



iowacenter

for economic success

# TURNING DREAMS INTO PLANS

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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.**

879

SMALL BUSINESS CLIENTS  
SERVED IN 2018

108

JOBS CREATED  
IN 2018

# 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.



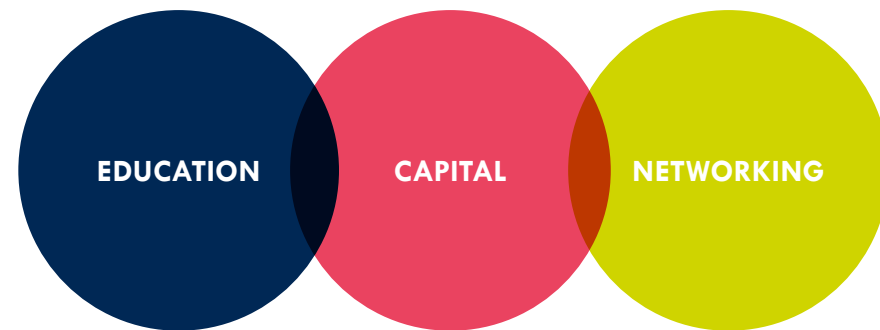
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**BUSINESS STARTS  
IN 2018**

25

**LOANS DISTRIBUTED  
IN 2018**

## **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 \$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.



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

**OUR SUPPORTERS**

+ + +

AARP  
Alicia Irlbeck  
Amy and Tom Donnelly  
Association of Women’s  
Business Centers  
Bankers Trust  
Barbara Nish  
Benjamin Rosenbloom  
Beth Young  
Betsy and  
Brandon Pratt  
Bill Wright  
Bridget Schneider  
BrownWinick  
Charles and Janet Betts  
Charlotte and  
Fred Hubbell  
Christine Lauridsen  
Sand and Rob Sand  
Chrysalis  
Claire and Brad Reiman  
Community Foundation  
of Greater Des Moines  
Connie Wimer  
Courtney Strutt Todd  
and Matthew Todd  
Dave and Mary Jo Rapp  
Deb Wiley and  
John Schmidt  
Dede Sage  
Douglas Daugherty  
Douglas Staudt  
Drake University  
Entrepreneurship  
Center  
Emily and Mark Linder  
Internal Revenue Service  
Iowa Department of  
Human Services

Iowa Economic  
Development  
Authority  
John Gankse  
Johnny Danos  
Jolene and  
Kevin Vermeer  
Jon Murphy  
Josh and Katherine  
Mandelbaum  
Julia Gentleman  
Kathleen Stahl  
Katie and  
Shawn Hentges  
Katy and  
Richard Cohen  
Kevin Chorniak  
Kimberly Wayne  
Kreg Tool  
Krista Ferguson  
Kum & Go  
Charitable Fund  
La Mie Bakery  
Larry Jackson  
Lauridsen Family  
Endowment  
Lona and  
Michael Milligan  
Mari Bunney  
Marilyn Mueller  
Mary Lawyer  
Matthew Carlone  
Megan and  
Mike Milligan  
Melissa Oliver  
Micah Kiel  
Michelle Bartusek  
Monica Muhammed  
NALCAB

Nora and Dave Everett  
Principal Foundation  
Proteus Club  
Rachel Kelley  
Rebecca Brommel  
Rebecca Howe  
Regions Bank  
Riley Family Fund  
Robert McLearn  
Sam’s Club  
Sarah and  
Andy Susanin  
Sarah Bacehowski  
Shane Zimmerman  
Sue and Edward Kenny  
Susan Schooler  
Tammy and  
Brian Gentry  
Teresa Gale  
The Farmers Bank  
The Meredith  
Corporation  
Foundation  
Thurston Family  
Charitable Fund  
Tracy and  
Franklin Codel  
Two Rivers Bank  
and Trust  
U.S. Small Business  
Administration  
US Bank  
Valeska and  
Frederick Buie  
Wellmark Foundation  
Wells Fargo

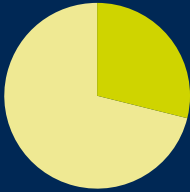
## YOUR 2018 IMPACT

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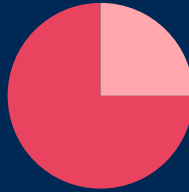
ONE  
+  
ONE  
COUNSELING SESSIONS

150 CLIENTS  
SERVED

511<sup>+</sup> HOURS  
SERVED



29%  
of our clients  
are minority



75%  
of our clients  
are women

704 CLIENTS ATTENDED EDUCATIONAL EVENTS

3,763

IN-KIND  
VOLUNTEER HOURS

VALUED AT

\$94,113

25 LOANS DISBURSED  
=\$627,800

\$750,000

INVESTED IN MIDWEST  
COMPANIES THROUGH  
FIN CAPITAL