BUSINESS AS USUAL
In this report, you’ll see that using business as a tool for change is in our very DNA, but this year we took that to an entirely new level.

We launched more innovative and robust services, like Microloans and Women’s Leadership Circles, for the clients we train in business fundamentals. But we also believe that in addition to supporting self-employment and business start-ups, impact can come through business models. This concept is social enterprise, and we are helping to create an ecosystem for it in Lancaster.

Investing in new solutions is essential. We see a Lancaster divided by race and class, with underrepresented rates of minority business ownership in the city and beyond. Read about our South Lancaster City Research Project and the steps we are taking to address equality and opportunity in solidarity with neighbors. Our vision: to support a diverse local economy that uses business as a tool for change and engage a new generation in business ownership.

In addition to our award-winning microloan pilot program, we are making our first sizable loan to and programmatic investment in a local social enterprise employing those with barriers to employment. This launches a revolving fund that will increase access to capital and support the creation of an impact economy in Lancaster.

These new approaches to using business as a tool for impact have been rewarded with grants, creating a baseline of support for this new chapter of ASSETS, but to truly meet the needs of the community and the impact we know is possible, we need your generous support!

Please take a few minutes to reflect on this year with us, and consider making a gift during the November 21 ExtraGive or through the enclosed envelope.

With gratitude,

JESSICA KING
Executive Director
WHY AM I SO INVESTED IN ASSETS?

Business ownership may not be for everyone. But for some, it can be the path to self-sufficiency and financial independence.

During the Partition of India, my paternal grandparents moved their family to Calcutta from what is now Bangladesh. They were refugees. I grew up hearing stories about how they had to leave everything behind and start over. How my grandfather started new businesses, and created alliances and partnerships to buy other businesses from English business owners leaving India. How he successfully used his businesses as a way to reestablish his family in the new city. I have always admired my grandfather’s ability to create something out of nothing, and his tenacity and resilience. However, without his partners and alliances, he could not have accomplished all that he did.

Therefore, I wholeheartedly believe in ASSETS’ mission to educate and support people, especially the underserved, who want to start and build their own business.

AND WHY SOCIAL ENTERPRISE IS SOMETHING YOU’VE DEDICATED SO MUCH TIME, ENERGY AND INVESTMENT IN?

I come from a family of entrepreneurs and social activists. (My maternal grandmother served with Mahatma Gandhi during Partition, and worked to resettle and rehabilitate refugees after the Partition.) Muhammad Yunus’ concept of social capitalism, applying the for-profit model towards solving a social issue, brought these two worlds together for me. It’s thrilling to be able to work for profit and for good at the same time.

“IT’S THRILLING TO BE ABLE TO WORK FOR PROFIT AND FOR GOOD AT THE SAME TIME.”
PROGRAM OVERVIEW

LEARNING CIRCLES

FIRST STEPS IN BUSINESS PLANNING:
MOVING BEYOND THE IDEA
5 Weeks
- Preparing for Self-Employment
- Defining Product or Service | Market Research
- Basic Financial Projections
- Final Decision-Making - Is Your Business a “Go or No-Go”?
- Pitch Session - Receive feedback on your business plan from local business leaders

FORMING A BUSINESS PLAN:
MAKE YOUR BUSINESS A REALITY
5 Weeks
- Business Planning Basics
- Marketing Your Business
- Finances, Taxes and Legal Issues
- Planning for Impact – How to Make Sure Your Business Has a Positive Impact
- Pitch Session

LENDING CIRCLES

$1,200 or $3,600 microloans for your business
- Improve your Credit Score
- Build a network of like-minded entrepreneurs
- Receive individual technical assistance and mentoring from experts
- Become an expert in growing your business through regular group-learning sessions
- Access larger loans moving forward

“My EXPERIENCE WITH ASSETS HAS HELPED SHAPE AND STRENGTHEN MY BUSINESS MODEL AND CONTINUES TO BE AN EFFECTIVE RESOURCE AS MY BUSINESS GROWS AND EVOLVES.”

RACHAEL
Commonwealth on Queen
Women’s Leadership Circle Client
An increased focus on South Lancaster City by ASSETS and other stakeholders is crucial for city-wide economic development because of the long-standing disparities between the southern and northern halves of the city including a poverty rate of 40% in South Lancaster City, nearly double that of North Lancaster City. We have gathered baseline data about the economic condition of a significant portion of the city, and identified the private sector stakeholders who can be engaged in the work of economic development and increased access to prosperity for all Lancaster citizens.

"I HAVE ENJOYED NETWORKING WITH OTHER BUSINESS OWNERS WHO ARE ALSO PASSIONATE ABOUT IMPROVING THEIR PERSONAL FINANCIAL PLANS..."

LASHONDA
Lending Circle Client

A 9-week program designed for women leaders and entrepreneurs interested in using their leadership in a transformative way that impacts life, business and community.

"WOMEN’S LEADERSHIP HAS A POWERFUL IMPACT IN BUSINESS AND COMMUNITY."

ANGELIQUE
Women’s Leadership Circle Coordinator
In August, the Great Social Enterprise Pitch culminated with five social enterprises pitching their ideas to judges and over 200 audience members. In this first-ever local Social Enterprise Competition created by ASSETS and the Lancaster County Community Foundation, over $50,000 in cash and pro-bono services was invested in start-ups designed to impact local social or environmental challenges. First Place: The Common Wheel, a community bike center. Second Place: Nomadic Animal Grazer, a portable animal grazing system. Third Place: Whimsy, an apparel company that empowers at-risk women. More information on winners and contestants at assetslancaster.org/social.

“A Social Enterprise Business Planning Competition was launched in 2014 to accelerate the seeding, start-up and promotion of local businesses with social or environmental impact embedded in the business model. Info sessions for the 2015 Pitch coming in January 2015. More information online.

“This program is a great way to encourage young entrepreneurs to not only create jobs and turn a profit but also improve the lives of everyone in our community.”

Chris Caldwell
Common Wheel
PROGRAM DATA

LAUNCHED 3 NEW PROGRAMS

SOCIAL ENTERPRISE ACCELERATOR & PITCH COMPETITION
LENDING CIRCLES
WOMEN’S LEADERSHIP CIRCLE

RAISING AWARENESS

Over the past year, we’ve put effort into raising the profile of our organization and how we are advocating micro-businesses, minority-owned businesses, and social enterprise through numerous media outlets.

LNP & CPBJ News Articles
Radio Smart Talk Appearance
3 WGAL TV Reports
2 Appearances On 91.3 SACA Radio
230 Attendees at Social Enterprise Pitch
Presented at Educational Institutions
   Millersville University
   Eastern University
   Champs Barber School
SOUTH LANCASTER CITY RESEARCH PROJECT

FULL REPORT FOUND AT ASSETSLANCASTER.ORG

As outreach to and interest in the south side of the city increased, we realized there was something missing. No one knew exactly which businesses were operating in the south of the city, who owns the businesses, or what type of support they might need. Aiming to remedy this lack of much-needed information, we recently conducted a 3-month long mapping and survey project of businesses in South Lancaster City.

239 Businesses Mapped

70 Businesses Surveyed

South Lancaster has 2X as much poverty as North Lancaster

71% MALE

29% FEMALE

46% HISPANIC

3% AFRICAN AMERICAN

Despite Making Up 16.3% Of Population
DONORS & SUPPORTERS

INDIVIDUAL DONORS & SUPPORTERS

Past Twelve Months

Anonymous
Anonymous
Anonymous
Arnold, Dan
Bare, Robert & Elva
Bender, Roy & Connie
Bencosie, Leslie
Brubaker, Luke
Calhoun, Phillip
Campbell, Bobbie & Steve
Clarke, James
Clemmer, Dennis & Fern
Cox, Dawn
Dasgupta, Srirupa
Eshleman, Daryl & Cheryl
Esch, Eric & Elaine Lapp Esch
Eshleman, Daryl & Cheryl
Farmer, Wes & Hilda Shirk
Glenn, Gerard & Monika
Good, Howard & Gloria
Gorbev, Leslie
Griffith, Josh & Sarah
Groff Jr., Robert
Guenther, Ron
Harnish, Dave & Sandy
Hartzler, Kent & Stephanie
Haverstick, Patricia & Kreg Weaver
Henry, Jr, Douglass
Herr, Jason & Michele
Hersh, Kevin & Leanne Beidler
Hershey, Lyle & Jean
High, Dale & Sadie
Hill, Caroline Nunan
Hobday, Gary
Horning, Don & Carol
Horst, Jeffrey & Alicia
Houser, Rod & Mary Lou
Hurst, Chad & Coleen
Kautz, Kevin
Keating, Lawrence & Jan Masland
Keeler, Nancy & Jake
Keim, Melody
Kennon, Eric & Elizabeth
King, Elam
King, Jessica & Chad Martin
Kirby, Anne
Kleiman, Rhonda
Kornhauser, Carol
Kraybill, Elvin
Kraybill, Peter
Leaman, Ivan & Mary Ellen
Lester, Elizabeth
Lutz, David
Maust, Dennis & Rachel Hess
McMichael, Elvin
Meck, Lynnette & Gerald
Merryman, Amanda
Mundok, Jason
Musser, Thomas & Margie
Neff, Gary
Nolt, Joseph & Julia
Oberholtzer, Donovan & Carol
Oppenheimer, Paul & Joanne Judge
Orndorff, Shawn
Parker, Eric
Parra, Benjamin
Peifer, Jane & Daryl
Peterson, Matthew & Natalie
Peterson, Paul & Vicki
Regitz, William
Ressler, Kevin & Melissa
Rogers, Meyrick & Nancy
Rohrer, Deborah & Charlie
Russo, Georgina & Thomas
Sanchez, Nico
Sauder, R. Clair & Doris
Sauder, Clair & Nancy
Saunders, Kendra
Schloneger, Craig & Ann
Selch, Nicholas
Smucker, John
Snyder, Melanie
Spicher, Carol & Jim
Stoltzfus, Lorna
Veitch, Boyer & Mary
Waterfield, Susan & Charles
Weaver, Irene
Weaver, Jim
Wenger, Galen
Yoder, Dale
Yoder, Sylvia
Yoder-Bontrager, Marliisa & Daryl
Zimmerman, Shane & Ginny

ORGANIZATIONS AND BUSINESSES

Past Twelve Months

Anchor Development
Candy Factory
Cargas Systems
City Limits Realty
City of Lancaster
Community First Fund
Community Mennonite
Church of Lancaster
E.G. Stoltzfus
Finanta
Forest Hills Mennonite Church
Four Seasons Produce
Fulton Bank
Garber Metrology
Gibble Kraybill & Hess
Harbor Compliance
Hershey Advisors
Infantree
John Frederick Steinman Foundation
John J. Jeffries Lancaster City Alliance
Lancaster County Community Foundation
Lancaster360 Lehman Insurance Agency
Lutheran Church of the Holy Trinity
Masters Advisors
Mcnees Wallace & Nurick
MEDA

VOLUNTEERS

Past Twelve Months

Alvarez, Alex
Arnold, Dan
Baldridge, Tom
Campbell, Bobbie
Campbell, Steve
Campbell, Tina
Corso, Lauren
Crystile, Charlie
Dasgupta, Srirupa
Deininger, Lindsey
Doxzon, Emily
Dulo, Dorothy
Elias, Evans
Engle, Fred
Finn, Darren
Flett, JoAnn
Good, Martha
Granbois, Kathy Pandelidis
Herr, Jason
Hill, Bernadette
Irwin, Stacey
Keim, Melody
Kile, Terry
Kleiman, Rhonda
Koser, Dave
Magbee, David
Melissa Engle Photography
Moxie House
MT Accounting Services
North Group Consultants
Nxtbook Media
One2One
Primitives by Kathy
Rhoads Energy
Sarah’s Hope Foundation
Shop Lancaster
Simon Lever
Summer Crow Photos
TCW Computers
Trout, Ebersole & Groff
Tweed-Weber
Twin Pine Farm
Underdog Foundation
United Service Foundation
Utility Keystone Trailer Sales

INCOME EXPENSE

Earned
Individual Donors
Small Business Sponsorships
Foundation Grants
Government Contracts
Program
Fundraising
Management & General

27%
56%
7%
8%
2%
9%
17%
74%

*If we have made any errors or omissions in this list, please contact us.
STAFF

ANGELIQUE ARROYO
Leadership Circles Coordinator

JONATHAN COLEMAN
Program Director

JESSICA KING
Executive Director

KAREN ROMAN
Bookkeeper

ANDRES ZORRILLA
Operations Manager

INTERNS

RANDY BERRIDGE
CINTHIA LIU
NICOLE SAUDER
AMEESH UPADHYAY

BOARD

SRIRUPA DASGUPTA (Chair)
Upohar Ethnic Cuisines

JOSH GRIFFITH (Secretary)
Fulton Bank

DAVID MCILWAINE (Treasurer)
HVAC Distributors, Inc.

RICK OPPENHEIMER
Vistage International, Inc.

KEVIN RESSLER (Vice Chair)
Lancaster Meals on Wheels

KHEM SUBEDI
Bhutanese Community Development of Lancaster

JESSICA KING
Executive Director
ASSETS Lancaster (ex-officio)

ADVISORY BOARD OF Past CHAIRS

DON HORNING
Community Representative

RICK OPPENHEIMER
Vistage International, Inc.

JOHN E. SMUCKER, II, ESQ.
Bird-In-Hand Corporation

DEB ROHRER
Leadership Lancaster

SHANE ZIMMERMAN
Steinman Enterprises

TO TRULY MEET THE NEEDS OF THE COMMUNITY AND THE IMPACT WE KNOW IS POSSIBLE, WE NEED YOUR GENEROUS SUPPORT!

FIND ASSETS IN THE LIST OF LOCAL ORGANIZATIONS AT WWW.EXTRAGIVE.ORG

MAKE A GIFT OF $25 OR MORE TO SUPPORT ASSETS AND INCREASE OUR ACCESS TO THE ExtraGive’s Stretch Pool and Golden Ticket prizes!
ASSETS LANCASTER CHANGES LIVES AND PROMOTES ECONOMIC DEVELOPMENT BY PROVIDING BUSINESS SUPPORT SERVICES TO ASPIRING ENTREPRENEURS IN UNDERSERVED POPULATIONS.