



www.peopletrustloans.org/

PEOPLE TRUST

Financial and Social Impact

- Provided microloans totaling \$49,180 to 95 microenterprises and financial education and technical assistance to 450 people since inception

People Trust is a nonprofit 501(C)(3), CDFI and Community Development Entity (CDE) established in 2008 with a primary purpose of promoting community development by providing Access to Capital, Financial Education, and Technical Assistance for communities that that would otherwise not receive these opportunities.

People Trust emerged out of an unmet need in the low- to moderate-income community. It is uniquely co-located with an anchor business (Barber College) and is using a “place-based strategy” in efforts to get the unbanked and underbanked communities on the financial grid and included in the financial eco-system.

Success Story: Uptown Barbershop, Little Rock, Arkansas

Antwon Smith grew up in low- to moderate-income community in Southwest Little Rock. Unsure of what he wanted to do with his life, he made some wrong choices and ended up in prison at age 18. When he returned home after five years in prison, Antwon didn't have an economic base, and he began training to become a professional barber. During the course of his barber school program, Antwon learned not only a trade, but he also received a financial education from People Trust. In 2014, Antwon decided to open his first barbershop and reached out to People Trust for financing and technical assistance. Today, Uptown Barbershop employs six people.

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