



# MAIN STREET LAUNCH

[www.mainstreetlaunch.org](http://www.mainstreetlaunch.org)

## Financial and Social Impact

In the last 10 years Main Street Launch:

Supported 742 small businesses with \$63.6 million in loans

- 56% of those businesses are located in low-to-moderate income areas
- 56% of those businesses are owned by people of color
- 50% of those businesses are new businesses
- 52% of those businesses are owned by women
- 72% of those businesses are owned by low-to-moderate income entrepreneurs

Main Street Launch's mission is to create economic opportunity by empowering entrepreneurs. Through innovative partnerships, the CDFI provides business owners with capital, education, and relationships that allow them to flourish. Its collaborative approach helps its clients create jobs and stimulates economic development in low-to-moderate income communities.

Since 1979, Main Street Launch has empowered entrepreneurs, beginning in Oakland, expanding to serve San Francisco and veteran-owned small businesses throughout California. Through its core services it helps small businesses expand in size, increase profits, and reach goals. In the last ten years, Main Street Launch funded 742 businesses with \$63.6 million in loans, and its clients created or sustained 5,400 jobs.

## Success Story: Calvin Andrews, Oakland, California

Calvin Andrews is the owner of Lena's Soul Food Café. Between its two locations Lena's employs 40 people. "I opened my first restaurant with a loan from Main Street Launch, and without that loan I could never have opened," remembers Calvin. "Most folks don't just have that kind of money lying around."

"Working with Main Street Launch wasn't formal or bank-like. They worked with me to restructure my first loan when my business was going through a tough time. It made me more comfortable that it was a partnership, a service for the community," says Calvin.

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