughout this journey, we've built a legacy of innovation and collaboration, empowering small businesses to overcome barriers and thrive. As we reflect on this milestone, PeopleFund remains committed to expanding our reach and deepening our impact for years to come to ensure no entrepreneur gets left behind.

Through three decades, our direct impact on the economy has surpassed \$1.2 billion, helped thousands of businesses, created tens of thousands of jobs, and empowered entrepreneurs from all backgrounds, including individuals of low to moderate income, Veterans, women, and communities of color.

## 30 Years of Impact

CAPITAL DEPLOYED  
OVER \$248M

NUMBER OF  
BUSINESSES

JOBS CREATED  
AND RETAINED

ECONOMIC IMPACT  
OVER \$1B

5,820

OVER 24K



“We recently celebrated 30 years of PeopleFund lighting the way to success for small businesses. In times of uncertainty, their mission is more vital than ever, providing a trusted beacon for entrepreneurs navigating economic headwinds. As someone who has supported this organization since its inception, I couldn't be more proud of what it has grown into and more inspired by the impact it continues to make.”

**Eugene Sepulveda**  
Chair Emeritus



# 2024 IMPACT

## CAPITAL DEPLOYED

\$23,523,522



## LOANS

367

## JOB'S CREATED AND RETAINED

1,934



## AVERAGE LOAN SIZE

\$64,096

## MEDIAN LOAN SIZE

\$25,750

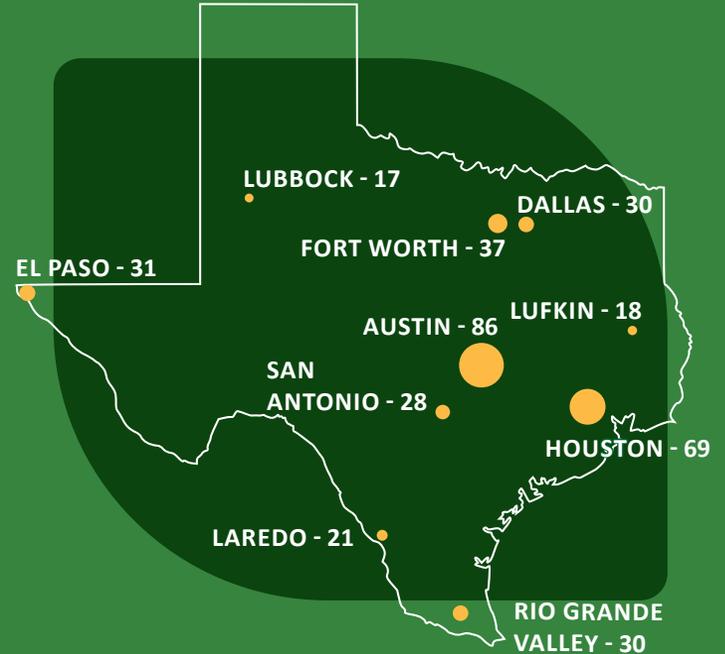
## TOP INDUSTRIES

Accommodation and Food Services

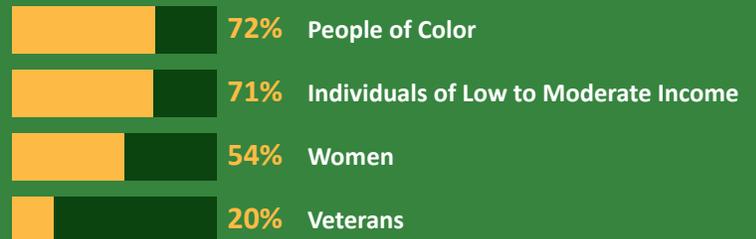
Arts, Entertainment, Recreation

Healthcare and Social Services

## LOANS DEPLOYED BY OFFICE



## BORROWER DEMOGRAPHICS

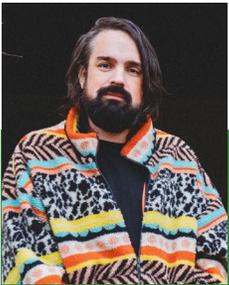


# DEEPENING IMPACT: HIGHLIGHTS FROM 2024

## Mackenzie Scott Award



In 2024, PeopleFund received a transformative \$12 million gift from philanthropist MacKenzie Scott which will be used to further accelerate the impact of the organization. PeopleFund plans to use this gift entirely as loan capital and leverage an additional \$48 million to double our portfolio over the next three years. This generous gift strengthens our organization as we embark on PeopleFund 2030, our bold new plan for the future. As we celebrate 30 years of impact, it empowers us to create even greater opportunities for small businesses.



“PeopleFund’s support has been transformative for us. From the funding process to mentorship and community engagement, their team made us feel seen and supported every step of the way. They’ve helped us secure our future in East Austin and continue serving our community. We wouldn’t be here without them.”

**Zac Traeger**  
Executive Director  
The Museum of Human Achievement

## Harris County Opportunity Fund



Harris County selected PeopleFund as its partner to launch a \$17 million fund including \$8 million from the American Rescue Plan Act (ARPA) provided by the County and a \$9 million match from PeopleFund. The program provides affordable financing, expert business coaching, and an equitable underwriting process to ensure that eligible minority and/or women-owned businesses improve their sustainability and access to capital. Over the next five years, this partnership between Harris County and PeopleFund is projected to generate 350-400 loans to small businesses that will create or retain at least 1,500 jobs. In addition, 150 of these businesses are expected to graduate from PeopleFund’s BIPOC Small Business Accelerator program.



## PHENOMENAL HEALTH CARE – HOUSTON, TX

Driven by a mission to bridge gaps in healthcare access for people of color, Fuchsia Flint, MSN, FNP-BC, founded Phenomenal Health Care to deliver culturally responsive care to underserved communities. She launched the practice with limited resources but with immense determination was able to secure critical insurance partnerships with major providers. This milestone allowed Fuchsia to expand Phenomenal Health Care's services and make healthcare accessible to more patients, fulfilling her vision of equitable care.

When facing initial challenges like limited funding, Fuchsia turned to PeopleFund, whose mission to support underserved entrepreneurs resonated with her values. PeopleFund was able to provide 40% of the financing needed for Phenomenal Health Care's new clinic, which allowed Fuchsia to secure the remaining funds through traditional banking. Fully funded, Fuchsia was able to reduce waitlists, expand the clinic's capacity from serving 42 patients to 259, and create job opportunities in her community.

Today, Phenomenal Health Care is thriving and has plans for continued growth to serve more patients and enhance services through new hires, staff training, and operational efficiencies. The practice's impact on the local community is profound, improving health outcomes and creating opportunities for families who previously lacked access to quality care.



“Partnering with PeopleFund has been an incredibly positive experience that has significantly contributed to my business success. Their supportive application process and financial resources have allowed me to implement key growth strategies and provide much-needed care to underserved communities. I am truly grateful for their commitment to empowering entrepreneurs and highly recommend PeopleFund to fellow business owners.”

**Fuchsia Flint, MSN, FNP-BC**  
**Founder**  
**Phenomenal Health Care**

## EDUCATIONAL PROGRAMS

PeopleFund continued to empower small business owners through comprehensive programs designed to address the unique challenges of entrepreneurship. Through workshops, expert business coaching, personalized mentorship, and tailored learning opportunities, PeopleFund provided essential resources to help entrepreneurs start, grow, and sustain their ventures.

### 2024 Impact - Education

8,458 SMALL BUSINESS OWNERS ASSISTED

27,122 HOURS OF TECHNICAL ASSISTANCE DELIVERED

OVER 89

EVENTS, CLASSES, & WORKSHOPS HOSTED

### BIPOC Small Business Accelerator

The Accelerator provides entrepreneurs from all backgrounds with a business loan, grant funding, personalized mentorship, and training to build business acumen. Since its inception in 2021, this program has graduated 351 entrepreneurs that received almost \$16 million in loan capital and \$1.4 million in grants. Graduates have attained close to an 80% business-survival rate three years after graduation. This demonstrates the Accelerator's power to strengthen local economies and foster long-lasting entrepreneurial success.

### Accelerator's Impact since launching in 2021:

\$15,982,511	\$1.4M	351	1,364
CAPITAL	GRANTS	GRADUATES	JOBS CREATED OR RETAINED



"I was reluctant to try a small business establishment for a loan after bad experiences with others. With a little push, I decided to go through the process with PeopleFund. I'm glad I did. The process was smooth, and I got the loan I needed. I also joined the BIPOC Small Business Accelerator program, which was a great experience. I've already encouraged others to explore PeopleFund because they truly make a difference for small businesses."

**Keenon Cage, Owner**  
**Street Cred Sports Training**  
**El Paso, TX**

## AERIAL ATMOSPHERE FITNESS STUDIO – LUBBOCK, TX

After running her massage practice for 17 years, Belem Patton was ready for a new challenge. In January 2023, she purchased Aerial Atmosphere Fitness Studio, where she had been a student for four years. With plans to expand her wellness practice to include movement classes, Belem merged the aerial studio's offerings with her vision of a wellness-centered space. She received business coaching through the Texas Tech Small Business Development Center to navigate the purchasing process and a grant from Texas Women's University for funding to support the studio's transition.

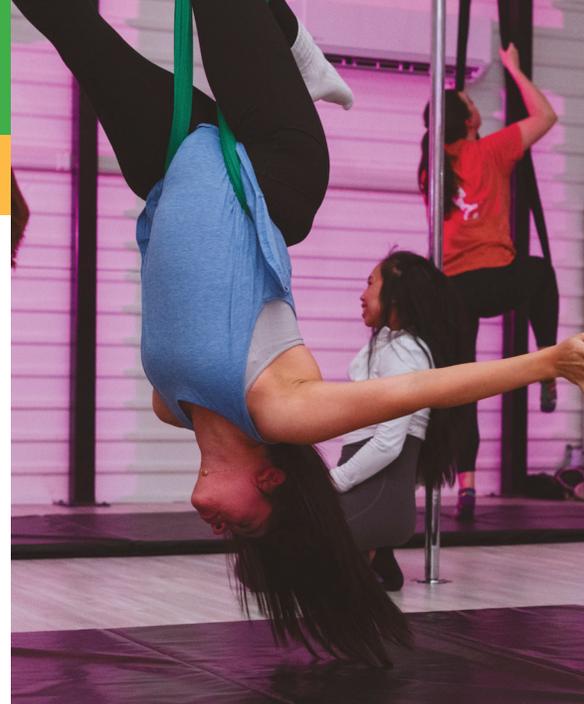
Belem faced significant challenges in her first year, including financial strain and rising overhead costs. When the studio's lease renewal approached, she made the bold decision to relocate to South Lubbock to reduce expenses. With support from PeopleFund and the BIPOC Accelerator program, Belem secured funding for the build-out, upgraded the studio's equipment, and introduced new aerial apparatuses to enhance the student experience. Belem also received a grant from the BIPOC Accelerator, business coaching, and a network of peer support.

Aerial Atmosphere Fitness Studio is going strong. The move allowed Belem to streamline operations with upgraded scheduling software and focus on expanding the studio's offerings, including a growing youth program and aerial entertainment services. Her efforts have strengthened the local community by making aerial arts more accessible and creating opportunities for personal growth, empowerment, and connection.



“Our supportive community is so impactful on everyone that walks through our doors, I can’t imagine what all our students would be doing without it. While I am the studio owner, it is very much our studio, and I am so incredibly grateful for the opportunity to live out my dreams of helping empower women through fun and unique fitness and movement classes.”

**Belem Patton, Owner  
Aerial Atmosphere Fitness Studio**



# VETERAN PROGRAMS

## Financial and Technical Assistance for Veterans

PeopleFund continued our dedicated support for Veterans and their families by delivering targeted financial assistance and business education. One out of five of PeopleFund's clients are a Veteran or a Veteran spouse. In 2024, we deployed over \$6 million in capital via 75 loans, helping create and retain 315 jobs. Our PeopleVet program offered mentorship and education, virtually and in person, to equip Veterans with the skills needed to build sustainable businesses.



## 2024 Veteran Lending

CAPITAL  
DEPLOYED  
**\$6,052,611**

VETERAN  
LOANS  
**75**

JOBS CREATED  
AND RETAINED  
**315**



## Veteran Loan Fund

PeopleFund is the proud managing member of the Veteran Loan Fund (VLF), a nationwide effort to provide affordable capital to Veteran entrepreneurs. In 2024, VLF successfully closed and deployed its second round of funding with support of existing and new investors. To date, the fund has raised \$30 million in loan capital. Member CDFIs leveraged this capital, deploying more than \$85 million in loans to over 1,100 Veteran-owned small businesses, creating and retaining more than 6,000 jobs across the country.



“PeopleFund has been a key partner and a remarkable champion for ALEON Properties throughout our 23-year amazing business journey. Through our achievements, they celebrated; through our rough challenges, they rallied to provide us with the most solid and sustainable solutions. They are EXCEPTIONAL at providing support and elevating business owners to successfully navigate the nuances and tumultuous terrain of business ownership. They are an ESSENTIAL organization in the success of the vast small business community in Texas. Equally important, as an honorable Veteran, I deeply value their commitment to supporting fellow Veteran entrepreneurs.”

**Charmane Sellers**  
President and CEO - ALEON Properties Inc.

## FOUR-S BOARDING – GRANDVIEW, TX

After retiring from a 20-year military career, Shaun Kelley set out to build a new future with his wife, Sandra, combining their love for animals with a deep understanding of pet care. Their family farm became the foundation for this vision, drawing from years of experience boarding dogs during frequent relocations and Shaun's time caring for K9 military working dogs. Together, they launched Four-S Boarding, starting with an 11-kennel facility they largely built themselves. As customer demand quickly outpaced capacity, they began planning for a second, larger facility. After being denied by 32 lenders, Shaun found PeopleFund, whose belief in the Kelleys' vision and community-centered approach made expansion possible.

PeopleFund's support enabled the construction of Four-S Boarding's second facility, which increased kennel capacity from 11 to 38, introduced grooming services, and streamlined operations with pet boarding software. PeopleFund also provided mentorship and guidance to the Kelleys to professionalize operations, ensuring the business remains a cornerstone of their small-town community.

Four-S Boarding's growth has positively impacted their community by creating jobs and fostering connections through pet care. Beyond providing reliable boarding services, they actively support lost-and-found pets, rehoming efforts, and local organizations. Four-S Boarding's upcoming software upgrade will not only improve operations but also enhance the customer experience, reinforcing the business's role as a trusted resource for pet owners.



"I thought PeopleFund was too good to be true after they approved my loan request when I'd been denied so many times before. I drove straight to their office unannounced and met Sarina, who laughed and said she was glad I stopped by because it showed how sincere I am about my business. PeopleFund isn't some faceless corporation—they're Sarina and Terri, people who truly cared and guided me through the daunting challenge of securing capital. PeopleFund offers a service to small businesses that's disappearing elsewhere, and I'm so grateful for their help."

**Shaun Kelley, Founder  
Four-S Boarding**

# IMAGINATION CHILD DEVELOPMENT CENTER – SAN ANTONIO, TX

Edna Bermea’s journey in childcare began as a teenager and blossomed into a dream realized. Alongside her partner Dalia, Edna opened Imagination Child Development Center, a safe and nurturing space serving 42 children. With four classrooms and an outdoor learning area, the center became a vital resource for the community. However, after 12 years, Edna and Dalia knew it was time to expand. Driven by their vision of providing greater access and higher-quality care, they saved diligently, sought funding, and worked tirelessly to build a new facility that would better serve their growing community.

With the help of PeopleFund, Edna secured an SBA 504 loan, making this dream a reality. Today, Imagination Child Development Center is a 4-Star Texas Rising Star center with nine classrooms designed for infants, toddlers, preschool, and after-school care. The facility can accommodate up to 259 children and includes unique features like a motor lab and an outdoor learning space where children engage in physical activities that encourage creativity, risk-taking, and play. The center also supports families by providing daily nutritious meals and creating a welcoming environment for all.

Imagination Child Development Center has made a profound impact on the south side of San Antonio, offering high-quality childcare and education to families who need it most. Edna attributes her success to her dedicated team of CDA-certified teachers, the supportive families who trust her center, and the guidance from business coaches and peers in the Shared Services Alliance. With their collective efforts, Edna has created a space where children and families can thrive and reach their full potential.



“PeopleFund has been instrumental in helping me turn my vision into a reality. With their support, we expanded from serving 42 children to providing care for up to 259. This journey wouldn’t have been possible without their partnership, and I’m forever grateful for their role in helping us create a safe, nurturing, and high-quality learning environment for our community.”

**Edna Bermea**  
Imagination Child Development Center

## SBA 504 2024 Impact

PORTFOLIO  
**\$37,005,498**

ACTIVE  
LOANS

**40**

GROWTH  
SINCE 2023

**9.1%**

JOBS CREATED  
AND RETAINED

**130**

DEPLOYED  
**\$4,923,000**

# NEW MARKETS TAX CREDITS



## LONGVIEW, TX

- This project is a 223,000 square foot expansion to allow six new production lines. The new facility is energy efficient, and AAON intends to make it zero landfill waste.
- \$5 million allocation
- 730 jobs created and retained
- 223,000 square feet developed
- Investor: Regions Bank



**Mobile Loaves & Fishes**  
*Serving Goodness.*

## AUSTIN, TX

- This project is the third phase of Community First! Village, which provides affordable, permanent housing and support services for individuals coming out of chronic homelessness.
- \$13 million allocation
- 264 jobs created and retained
- 60,300 square feet developed
- Investor: JP Morgan Chase

**eliminating racism  
 empowering women**  
**ywca**  
 san antonio

## SAN ANTONIO, TX

- YWCA San Antonio provides support for women and girls to become economically independent. Serving over 15,000 women, the organization is expanding its housing, childcare, and other critical services to single women.
- \$14.5 million allocation
- 97 jobs created and retained
- 30,572 square feet deployed
- Investor: Truist



## MADISONVILLE, TX, AND HEARNE, TX

- HealthPoint serves 47,000 unduplicated patients annually with integrated medical, dental, and behavioral services. This project will upgrade two of their 16 clinics to expand and improve service delivery.
- \$4 million allocation
- 37 jobs created and retained
- 14,500 square feet developed
- Investor: PNC



## CARROLLTON, TX

- Metrocrest Services provides individuals, families, and seniors services that lead to self-sufficiency. Their new center offers case management, employment services, continued education, a food pantry, volunteer center, kitchen, and garden.
- \$8.5 million allocation
- 58 jobs created and retained
- 48,000 square feet developed
- Investor: Capital One

## Cumulative Numbers

**\$240M** NMTC ALLOCATIONS DEPLOYED

**\$950M** BROUGHT TO NEIGHBORHOODS IN NEED OF REVITALIZATION

**6,300+** JOBS CREATED AND RETAINED

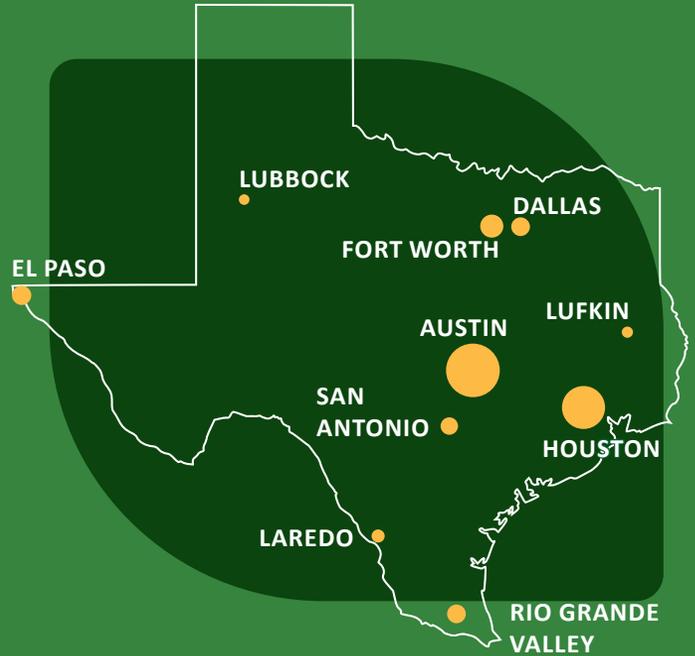
**5,700+** CONSTRUCTION JOBS CREATED

**2.3M** PEOPLE OF LOW TO MODERATE INCOME BENEFITED

# PORTFOLIO IMPACT

Total Portfolio Balance  
**\$ 68,878,845**

## SMALL BUSINESS PORTFOLIO BY OFFICE



## PORTFOLIO DEMOGRAPHICS

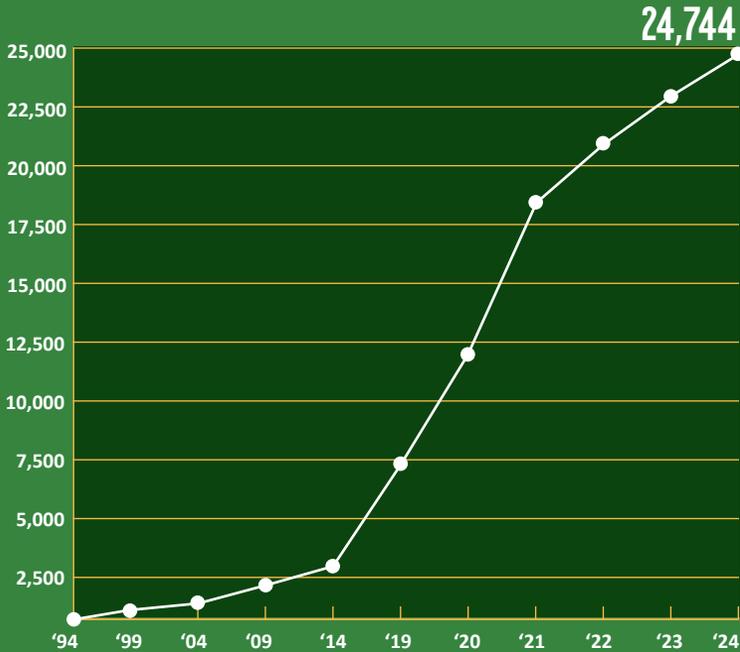


## PORTFOLIO BY BUSINESS TYPE

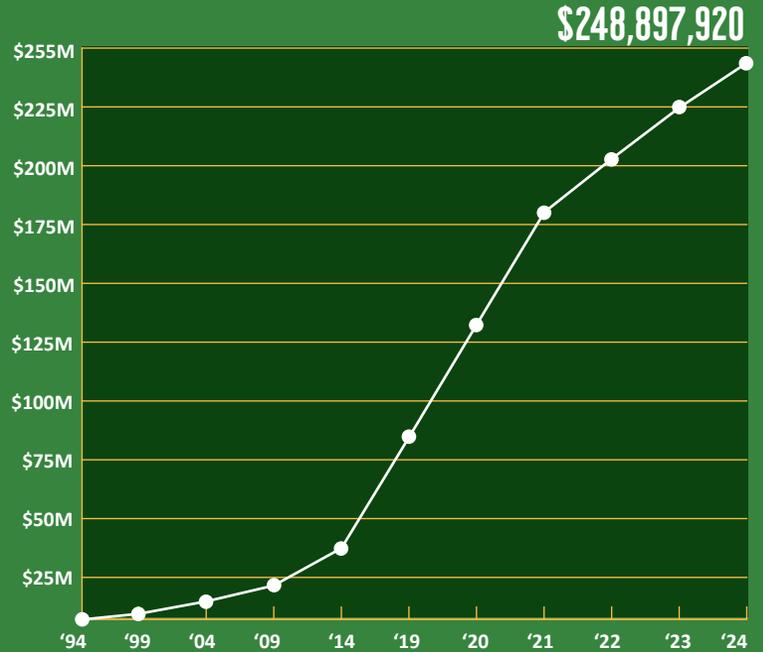


# CUMULATIVE IMPACT

## Job Creation



## Dollars Invested



SQUARE FOOTAGE  
LEASED OR  
DEVELOPED



1,904,532

SMALL BUSINESSES  
AND NONPROFITS  
FUNDED



5,820

HOURS OF FREE  
TECHNICAL  
ASSISTANCE



211,340

CHILD CARE  
SLOTS  
CREATED



2,481

# OUR STAFF

## Lending Team Highlight

PeopleFund’s Lending Team is a critical piece of our mission to support small businesses and foster economic growth. With 21 dedicated professionals across PeopleFund’s 10 offices, the Lending Team provides personalized guidance, loan origination, and ongoing support to entrepreneurs in underserved communities. Their work focuses on tailoring financial solutions to meet unique business needs, from initial consultations to loan closings and follow-ups.

In 2024, the Lending Team deployed close to \$24 million in loan capital to 367 small businesses across the state of Texas. These efforts created jobs, retained local talent, and supported economic recovery in areas of high need. The Lending Team’s commitment goes beyond financing. By fostering meaningful relationships and providing technical assistance, they help clients navigate challenges and build lasting success. Each team member plays a pivotal role in ensuring clients can access resources, with a shared goal of creating pathways for financial independence and sustainable growth.

Looking ahead, PeopleFund remains dedicated to strengthening our programs and expanding our reach, ensuring that every business owner—regardless of background—has the opportunity to thrive.



“Working at PeopleFund allows me to witness the incredible resilience and potential in our community every day. I love helping people turn their dreams into reality, and I’m proud to be part of an organization that’s made a difference for 30 years by empowering others to achieve financial stability and success.”

**Dina Murillo**  
Regional Lending Manager

### ALL STAFF DEMOGRAPHICS



# 2024 FINANCIAL SUMMARY

## ASSETS

Cash	2.8 million
Restricted Cash	7.8 million
Investments	14.7 million
Other Current Assets	2.9 million
Fixed Assets	3.6 million
Loans Receivable Net of Allowance	65.7 million
Other Assets	.2 million
<b>TOTAL ASSETS</b>	<b>\$97.7 million</b>

## LIABILITIES & NET ASSETS

Current Liabilities	10.3 million
Long Term Liabilities	56.4 million
Net Assets	31.0 million
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$97.7 million</b>

## STATEMENT OF ACTIVITIES

### REVENUE

Small Businesses	5.0 million
NMTC	1.6 million
SBA 504	0.3 million
Government Contracts	1.6 million
Grants and Contributions	14.9 million
Other	0.3 million
<b>TOTAL REVENUES</b>	<b>\$23.7 million</b>

### EXPENSES

Program	10.7 million
Fundraising	0.7 million
General and Administrative	1.9 million
Grants to Small Businesses	0.5 million
<b>TOTAL EXPENSES</b>	<b>\$13.8 million</b>

**CHANGE IN NET ASSETS \$9.9 MILLION**

## LOANS BY OFFICE

Austin	86	23%
Dallas	30	8%
El Paso	31	8%
Forth Worth	37	10%
Houston	69	19%
Laredo	21	6%
Lubbock	17	5%
Lufkin	18	5%
Rio Grande Valley	30	8%
San Antonio	28	8%
<b>TOTAL</b>	<b>367</b>	<b>100%</b>



“Strong communities are built on the dreams and determination of small business owners. For over 30 years, PeopleFund has been a lifeline for entrepreneurs—especially in low- and moderate-income communities—providing access to capital, mentorship, and resources that traditional systems too often overlook. But the demand continues to grow, and the stakes are too high for us to stand still. As donors, we have the power to fuel not just businesses, but futures. Supporting PeopleFund is more than a gift—it’s an investment in hope, opportunity, and lasting economic equity. We are proud to stand with them, and we invite you to join us in shaping a legacy of impact.”

**Lynn and Tom Meredith  
Donors**

# THANK YOU TO OUR SUPPORTERS

## DONORS AND INVESTORS

AB Growth Marketing	Cummins	Larson Foundation	Siemens Foundation
Alice Head	Deborah Green	LiftFund	Simmons Bank
America Alva & Bryan Rubio	Diane Land & Steve Adler	LISC - Houston	SouthTrust Bank
American National Bank of Texas	Dorothy Cleaves	Lynn & Tom Meredith	Spectrum Communications
Amy & Kirk Rudy	Douglas & Julie Ann Hartman	MacKenzie Scott - Yield Giving	Starbucks Corporation
Amy Brack	Economic Development Administration	Marc Winkelman	Susan Coulter
Amy East	El Paso County	Mark Nerio	T.L.L. Temple Foundation
Andrew Collins	Ellen Temple	Mary Herr	Texas A&M AgriLife Research
Anna Sanchez	Eugene Sepulveda and Steven Tomlinson	Matthew Kaufmann & Holly Bell	Texas Department of Agriculture
Anne Amira Glickman	Evelyn Nazro	Melinda Costa	Texas Women's Foundation
Anthony Wilder Puzzuoli	FHL Bank of Dallas	Melva Wallace	The Bernstein Companies
Austin Community Foundation	First Citizens Bank	Michelle & Mike Powell	The Domestic and Foreign Missionary Society
Baker Botts	Friends Meeting of Austin	Mike Moskovitz	The Ware Foundation
Bank of America	Frost Bank	Mitch Jacobs	Theresa Alvarez
Bank OZK	Gary Lindner	Morris Gottesman	Thurman K. Casey
BankUnited	Generations Federal Credit Union	Natascha Garmendia	Tina Adamoski Bodell
Beth Lipson	Grow with Google	NBH Charitable Foundation	Traverse Legal, PLC
BNC Enterprises, LLC	Hanmi Bank	Neha Shah	Truist
Broadway Bank	Harris County	Nicole Letellier	U.S. Bank
Callie & Lee Hampton	Heather & Jack Nelson	Nina Nelms	U.S. Small Business Administration
Capital One	Helen Hopson	Northern Trust	Unitarian Universalist Common Endowment Fund
Carolina & Gustavo Lasala	Horizon Unitarian Universalist Church	Opportunity Finance Network	University Federal Credit Union
CDFI Community Investment Fund	Jack McDonald	Patricia and Xavier Vidal	University of Texas at Austin
CDFI Fund	Janie Hernandez	Plante Moran	WaFd Bank
Cecilia Castelo	Jenny & Bill Palecek	PNC Bank	Wells Fargo
Charles Schwab Bank	Joe DeMedeiros	Prosperity Bank	William & Alexandra Dailey
Chris Mattsson	John Burer	R Clarke Heidrick	Woodforest National Bank
City of Austin	John Hood	Regions Bank	YAPA Artisan Empanadas
City of El Paso	Jordyn Middlebrooks	Regions Foundation	
City of Fort Worth	Justine PETERSEN	Religious Community Impact Fund	
City of Harlingen	Katherine Groves	Rhonda & John Dirvin	
Claire & Carl Stuart	Kay & Clarence Simpson	Rita & Lee Hampton	
Clients of the Sustainability Group, Part of Loring, Wolcott & Coolidge	Kirsten & Tyler Lofgren	Robert Edwards	
Colin Clark	Kirsten Gallagher & Luther Branham	Ruven Brooks & Linda Beamer	
	L. Miller and Associates	Shield-Ayres Foundation	

# WHO WE ARE



## STAFF

Gustavo Lasala – President & CEO  
Anthony Hedger – Chief Financial Officer  
Fernando Almanza – Chief Information Officer  
Jenny Palecek – SVP, Philanthropic Partnerships  
Janie Hernandez – SVP Employee Relations & HR  
Patricia Colomo Baray – Director of Portfolio Risk  
Bill Anderson Jr. – Director of Lending  
Cole Carroll – Director of Underwriting  
Evette Aitch – Loan Closing Officer  
Maryam Azhar – Marketing Intern  
Keshia Batista – Administrative Assistant II  
Veronica Bernal – Lending Assistant  
Greg Burkett – Loan Officer  
Amber Coronado – Lending Assistant  
Carlos Cruz – Loan Officer  
Nishi Datla – Marketing Intern  
Jeff DeHart – Small Business Advisor  
Neicy Dial – Lending Assistant  
Amy East – Manager, Philanthropic Partnerships  
Natasha Evans – Senior Loan Officer  
Fernando Fernandez – Senior Underwriter  
Carmen Galindo – Lending Assistant  
JD Garza – Small Business Advisor

Gabriela Gonzalez – Senior Accountant  
Jessica Gutierrez – Lending Assistant  
Michael Harros – Underwriter  
Joseph Herrera – Loan Officer  
Kimberly Lona – Lending Assistant  
Anthony Lopez – Small Business Advisor  
Sesilie Marquez – Senior Loan Officer  
Perla Martinez – Loan Administration Assistant  
Dina Murillo – Regional Lending Manager - RGV  
Brett O'Day – Asset Protection Specialist  
Rosario Olivarez – Asset Protection Manager  
Caleb Ostrander – Small Business Advisor  
Audrey Parrish – SBA 504 Credit Officer  
Mark Pease – Veteran Loan Fund Analyst  
Michelle Powell – Financial Controller  
Terri Ramirez – Loan Officer

Brittany Rivera – Loan Closing Manager  
Aline Rodiles – Asset Protection Specialist  
Summer Saenz – Lending Assistant  
Luis Salazar – Lending Assistant  
Eligio Sanchez Jr. – Senior Loan Officer  
Benito Sanchez – Senior Underwriter  
Manuel Santos – Senior Loan Officer  
Mari Santoyo – Lending Assistant  
Jean Savvas – Program Accountant  
Tish Sharadin – Loan Closing Officer  
Nichol Solis – Lending Assistant  
Marion Tarin – 504 Servicing Manager  
Sahithi Uppalapati – Marketing Intern  
Cindy Urrutia – Senior Loan Officer

## BOARD OF DIRECTORS

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Larry Miller, Vice Chair – L. Miller & Associates  
Anna Sanchez, Secretary – PMI Austin Experts  
Beth Lipson, Treasurer – Lipson Community Consulting  
Cecilia Castelo – Woodforest National Bank  
Dorothy Cleaves – Truist  
Melinda Costa – Wells Fargo  
Mike Moskovitz – Frost Bank

Jack Nelson – Skimmer  
Bryan Rubio – The Holdsworth Center  
Neha Shah – Charles Schwab Bank  
Mike Stitt – Lateral Group  
Gustavo Lasala (Ex Officio) – PeopleFund

Eugene Sepulveda – Chair Emeritus



**A LEGACY OF INTEGRITY, SERVICE, AND EXCELLENCE**

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 **peoplefund.org**

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