Letter From
EXEC. DIRECTOR

The longer we do this work of ‘transforming communities through business,’ the more we realize it is about far more than just working with entrepreneurs. In this annual report, we focus on the “building blocks of an equitable economy” and the essential collaboration and reach of this work to meaningfully engage businesses employees, customers, investors and donors.

Over the past two years, ASSETS has tripled in programs, budget, and staff to address an economy in Lancaster that isn’t working for all. In particular, women represent over half of the population but own only 25% of the businesses. People of color are even more underrepresented than women. And despite the best efforts of government and nonprofit sectors, our poverty rate has doubled over the past 15 years and stands at 30% in Lancaster City, with parts of the city as high as 70%.

And yet, Lancaster is the most charitably generous county in the state. We resettle 5x the number of refugees per capita than Pennsylvania’s biggest cities do. We are attracting people priced out of Philadelphia and New York who see that this small town has a whole lot going on and want to be invested in it. At ASSETS we’ve successfully received new funding and launched new programs to address the challenges above. There is SO MUCH that works, but so much that still doesn’t. We hope you’ll find stories in this report where you can see yourself, and see how simple actions can build a movement toward an equitable economy that works for all.

With gratitude,

JESSICA KING
Executive Director
I am delighted to serve as the ASSETS board chair this year. Being the board chair is both inspiring and humbling. It is inspiring to be part of a vision for using business for social good and to create change in Lancaster, yet humbling to know how much there is to do.

ASSETS is an organization filled with creative, inspired people whose enthusiasm and desire for change fills me with hope. The staff is dedicated and motivated. The board is developing, expanding and fully invested in the mission.

We had an exciting and eventful year! Thank you for your part in making it possible for dreams to take shape, for budding entrepreneurs to test their ideas and for women business leaders to succeed. Mother Teresa once said, “Be faithful in small things because it is in them that your strength lies.” The choices we make every day can have a significant impact on the lives of those around us. We have more opportunities than ever to invest our time and our money in making a difference. Join us, be intentional, share our vision for a change.

With gratitude,

RUTH MELLINGER MARTIN
Board Chair
PROGRAM OVERVIEW

SMALL BUSINESS PROGRAMS

WOMEN’S BUSINESS CENTER
Women have a powerful role to play in transforming the community through business. The Women’s Business Center offers tools needed to help women change their communities through business.

Business Start-up Learning Circles
Entrepreneurs learn how to turn their business ideas into reality through this 10-week training program.

Women’s Leadership Circles
Innovative program designed for women leaders and entrepreneurs interested in using their leadership to transform their lives, their businesses, and their communities.

Seminars
Regular seminar topics include: Business Start-up Basics, Legal Issues for Business, Social Media Marketing, Export Assistance, Government Contracting, and Finding Your Funding.

One-on-One Consulting
ASSETS consultants provide 1-on-1 support for entrepreneurs facing challenges as they seek to launch and grow their businesses.

LENDING CIRCLES
Small loans of $600-$5,000 for entrepreneurs looking to build credit and prepare themselves for business expansion.
"For the team at ASSETS, “Transforming Communities through Business” is more than just a tagline, it informs every aspect of our work. This is what I love about being at ASSETS—whether helping to move an entrepreneur from idea phase to launch, providing a microloan to build credit and prepare for future business growth, or consulting with a company on how to have more community impact, we continuously strive to innovate and improve so that our community is indeed transformed through the entrepreneurs we support."

JONATHAN COLEMAN
Director of Programs

IMPACT BUSINESS PROGRAMS

THE GREAT SOCIAL ENTERPRISE PITCH
A friendly Idea Incubator and business planning competition for social enterprises, culminating in a public pitch event with over $50k in cash and pro-bono prizes for the winners.

MEASURE WHAT MATTERS
Existing businesses learn how to measure and improve their social and environmental performance through this innovative program, in partnership with B Lab and the B Corporation movement.

IMPACT BUSINESS FUND
Creative financing for social enterprises seeking to provide thriving wage jobs for people currently living in poverty.

IMPACT BUSINESS SEMINARS
One-off seminars that focus on how to transform the community through business.
When the Women’s Business Center started this year, the opportunity to join the ASSETS team was exciting knowing I could play a role in assisting entrepreneurs with resources to build Lancaster. The Women’s Business Center has become a platform that allows me to give back to my community and be a part of a mission to build women's leadership through business. The resources we provide meet the needs of women entrepreneurs at all types of levels, including one on one, small training groups, and seminars. It’s incredible seeing the great ideas that pass through our office on a daily basis, but even more incredible to see those women who use our resources to build their businesses!

MELISA BAEZ
Director of Women’s Business Center
LENDING CIRCLES

“The ASSETS Lending Circle Program is designed to help entrepreneurs and small business owners have access to capital and technical assistance.

I am excited to join the ASSETS team as the Microloan Program Coordinator this summer because I know our program works! It is amazing how a little bit of encouragement and extra push can empower a person to make their dreams a reality. I love and appreciate how ASSETS serves as bridge for small businesses to get to the next level. It is great to be part of that journey with our entrepreneurs.”

YESENIA BLANCO
Microloan Program Coordinator

IT IS AMAZING HOW A LITTLE BIT OF ENCOURAGEMENT AND EXTRA PUSH CAN EMPOWER A PERSON TO MAKE THEIR DREAMS A REALITY.
BUILDING BLOCKS of an EQUITABLE ECONOMY

BUSINESSES

that are seeking greater social good through their work

EMPLOYEES

in those businesses who may have some barrier and for whom that employment means something very significant

CUSTOMERS

who have intentionally made decisions to shift their loyalty in purchasing to a business with explicit social impact

INVESTORS

who are committed not just to a financial return but to a social return on investment
ASSETS believes that businesses can and should do more to have a positive impact on their local community. The Great Social Enterprise Pitch was developed to seed ideas that are created for just that reason—all participating entrepreneurs were developing concepts that use a business model and revenues to have a positive social or environmental impact. This year, our third edition of The Pitch involved ten social enterprise ideas. In August and September, these ideas sought public support through crowdfunding, raising a total of $60,000. Then, five finalists were chosen to participate in the Live Pitch on September 30, 2016. Winners received a prize package of over $50,000, including cash and pro-bono services.

For more information, please visit lancasterpitch.com

“Being a social enterprise means that we not only want to make a profit, but we also want to accomplish three huge goals—help women of color transform the way that they treat their skin and hair, provide good jobs to single mothers, and combat environmental and bodily hazards of chemical ingredients.”

OLAYINKA CREDEL AND SABA WILLIAMS
Owners of Melanin Essentials and 2016 Pitch Winners

THE GREAT SOCIAL ENTERPRISE PITCH PROGRAM

Providing chemical-free, environmentally-friendly personal care products for women of color.

For existing for-profit businesses seeking to measure their social, environmental, employee and governance policies and practices in order to compare their business against others in their industries and region, and to make plans for improvement—all for the good of the community.

We’re particularly interested in businesses started and run by women, people of color and by social innovators to address Lancaster’s opportunity gap. Women are more than 50% of our population but own just 25% of businesses. People of color need to more than double their rate of business ownership to reach parity. And incomes are even more unequal than ever with poverty increasing 50% since 2000. But creating opportunities for ownership moves us toward an equitable economy. Existing businesses that focus on their social impact and seek to improve it – through hiring, wages, governance and more – also move the needle on economic opportunity.

Last year, 14 companies participated in our pilot program and utilized the B Impact Assessment developed for B Corp Certification. B Corp is to business what Fair Trade or Organic certification is to food or LEED certification is to buildings. A 20-minute assessment gives a quick snapshot, 90 minutes gives the full impact report. After completing a full-impact report, ASSETS helps create a plan to improve company practices and help implement them strategically.

For more information, please visit bimpactassessment.net/assetslancaster
Measure What Matters has given us a clear path to assess, understand and quantify our business practices and business philosophy. It has provided a framework to investigate our own beliefs, recognize our opportunities for improvement and helped to structure an ongoing commitment to provide more meaningful and impactful results.

PETER BARBER AND BRIAN MCCASKEY
Co-Owners, TwoDudes Painting Company
EMPLOYEES OF IMPACT BUSINESSES

The surest path out of poverty is a good job. Tremendous impact can stem from intentionally hiring and providing supportive employment to those with barriers to employment like language, limited work history or prior prison records. Paying wages that keep people above the poverty line isn’t new, but it is desperately needed and can turn the tide of poverty with deep dignity. Many of our clients are making this impact through their businesses.

“My name is Mary and I’m from Myanmar. My family came to the USA in 2013. I started working for The Stroopie Co. in 2015. I like my job because my schedule is nice for my children. When we lived in Myanmar and Malaysia, we were scared of the police. In the USA all the people are equal, so my family loves the USA.”

MARY
Stroopie Company Employee

“I’ve been with The Lancaster Food Company (TLFC) for a year and I can’t say enough about how life has changed for the better for me and my family. Not only do we have health insurance, but it’s great, affordable coverage that doesn’t take a chunk of my paycheck. Most companies’ bottom line is just that...their bottom line. But not TLFC. TLFC considers what’s best not only for the company but their employees and the community!”

TYSON
The Lancaster Food Company Employee

“Revolution gave me something to look forward to at the mission, gave me an opportunity to earn money right on campus, and helped me get a job I absolutely love! They provided spiritual guidance, friendship, prayer and so much more.”

CHRISTINA
Revolution Employee
We love the Lancaster Sweet Shoppe because it is locally-owned and the customer service is fantastic! It is great to shop at a store that gives back to the community. The Sweet Shoppe is a place for the whole family to enjoy.

LAQUANDRA DE’SHON SWEENEY
Lancaster Sweet Shoppe Customer

CUSTOMERS

CUSTOMERS OF IMPACT BUSINESSES

Each of us is a consumer. We make daily decisions about what we wear, eat, drive, etc. We deliberate about price versus quality. We make shopping decisions out of comfort, habit, convenience and connections. And our decisions matter: For every $10 million spent at Amazon, just 14 jobs are created while that money spent at independent, locally owned stores creates 57 jobs (Institute for Local Self Reliance).

Local economies are the most efficient method to get the most money into the most hands – this is the equitable economy we seek. When a market of 600,000 people shifts just 10 percent of their spending from national to local they see 1,600 new local jobs and $52 million in new local wages (Civic Economics). Consumers are powerful. Where we spend our money matters.

“We love the Lancaster Sweet Shoppe because it is locally-owned and the customer service is fantastic! It is great to shop at a store that gives back to the community. The Sweet Shoppe is a place for the whole family to enjoy.”

LAQUANDRA DE’SHON SWEENEY
Lancaster Sweet Shoppe Customer

“Shopping at Lemon Street Market allows me to feed my family some of the best locally sourced, unsprayed and non-GMO foods. I also like the idea of keeping our money in the community. Small businesses is what makes a place unique and worth visiting.”

DANNI SANTANA
Lemon Street Market Customer
Building an equitable economy takes creative investment. ASSETS has been able to build our loan funds with the help of creative donors and investors. Our clients have been able to finance their businesses with the help of non-traditional loans that meet them where they are and that fill a gap between market-rate investments and pure charity. This includes patient capital that may not see a financial return, but sees a return of capital PLUS a Social Return on Investment – the positive environmental or social outcomes of that investment. There are so many ways to invest in our community – we welcome conversations about what kind of investments YOU may be interested in making toward building an equitable economy.

We are very pleased to support “The Great Social Enterprise Pitch.” This program provides an excellent way for established businesses and entrepreneurs to help encourage and support Lancaster’s newest innovators. Focusing on the social element provides these up and coming business leaders with a great foundation to build and continue their enterprises while contributing to their communities in a meaningful way. We love this program and all the enterprises involved. We’re just glad we don’t have to choose the winner!

JESSICA AND RICK RODGERS
Rodgers and Associates
INDIVIDUAL DONORS & SUPPORTERS

Past Twelve Months

Alderfer, Steve
Almodovar-Cora, Janell
Alorzupe, Kofi
Amstutz, Jim & Lorraine
Anderson, Lowell
Arnold, Dan & Jami
Arroyo, Angelique
Baldrige, Tom
Barber, Peter & Kara
Bare, Robert & Elva
Bender, Connie & Roy
Benoliel, Leslie
Berger, Lori & Lynn
Bernard, Douglas
Blue, Terry
Bomberger, Rob
Boydell, Bruce & Joan
Boydell, Mark & Stacey
Bressi, Samuel
Brogan, Patricia & Diane
Topakian
Brubaker, Barbara & Luke
Buckwalter, R.D. & Daniel Dube
Byler, Doug
Caballero, Ana
Calhoun, Philip
Caliend, Meredith
Campbell, Mindy & Ryan
Hoffmaster
Campbell, Tina & Max
Carey-Hench, Ruth
Cargas, Chip
Carlson, Steve
Carroll, Diane
Casler, James & Tillie
Casler, Jesse & Krista
Clarke, James
Clemens, Jon & Kristin Sims
Clemmer, Dennis & Fern
Clymer, Paul & Esther
Coleman, Lisa & Scott
Coleman, Jonathan & Kate
Crosby, Beth
Crosby, Kedren
Crumpton, Stephanie
Crystle, Charlie
Cunningham, John
Cutler, Tracy & Andy
Dalen, Craig & Tasha
Dasgupta, Srirupa & Pablo
Jenik
Daub-Miller, Cynthia
DeBerdine, Mike
Devoy, Joseph
Donofry, Gerard
Dula, Andy & Michelle
Duval, Ann
Eby, Beth & Menno
Eby-Good, Carol & Michael
Eckblad, Barbara
Eisemann, Ben
Ellis, Garrett
Engle, Charlie & Kathy
Engle, Fred & Sue Savage
Esch, Sheldon & Monica
Esch, Elaine Lapp
Eshbach, Ethan
Eshleman, Daryl
Farmer, Wes
Farrell, Cullen
Frey, Pati & Phil
Friesen, Tina & Doug
Fry, Jeff & Karen
Galarza II, Juan
Gallagher, Kate & Bernie
Gautsche, David & Lisa
Giberson, Rhiannon
Gift, Charissa
Glazer, Alan
Glenn, Gerard
Good, Beth Ann
Good, Howard & Gloria
Good, Martha
Goodstein, Eban
Gottschall, Joe & Scott Woody
Gotwals Yoder, Joanie & Terry
Gray, Rick & Gail
Griffith, Josh & Sara
Groff, Jennie & Jonathan
Groff, Anna
Groff, Robert
Gruber, Lindsey
Guenther, Ronald
Guindon, Jeffrey
Harnish, Dave & Sandy
Harris, Hannah
Hartman, Bill & LaVonne
Hartman, Dwight
Hartman, Christina
Hartman, Bill & Dorothy
Hartzler, Kent & Stephanie
Hauck, Joni
Hauserstuck, Trish & Kreg
Weaver
Hawkes, Jeff
Hedge, Marilyn
Heinzel, Kathryn
Herr, Jason & Michele
Hershey, Jeanne’ & Lyle
Hershey, Barbara & Marlin
Hershey, Loren & Heidi
Hess, Anita
Hess, Evelyn & Robert
High, Jordan
High, Marcy & Rick
Hill, Caroline
Hirschmann, Andrew
Hobday, Gary
Hollister, Derek
Hopwood, Doug
Horning, Don & Carol
Horst, Alicia & Jeff
Huetter, Cheila & Nate
Boring
Hults, Kasey
Hurst, Chad & Coleen
Jantzi, Rosanne
Jenkins, Alyce
Johnsen Martin, Kirsten & Tim
Jorgensen Cooke, Meredith
Keeler, Jacob & Nancy
Keener, Nelson
Keim, Melody
Kemp, Dr. Amanda
Kennel, Eric & Elizabeth
Kettering, Dr. Rich
Kile, Terry & Zoe
King, Jay E
King, Brian & Tonya
King, Jessica & Chad Martin
Kirby, Anne
Kleiman, Rhonda
Kraybill, Peter
Kraybill, Elvin
Kurland, Nancy
Kurtz, M. Norman
Landis, Emily
Lapp, Tim
Leaman, Ivan
Leaphart, Naomi
Leatherwood, Jeff & Sharon
Lefever, Allon & Doris
Lehman, Kevin
Lehman, Craig
Lengacher, Glen
Lindsey, Sandra & Stephen
Livengood, Ryan
Lloyd, Andi & Mark
Lommen, Andrea
Lutz, David
MacMaster, Barbara & Hugh
Mahaffy, Kimberly
Martin, Ann & Jim Stutzman
Martin, Josephine
Martin, Ruth
Martin, David & Tiffany
Martin, Diana
Martin, Ryan
Martin, Torrie
I have the best job. I am honored not only to be a part of the ASSETS team, but to be able to work daily with people who are equally as passionate about making our community a better place for all. We have seen tremendous growth in the past 2 years. We have tripled in staff size, programs and budget because of your dedication to our amazing local entrepreneurs. Thank you for your passion for growing our community!

TINA CAMPBELL
Director of Development

ORGANIZATIONS AND BUSINESSES
Past Twelve Months

360 Media Solutions
AMERIgreen
BB&T
Bear Services LLC
Blakinger Thomas Law Firm
Bloom Container Gardens
Bruke International Grocery and Gifts
City Limits Realty
Commonwealth on Queen
Community Mennonite Church of Lancaster
EG Stoltzfus
Emotional Health Center
Ephrata National Bank
Everence Federal Credit Union
Fig Industries
Fransen Family Foundation
Fulton Bank
Gibbel, Kraybill & Hess
Gifts that Give Hope, Inc
Graybill Processing
High Industries Inc
Inglennook Designs
make717
McCance Foundation
McKonley & Asbury CPAs
MEDA
Melissa Engle Photography
My Peruvian Treasures
MY Pro Multi-Services
National Penn Bancshares Inc
Ole Photography
Prince Street Café
Pryor E & Arlene R Neuber Charitable Trust
Rafiki’s Deli
ReBath and More
Revolution
Rodgers & Associates
Shop Lancaster
Simon Lever
Social Enterprise Institute at Elizabethtown College
SSBN
Stroopies
TCW Computer Systems, Inc
The Candy Factory
The Common Wheel
The Lancaster Food Company
The PNC Financial Services Group
The Steinman Foundation
Tomato House
Two Dudes
Underdog Foundation
United Services Foundation, Inc
Upohar Ethnic Cuisines
US Department of Health and Human Services
US Department of the Treasury
US Small Business Administration
Waller Tax & Financial Services
Walter’s Trust Foundation
Wells Fargo Foundation
White Oak Printing
VOLUNTEERING AT ASSETS

At ASSETS, volunteers are essential to our work. Entrepreneurs require expertise throughout their business cycles that can’t be found in one person or organization. Over 70 volunteers this year have given their time and talents to help prepare entrepreneurs in our community to succeed.

VOLUNTEERS

Past Twelve Months

Alvarez, Alex
Arroyo, Jaime
Bair, Kiandra
Barber, Pete
Berridge, Randy
Borjas, Abe
Boydell Zorrilla, Amy
Brandt, Deb
Campbell, Max
Casler, Jesse
Clapper, Mark
Coleman, Kate
Colon, Natalee
Cruz, Jr, David
Crystle, Charlie
Culter, Tracy
Dasgupta, Sri
Dillon, Mike
Doyle, Catherine
Finn, Darrin
Flores, Deb
Gallagher, Kate
Griffith, Josh
Gutierrez, Kathy
Hirschmann, Andrew
Hollis, Aaron
Horning, Don
Huston, Jayne
Ji, Lixin
Jordan, Lois
Keeler, Nancy
Keim, Melody
Kettering, Dr Rich
Koser, Dave
Kuhn, Scott
Lopez, Audrey
Lusby, Gretchen
Magbee, David
Martin, Ruth
Martin, Liz
Martin, Torrie
Martin, Chad
McGahran, Sarah
McKenna, Michael
Miller, Noah
Neff, Sam
Neff, Nancy
Oppenheimer, Rick
Patton, Margaret
Petersen, Natalie
Raff, Jeremy
Ressler, Kevin
Rinden, Courtney
Rivera, Alex
Robinson, Kelly Alice
Rodgers, Jessy
Rodgers, Rick
Rodriguez, Fran
Shenk, Ryan
Smith, Derek
Smith-Wade-El, Ismail
Spangler, Aaron
Waller, Fred
Waters, Day
Weaver, Hans
Wenger, Karl
Woods, Jennifer
Yerger, Theresa
Yukie Gingrich, Sarah
Zorrilla, Abigail
Zorrilla, Beatrice

“ I have been on the board for about 2 years. As an Entrepreneur, I understand the need to support entrepreneurs through all phases of their business. ASSETS does this in such an innovative way, and I am so happy to be a part of the board. ”

FRED WALLER
ASSETS Board Treasurer
Our mission statement is to CREATE ECONOMIC OPPORTUNITY and CULTIVATE ENTREPRENEURIAL LEADERSHIP to ALLEVIATE POVERTY and BUILD VIBRANT, SUSTAINABLE COMMUNITIES.
OUR TEAM

STAFF

MELISA BAEZ
Director of Women’s Business Center

YESSENIA BLANCO
Microloan Program Coordinator

TINA CAMPBELL
Director of Development

JONATHAN COLEMAN
Director of Programs

ROSANNE JANTZI
Director of Finance

JESSICA KING
Executive Director

KAREN ROMAN
Bookkeeper

ANDRES ZORRILLA
Operations and Impact Manager

BOARD

KIANDRA BAIR
McNees, Wallace and Nurick

JESSE CASLER (VICE CHAIR)
Hope International

DAVID CRUZ JR
Lancaster Human Relations Commission

JOSH GRIFFITH (SECRETARY)
Fulton Bank

LIZ MARTIN
Martin Insurance Agency

RUTH MELLINGER MARTIN (CHAIR)
Ten Thousand Villages

RICK OPPENHEIMER
Vistage Executive Coaching

KEVIN RESSLER
Meals on Wheels

ALEX RIVERA
Family Life Community Church

FRED WALLER (TREASURER)
Waller Tax & Financial Services
WOMEN’S BUSINESS CENTER ADVISORY BOARD

DEB BRANDT  
Fig Industries

SARAH YUKIE GINGRICH  
Create Karma

KATHY GUTIERREZ  
Reinsel, Kuntz and Lesher

JAYNE HUSTON  
ThistleSea Business Development

FRAN RODRIGUEZ  
Lancaster County Community Foundation

JENNIFER WOODS  
Millersville University

ADVISORY BOARD OF PAST CHAIRS

SRI DASGUPTA  
Upohar Ethnic Cuisines

DON HORNING  
Community Representative

DAVID MCILWAINE  
HVAC Distributors, Inc.

RICK OPPENHEIMER  
Vistage International, Inc

DEB ROHRER  
Leadership Lancaster

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

SHANE ZIMMERMAN  
Steinman Enterprises

EVENTS AND DEVELOPMENT COMMITTEES

KATE GALLAGHER  

DON HORNING  

NANCY KEELER  

DR. RICH KETTERING  

GRETCHE LUSBY  

TORRIE MARTIN  

SARAH MCGAHRAN  

NATALIE PETERSEN  

COURTNEY RINDEN  

RANA SINANGIL

INTERNS

KOFI ALORZUKE  

REEVES CONNOLLY  

ERIN LEE  

TAYLOR LINDSEY  

COURTNEY RINDEN  

OWEN SECHRIST  

RANA SINANGIL  

FELIPE STORCH DE OLIVEIRA  

CHLOE WILLIAMS
ASSETS 2016
FINANCIAL REPORT*

2016 REVENUES

- EARNED INCOME: $8,476
- INDIVIDUAL DONORS: $82,426
- SMALL BUSINESS SPONSORSHIPS: $81,333
- FOUNDATION GRANTS: $147,725
- GOVERNMENT CONTRACTS: $452,539

2015 REVENUES

- EARNED INCOME: $7,452
- INDIVIDUAL DONORS: $63,635
- SMALL BUSINESS SPONSORSHIPS: $21,865
- FOUNDATION GRANTS: $212,475
- GOVERNMENT CONTRACTS: $500,926

YEARNLY EXPENSES

- PROGRAMS: 75% (2016: 77%)
- FUNDRAISING: 17% (2015: 9%)
- MANAGEMENT: 8% (2016: 13%)

LOAN ASSETS UNDER MGMT.

- 2016: $621,711.95
- 2015: $603,947.00

*Unaudited Financial Reports

I love working with financial data and information because they begin a conversation. A conversation about vision, impact, and changes that need to be made to fulfill the vision. A conversation that introduces the people “behind the numbers.” And those are my favorite kind of stories to hear.

ROSANNE JANTZI
Finance Director
It’s challenging to know if we’re truly making a difference unless we keep an eye on the outcomes. Data helps inform programmatic & strategic decisions that positively impact the community. Data mining ROCKS!

ANDRES ZORRILLA
Operations and Impact Manager

PROGRAM DATA & FINANCIAL REPORT

40 Businesses launched

1,497 Entrepreneurs served in long-term programs

156 Entrepreneurs and community members involved in an ASSETS program, training, or event

72 Jobs created by ASSETS entrepreneurs

287 Jobs retained

53 Businesses reinforced
Help ASSETS work towards alleviating poverty in our community by increasing the diversity of local business ownership and encouraging businesses to use their enterprise as a platform to address some of our community’s most pressing problems.

assetsPA.org
100 S Queen St, Lancaster, PA 17603

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration