



Iowa Center for Economic Success

Board of Directors Board Book Fiscal Year 2022

Iowa Center for Economic Success
2210 Grand Ave
Des Moines, IA 50312
515.283.0940
www.THEIOWACENTER.org



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Board of Director Guidelines

TIME COMMITMENT:

- The board of directors meets every other month (currently 7:30 -8:30am the 3rd Thursday of every other month: August, October, December, February, April, June).
- The Executive Committee meets the opposite months on the third Thursday.
- Attend events hosted by The Iowa Center (unless hosted virtually due to social distancing). The targeted goal for event attendance is six a year—or one bi-monthly event. The first Friday of every month we host a special session called The Story Of...and Small Business Essentials (normally hosted on Tuesdays at noon) are a great place to start.
- Setting up networking meetings for Megan Milligan.

BOARD MEMBER EXPECTATIONS:

- Attendance at the six board meetings is expected although we recognize that travel and other commitments means this is not always possible. There is not a mandated attendance policy. If a board member is out of town, call-in conferencing is an option. We try to avoid that for in-town members as on-site presence and participation is beneficial.
- The Iowa Center holds public events monthly (we hope to resume this practice in Fall 2021). Board Members are not required to attend; however their presence is beneficial to the other guests.
- While The Iowa Center does not have a minimum request, we do have a goal of 100% board giving and getting. We hope each board member will make a financial gift to The Iowa Center and help solicit, make introductions, advise on opportunities for fundraising. Likewise, board members are not expected to volunteer, however there are opportunities for them to lend their expertise if this is in an area of interest.

PRIORITIES FOR THE IOWA CENTER FY22:

- Growing our Direct Services including education, microloans and coaching
- Continuing to improve our triage program
- Establishing our CDFI
- Marketing
- Fundraising; including assessing current state and federal relationships
- Strengthening existing services
- State-wide growth opportunities

CURRENT BOARD MEMBER STRUCTURE:

Our board currently has 15 members as the max was mandated by our former Articles of Incorporation. At the end of CY16, the board voted to change that number to 25.



The board consists of members-at-large and an executive committee. The members-at-large are expected to serve a three-year term. The executive committee -- which includes Chair, Vice Chair, Secretary, Treasurer, President and Immediate Past Chair – is a one-year term excluding the President.

Additional Information:

As mentioned above, board members have the flexibility to make The Iowa Center their passion and main way to volunteer or can add us to a long list of ways they contribute to our community; we provide many opportunities to serve and volunteer. We are in a position to significantly increase our imprint in the community; most of the issues we address through our services are “hot button” issues right now. We look to the board to serve as advocates – spreading our story far and wide so that we may attract more clients and donors.

If you have addition questions, feel free to reach out to any member of our Executive Committee:

Megan Milligan, President, ex officio
515-283-0940 work
mmilligan@theiowacenter.org

Mari Bunney, Treasurer
515-321-4665 cell
Mari.bunney@rbc.com

Bill Wright, Chair
515-210-3050 cell
bill.wright@cbre-hubbell.com

Mark Phillips, Secretary
515-225-0710
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Franklin Codel, Vice Chair
515-979-0319 cell
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Kevin Chorniak, Immediate Past Chair
812-455-7645 cell
KChorniak@bankerstrust.com



The Iowa Center Staff

Megan Milligan

President + CEO

MMilligan@theiowacenter.org

Russ Dale

Technology + Innovation Coordinator

RDale@theiowacenter.org

TJ Daniels

Director of Mission Impact +

PM of Classes + Coaching

TJDaniels@theiowacenter.org

Karla Evans

Government Contract Compliance +

Relations Manager

KEvans@theiowacenter.org

Katie Hentges

Director of Operations

KHentges@theiowacenter.org

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Director of Finance and Administration

APolzin@theiowacenter.org

Linda Salazar

Administrative Assistant

LSalazar@theiowacenter.org

Ben Schultz

Client Services Manager

BSchultz@theiowacenter.org

Jose Venales

Director of Microloan

JVenales@theiowacenter.org

Currently Vacant

Project Manager, Women's Business Center



FY22 Board of Directors

Megan Milligan, President, ex officio

President + CEO
Iowa Center for Economic Success
2210 Grand Ave
Des Moines, IA 50312
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Bill Wright, Chair

Senior Vice President, Managing Director
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Mari Bunney, Treasurer

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Mark Phillips, Secretary

VP, Treasury Management
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Kevin Chorniak, Immediate Past Chair

Chief Operating Officer,
BTC Capital Management
Senior Managing Director - Institutional and
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Des Moines, IA 50309
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About The Iowa Center

Mission

Our mission is to empower Iowans with the potential to succeed as they pursue opportunities for financial success.

Our Why

The Iowa Center is committed to empowering people to strengthen and stabilize their financial futures through business ownership and investment. It is our belief that to be successful in small business, one needs 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.

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 \$50,000 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.



The Iowa Center Values

The Iowa Center team incorporates these values to guide our work:

- **Our work always serves our mission.** This empowers us to be good stewards of our donors' time, talent, and treasure and ensures everything we do is for our clients, including those we are currently serving and those we have yet to meet.
- **All of this is because of all of us.** Our progress, outcomes, and success is not because of any one team member, it's because we all contribute.
- **Individual growth contributes to team growth.** We encourage team members to challenge themselves, grow, and evolve both professionally and personally.
- **We are always ready.** We are open and adaptable to take on unexpected opportunities that align with our mission.
- **What makes us different is what makes us better.** We celebrate the unique backgrounds of our team members. Our different genders, countries of origin, ethnic and race background, orientation, childhoods, politics, and socio-economic foundations are what make us strong as a team. Not only do we value diversity, we only succeed because of it.
- **Our support extends outside of our walls.** We intentionally support our small business community by also becoming their customers.
- **All of us contribute to creating a healthy work environment.** We encourage and support emotional and physical wellbeing, time to focus on home and family, and open communication between team members.
- **We leave things better than we found them.** We work and make decisions with environmental sustainability in mind.



Fiscal Year 2021 Outcomes

- \$1,249,765 annual budget funded through:
 - SBA, IRS, DHS, IEDA, foundations, corporations, individual donors, program fees
- Staff of eleven full-time employees, 3 contract consultants, 94 volunteers
- 837 small business clients served
- 872 clients attended classes + events
- 467 clients served through triage
- 141 jobs created
- 22 business starts
- More than 739 hours in 1:1 coaching sessions
- 1,317 in-kind volunteer hours valued at \$90,542
- \$650,000 in loans disbursed
- 22 loans disbursed
 - 15 (68%) to women
 - 8 (36%) to minorities
 - 3 (14%) to people who fell at or below the HUD Low Income level threshold
 - 5 (23%) to people who lived in rural areas



Fiscal Year 2022 Budget



Fiscal Year Ending June 30, 2022

June 30th, 2021 P&L Forecast & June 30th, 2022 P&L Budget

The Iowa Center financial statements are prepared and reported on the accrual basis of accounting

Income Statement Budget (July 1st, 2021 to June 30th, 2022)			
	6/30/2021 Forecast	6/30/2022 Budget	vs 6/30/2021 Forecast
Revenue			
Contributions	255,063	216,500	(38,563)
Government Grants	825,704	811,888	(13,816)
Contract Income	313,610	71,411	(242,199)
Program Income	13,830	25,700	11,870
Investment Income	4,500	3,000	(1,500)
Total Revenue	1,412,707	1,128,499	(284,208)
Expense			
Personnel	866,541	780,734	85,808
Occupancy	57,836	57,769	67
Office Expense	34,207	51,380	(17,173)
Marketing	4,955	2,400	2,555
Program Costs	86,754	123,050	(36,296)
Subcontracts (VITA/EITC)	190,183	209,192	(19,009)
Insurance	6,457	7,435	(978)
Professional Development	350	750	(400)
Amortization & Depreciation	14,645	14,948	(303)
Total Expense	1,261,928	1,247,658	14,271
Surplus (Deficit)	150,779	(119,159)	



Strategic Plan



Strategic Initiatives + Major Gifts

IOWA CENTER FOR ECONOMIC SUCCESS

Our Mission

Our mission is to empower Iowans with the potential to succeed as they pursue opportunities for financial success.

Our Purpose

The Iowa Center is committed to empowering people to strengthen and stabilize their financial futures through business ownership and investment. It is our belief that to be successful in small business, one needs support in three core areas: education, capital, and networking. We have built key programs that support these core areas and empower individuals to succeed, families to prosper, and communities to thrive.

Our Priorities

- Education
- Capital
- Networking

Major Gifts Policy

Major gifts should be directed to un/under funded strategic priorities that have already been identified.

In the event that no such priorities are identified or lack funding, the board or appointed team should assess new strategic opportunities

Portions of unsolicited major gifts (if allowed by donor) may be allocated to savings and/or deferred for decision.

The Iowa Center reserves the opportunity to decline a gift if advised by the executive committee.

Identified Strategic Priorities

- ☒ New Headquarters
- ☒ Increase Education Opportunities
- ☒ Launch Distance Learning
- ☒ Grow Microloan Program
- ☒ Expand Direct Services
- ☐ Increase Funding (sources and amounts)

New Headquarters

- In Des Moines
- On Bus Route
- Socio-economically diverse community
- Close to small businesses
- Space for growth
- Large classroom, gathering spaces, co-working areas, meeting rooms

Increase Education Opportunities

- Grow our classes, coaching, trainings outside of WBC
- Hire education coordinator

Launch Distance Learning

- Virtual Live and Recorded Classes
- One:One coaching
- Podcast and conference calls

Expand Direct Services

- Continuously remain committed to exploring what services our clients are requesting that we do not yet provide (and whether these could be done by volunteers and/or staff):
 - Small Business Taxes
 - Financial Documents Coaching/Preparation
 - Accounting Services

Grow Microloan Program

- Continue to exceed IEDA expectations/strengthen and grow that relationship
- Research and potentially pursue CDFI status; grow our internal microloan fund
- Increase and leverage our credit coaching opportunities for entrepreneurs to create new and stronger loan clients

Increase + Diversify Funding

- Increase amounts from current funders
- Pursue new funding sources
- Diversify funding types (contracted services, sponsorships, direct gifts, etc.)
- Diversify ways of seeking funds (grants, appeal letters, annual report, online giving, public speaking, etc.)

Development Director Position

- FY21 Annual Operating Unrestricted Fundraising Goal: \$350,000
- Develop annual fundraising strategy + plan
- Annual Appeal
- Annual Report
- Board fundraising engagement
- Grant Writing
- Major Gifts
- Donor Database + Reporting
- Donor and Grant Reports
- Salary: Year one funded by Stanley Gift; Year two position raise funds plus col increases for organization; Year three raise funds, col increases, and increased growth funds

Staff Recommendation for Growth Funded by Stanley Gift

Distance Learning:

- Invest in camera, mic, sound system
- Create better online library/resource page on website
- Direct Marketing
- Curriculum (Live Plan, etc)
- Hosting platforms

Microloan Growth:

- Consultant to investigate/apply for CDFI status
- Additional lending officer
- Direct Marketing
- Partial salary of Loan Manager
- Infrastructure

Development Director:

- Fulltime person to manage annual fundraising plan including appeals and online giving

Direct Services:

- Portion directed to Triage Coordinator Salary
- Grow Back office support services, Phase I
 - Accounting + finance volunteers
 - Business tax volunteers

Budget

- Megan and Team will craft budget once high-level ideas are approved
- Intention would be remainder of funds restricted into a savings account; revisited 6 months after implementation.

Gift Recognition

- When the office re-opens, we will have the opportunity to recognize many of our donors:
- Donor wall is being designed to recognize all donors (financial and in-kind)
- Two major opportunities for naming include:
 - Classroom
 - Microloan fund (currently called WeLend)
- Staff Recommendation for naming:
 - Classroom – Merchant Room (after our landlord who did build out for free and is an immigrant business owner)
 - Microloan Fund – The Stanley Fund (after our most recent major gift)

Next Steps

- Executive Committee approve high level plan
- Megan and team put together budget and implementation plan/timeline
- Executive Committee Review and submit to board for approval
- Board vote to approve plan
- With the conclusion of the implementation of the final strategic initiatives, it is the recommendation of staff to begin the process of the next 3-year-plan. Our recommendation is to begin this process sometime between January and July 2021.

(Note, this gift came with no directives or restrictions, any included above are placed on gift by The Iowa Center)



The Iowa Center Brochure

THE IOWA CENTER



HOW WE DO IT.

EDUCATION

CAPITAL

NETWORKING

+ + +

WHY WE DO IT.

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

IT IS OUR BELIEF THAT TO BE SUCCESSFUL IN SMALL
BUSINESS, ONE NEEDS SUPPORT IN THREE CORE
AREAS: EDUCATION, CAPITAL, AND NETWORKING.
WE HAVE BUILT KEY PROGRAMS THAT SUPPORT
THOSE CORE AREAS AND EMPLOYER 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.

+ + +



EDUCATION

TURNING DREAMS INTO PLANS.

Making the leap from vision to success takes courage,
and it also takes action. That's where we come in.

Our series, workshops, and groups are designed to empower Iowans who own the drive to pursue entrepreneurship. One-on-one coaching propels each of our clients toward success as we connect them with resources and professionals who make a difference. We encourage leadership, goal-setting, and self-confidence. We facilitate the only SBA Women's Business Center (WBC) in Iowa.

We embolden clients to turn their entrepreneurial spirit into a plan to create and grow their businesses, support their families, and change their communities from the inside out.



LAST YEAR WE
HELPED START

13

NEW BUSINESSES



...AND
THE IOWA CENTER SERVED
641 CLIENTS

70%

OF OUR CLIENTS ARE WOMEN

45%

OF OUR CLIENTS ARE MINORITY

CONTACT US

IOWA CENTER FOR ECONOMIC SUCCESS

PHONE 515.283.0940

INFO@THEIOWACENTER.ORG

THEIOWACENTER.ORG

FACEBOOK.COM/THEIOWACENTER



CAPITAL

INVESTING IN IOWA'S IDEAS.

Without access to traditional lending, starting or growing a small business is next to impossible. Our loans up to \$15,000 (or higher based on funds availability), combined with business support, can help hard-working Iowans launch an idea or take an existing business to the next level.

We counsel clients on the importance of smart credit use, identify what strategic growth looks like for their business, and help them reach otherwise unattainable goals with the support of our financing.

We oversee the statewide coalition for the Volunteer Income Tax Assistance (VITA) program. This program provides more than 17,000 Iowans access to capital through tax returns.



\$744, 205

IN LOANS
DISBURSED

LOANS DISBURSED TO:

- 14 (57%) to women
- 7 (39%) to minorities
- 1 (7%) to disabled
- 1 (4%) to Military Veteran
- 3 (9%) to people who fell at or below the HUD Low Income level threshold

WE CURRENTLY IMPACT 66 OF 99
COUNTIES THROUGH OUR
FREE TAX PROGRAM, SERVING

17,000+

IOWANS ANNUALLY

13

FULL-TIME STAFF

CONTACT US

IOWA CENTER FOR ECONOMIC SUCCESS
PHONE 515.283.0940
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FACEBOOK.COM/THEIOWACENTER



NETWORKING

CREATING CONNECTIONS THAT MATTER.

It's not just who you know – it's who knows you.

Small businesses are the engine of the economy, so we advocate for them on a large scale. We organize networking opportunities for our clients with other Iowa professionals and link them to niche small business specialists.

We facilitate building strong personal and social relationships while we increase the visibility of Iowa's small business community.



LAST YEAR WE
HELPED CREATE

97 JOBS

MORE THAN HALF
WERE FULL TIME



94

VOLUNTEERS FOR
CLASSES + COACHING

1,983

IN-KIND VOLUNTEER HOURS
VALUED AT

\$94,113

THE IOWA CENTER HELD

739

HOURS OF ONE-ON-ONE
COUNSELING SESSIONS

CONTACT US

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INTERESTED IN LEARNING MORE?

[CONTACT US.](#)

IOWA CENTER FOR ECONOMIC SUCCESS

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The Iowa Center Donor Brochure



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

+ + +

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.

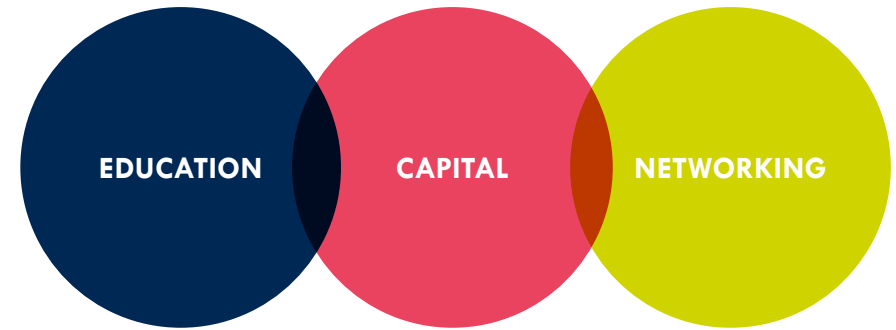
13

**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



The Iowa Center Loan Fund



COMMUNITY LENDING THAT CHANGES LIVES

COMMUNITY DEVELOPMENT
FINANCIAL INSTITUTION

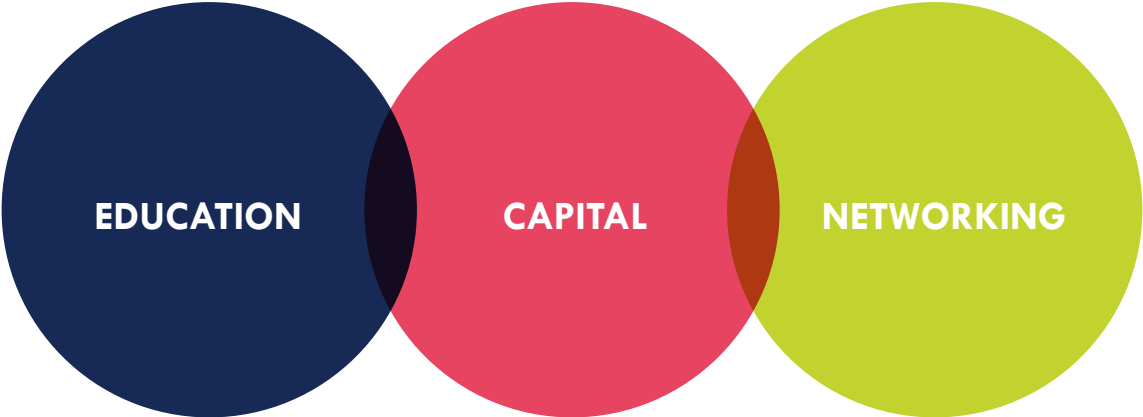


iowacenter

for economic success

OUR PRIORITIES

+ + +



MISSION

Our mission is to empower lowans with the potential to succeed as they pursue opportunities for financial success.

OUR WHY

The Iowa Center is committed to empowering people to strengthen and stabilize their financial futures through business ownership. It is our belief that to be successful in small business, one needs 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.

HOW WE DO IT

ASSET DEVELOPMENT

- Loans up to \$100,000 for Iowa businesses (through our CDFI we will increase the max)
- In addition to our own loan fund we have the infrastructure to manage loan and grant programs for other organizations
- Business support during the application process and after loan disbursement
- Pre-loan credit counseling
- Free year-round tax prep and planning and financial coaching

CLASSES + COACHING

- General business and industry-specific courses, one-on-one coaching and business counseling, small business resources, and referrals
- Introductions to niche small business specialists



WHAT IS A CDFI?

{ COMMUNITY DEVELOPMENT FINANCIAL INSTITUTION (CDFI) }
The vision of the CDFI Fund is to economically empower
America's underserved and distressed communities.

The CDFI Fund was created for the purpose of promoting economic revitalization and community development through investment in and assistance to CDFIs. The CDFI Fund was established by the Riegle Community Development and Regulatory Improvement Act of 1994, as a bipartisan initiative.



WHAT THE LOAN FUND CAN DO FOR YOU

+ + +

- Donations to the CDFI are tax deductible and can be directed for use as lending capital and/or operating capital to support the fund. In addition to the tax deduction, qualifying financial institutions may receive CRA credit. All donors receive bi-annual updates on the clients and programming their donation has helped serve.
- CDFI investments help fund Main Street America, by providing small business loans, education, credit counseling, small business planning, and technical assistance to entrepreneurs. Investing in CDFIs works for individuals and institutional investors who are looking to invest in long-term community growth, equal opportunity, and social impact while generating return.

“If you need to understand your finances to start or grow your business, you need to know The Iowa Center. They’ve provided a supportive and unbiased perspective and provided the financing needed to support our business model that services people at a scale that activates our mission.”



PERNELL CEZAR, JR

Co-Founder, CEO
BLK & Bold Specialty Beverages
Des Moines, Iowa

CDFIs...

Create strong relationships with their customers and community leaders.

Lead the way as community pioneers in investing in distressed neighborhoods and bringing everyone into the economic mainstream as important contributors.

Enable the economically disadvantaged to become self-sustaining participants in their own future.

THE IOWA CENTER'S LENDING PROGRAM

- The Iowa Center owns a portfolio of funds which we are in the process of transitioning into a CDFI; our research has shown a significant need to increase this fund's capacity. Our portfolio serves three primary types of clients: those ready to start a business and are seeking seed capital to help them launch, those ready to grow their business and capable of taking on debt to do so, and finally those who need to repair or grow credit so they may improve the sustainability of their small business.
- The Iowa Center also provides significant coaching, support, and relevant classes to guide clients through the loan application process and through the life of the loan (and beyond). These services are provided to our own loan applicants as well as those who apply for traditional loans through financial institutions.
- The Iowa Center supports an infrastructure that manages loans or grants for outside institutions. We have a strong history of managing the loan marketing, processing, underwriting, and disbursement for third party entities.
- While much of our portfolio comes through donations, The Iowa Center also seeks and can accommodate loans from other organizations to build our portfolio.

HOW THE IOWA CENTER SERVES CDFI TARGET MARKETS

+ + +

45%
OF CLIENTS ARE NON-WHITE

70%
OF CLIENTS ARE WOMEN

20% OF CLIENTS ARE NONE OF THE ABOVE
THIS INCLUDES MANY MALE/FEMALE EQUAL PARTNERSHIPS, WHITE MEN INCLUDING THOSE OF MIDDLE EASTERN OR BOSNIAN DECENT OR OTHER CAUCASIAN MALE IMMIGRANTS AND REFUGEES

87%
OF CLIENTS ARE AT OR BELOW 80% LMI

7%
ARE PERSONS WITH DISABILITIES

4%
ARE SERVICE MEMBERS/VETERANS

**THE IOWA CENTER
2210 GRAND AVE
DES MOINES, IOWA 50312
515.283.0940**

**INFO@THEIOWACENTER.ORG
FACEBOOK + INSTAGRAM
@THEIOWACENTER**

**GET INVOLVED ►►
THEIOWACENTER.ORG**

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