



More than a loan. An opportunity.

www.trufund.org

TRUFUND FINANCIAL SERVICES, INC.

Financial and Social Impact

- Financing provided: Since 2005, more than \$94 million disbursed
- Small businesses and nonprofits provided with loans: More than 1,000 since 2005
- Jobs created and retained: Since 2005, more than 5,800 jobs
- Technical assistance: In the last three years, more than 10,000 clients served through group events
- One-to-one assistance provided: Nearly 2,000 clients served
- Small business loans issued to minority- and/or women-owned business enterprises: Approximately 73%
- Small business loans issued to entities operating in low-income communities: Approximately 53%

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TruFund Financial Services, Inc. offers more than loans—it provides an opportunity for underserved small business and low-income communities to thrive. With more than \$55 million in assets under management, TruFund seeks to stimulate economic development in communities by providing fair and accessible capital, hands-on technical assistance, and innovative financial solutions to small businesses and nonprofit organizations that are underserved by traditional banking institutions.

In response to the 9/11 attacks, a loan fund was started to aid the devastated small businesses in lower Manhattan. With the support of partners, TruFund deployed more than \$30 million in capital through their pioneering 'high-touch' model, and over 6,000 jobs were saved or created. Over time, TruFund has expanded its reach to help small business all over New York, as well as Alabama, and Louisiana. With its public, private, and community partners, TruFund Financial Services fosters the long-term vitality of small businesses and the communities around them.

Success Story: JPHogan Corp., Staten-Island, NY

JP Hogan Corp., a woman-owned construction company, was steadily growing until Hurricane Sandy forced this Staten-Island business to temporarily close its doors. The storm caused substantial damage to the company's fleet of trucks and specialty equipment, and several employees had to be laid off. TruFund provided disaster relief funding to replace equipment, hire staff and support cash flow challenges. Once the business stabilized, TruFund also financed an equipment loan that enabled the business to take on new government contracts, and hire five people. With renewed confidence, the company continues to grow steadily and has begun to upgrade its technology.

