



iowacenter

for economic success

TURNING DREAMS INTO PLANS

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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.**



777

SMALL BUSINESS CLIENTS
SERVED IN 2021

148

JOBS CREATED
IN 2021

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.

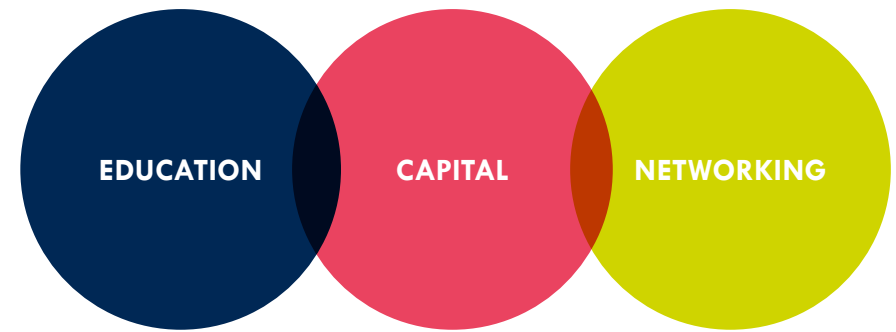
26

**BUSINESS STARTS
IN 2021**

32

**LOANS DISTRIBUTED
IN 2021**

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 2021 SUPPORTERS

+ + +

Bank Iowa
Bankers Trust
Bill Wright
Charles Teague
China Wong
Community Foundation of Greater Des Moines
Community Foundation of Greater Muscatine
Courtney Strutt Todd
Drake University
EMC Insurance Foundation
Ewing Marion Kauffman Foundation
Greenstate Credit Union
Iowa State Bank
Jodi Rhone
Jose Venales
Kellaney Whiting
Kevin Chorniak
Kreg Tool Company
Ladd Hamrick
Lucy Montgomery
Mari Bunney
Nora & Dave Everett
Pam Gallagher
Principal Financial Group Foundation
Regions Bank
Tanya Wilson
Tracy and Franklin Codel
Two Rivers Bank
US Bank Foundation
US Small Business Administration
Wells Fargo Foundation
xBk

OUR 2021 IMPACT



ONE
+
ONE
COUNSELING SESSIONS

459 CLIENTS SERVED

500+ HOURS SERVED

HELPED
CREATE

148 JOBS

26 BUSINESS STARTS



29%
of our clients
are minority



75%
of our clients
are women

526 CLIENTS ATTENDED EDUCATIONAL EVENTS

1,328

IN-KIND
VOLUNTEER HOURS

VALUED AT
\$107,680

32 LOANS DISBURSED
=\$906,300

7,710 taxes prepared
by 386 state-wide
volunteers