



iowacenter

for economic success

TURNING DREAMS INTO PLANS

+ + +

THE IOWA CENTER
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THE IOWA CENTER IS COMMITTED TO EMPOWERING PEOPLE TO STRENGTHEN AND STABILIZE THEIR FINANCIAL FUTURES THROUGH BUSINESS OWNERSHIP AND INVESTMENT.



“I FIRMLY BELIEVE I WOULD NOT HAVE STARTED MY OWN BUSINESS HAD I NOT FOUND THE IOWA CENTER. IT WOULD HAVE REMAINED AN IDEA.... AND NEVER ACTUALLY BROUGHT TO FRUITION.”

AMY HUTCHINS

Founder and Chief Strategy Officer, MarketLogic
Des Moines, Iowa

OUR PURPOSE

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It is our belief that to be successful in small business, entrepreneurs need support in three core areas: education, capital, and networking. We have built key programs that support those core areas and empower individuals to succeed, families to prosper, and communities to thrive. Success to us is people supporting themselves and their families through the execution of their own ideas. The Iowa Center is committed to empowering people to strengthen and stabilize their financial futures through business ownership and investment.

**OUR MISSION IS TO EMPOWER IOWANS
WITH THE POTENTIAL TO SUCCEED AS THEY
PURSUE OPPORTUNITIES FOR FINANCIAL SUCCESS.**

641

SMALL BUSINESS CLIENTS
SERVED IN 2020

97

JOBS CREATED
IN 2020

YOUR SUPPORT HELPS THE SMALL BUSINESSES THAT MAKE IOWA GO!



**WE LEVEL THE PLAYING FIELD FOR THOSE WHO
MAY NOT HAVE HAD SUCCESS IN THE PAST.**

Our clients make up lifestyle, service, and retail businesses; the kinds of businesses that “make Iowa go” and have turned Iowa neighborhoods and communities into a fun place to live.

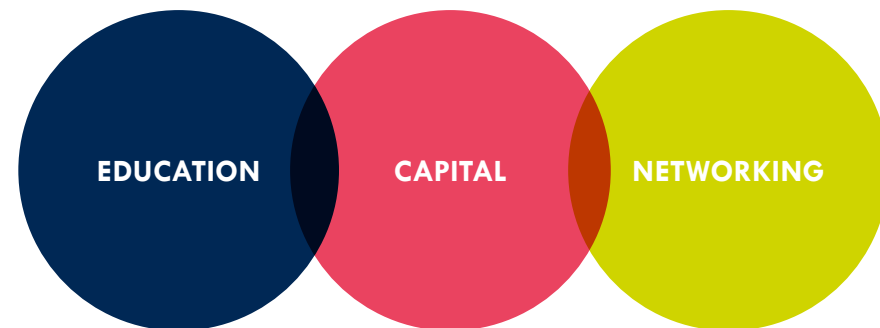
13

**BUSINESS STARTS
IN 2020**

\$744,205

**LOANS DISTRIBUTED
IN 2020**

OUR PRIORITIES



EDUCATION

We offer individuals access to our variety of classes, one on one coaching, and mentoring opportunities. We empower clients to develop the skills, confidence and resources necessary to start, grow, and succeed in business. Our clients are tremendously smart and driven; they come to us with good ideas and the perseverance to turn those ideas into reality.

CAPITAL

Ability to obtain capital is one of the most significant obstacles to the growth of business. This is especially true for Iowa's female, minority, veteran, and disabled entrepreneurs. For businesses with few assets and limited capital needs, a microloan is often the best option. Through our microloan program, we offer loans up to \$15,000 (or more based on availability) with highly competitive fixed interest rates.

NETWORKING

We organize networking opportunities for our clients with other Iowa professionals and link them to niche small business specialists. We host speed networking events, peer mentoring groups, lunch and learns and motivational speakers, all with the goal in mind of building our clients' networks and raising the visibility of small businesses.

GENEROSITY OF
DONORS ALLOWED
US TO ASSIST OUR
CLIENTS IN STARTING
AND SUSTAINING
SMALL BUSINESSES,
CREATING JOBS
AND CONTRIBUTING
TO THE ECONOMIC
DEVELOPMENT OF
OUR STATE.



“THE IOWA CENTER HELPED YOUNG G’S WITH
A LOAN FOR PURCHASING PRODUCT TO MOVE
FORWARD INTERNATIONALLY IN BUSINESS CHINA.”

GERALD YOUNG

Founder, Young G’s BBQ Sauce
Des Moines, Iowa

OUTCOMES FOR FY20

+ + +

641 SMALL BUSINESS
CLIENTS PROVIDED
ONE+ONE
SERVICES

97
JOBS CREATED

13 BRAND-NEW
BUSINESS
STARTS

\$744,205

IN LOANS DISBURSED:

14 (57%) to women

7 (39%) to minorities

1 (7%) to disabled

1 (4%) Military Veteran

3 (9%) to people who fell at or below
the HUD Low Income level threshold

**1,103 CLIENTS ATTENDED
EDUCATIONAL EVENTS**

13
FULL-TIME
STAFF

This year we are
on a trajectory to
serve even more
than last year

1,983

**IN-KIND VOLUNTEER
HOURS VALUED AT**

\$86,825

17,913

WITH STATE-WIDE SUB-GRANTEES:

17,913 tax returns prepared and filed
(2018 tax year) by more than **533** volunteers