



Owner Peter and staff, Nature's Best Cleaners, California

## Need

The American Dream is out of reach for a growing number of families in the United States. Talent and toil should be enough to ensure success, but today, too many people are stuck on the wrong side of the opportunity gap. Economic inequality is widening: one in three families does not earn enough to cover basic housing, food, childcare, and transportation costs—living one paycheck away from financial crisis.

Entrepreneurship is a proven path to prosperity, yet underserved small business owners face significant barriers in accessing the affordable and responsible capital they need. Unable to obtain loans, entrepreneurs increasingly turn to high-cost alternative lenders charging exorbitant rates, causing them to fail because they cannot afford the loan payments.

## Model

Opportunity Fund began based on the idea that small amounts of money and financial advice could help people make permanent and lasting change to improve their lives. Today, a national leader in the microfinance movement with the largest loan portfolio under management as a nonprofit small business lender, we are expanding our small business and New Markets Tax Credits investments outside of California. Additionally, we advocate for sensible public policies to close the opportunity gap and produce original research to move the conversation forward.

## Leadership

Luz Urrutia, CEO  
Eric Weaver, Founder & Senior Advisor  
Greg Avis, Chair of the Board

## Impact\*



**8,866 small businesses**  
funded since 1994



**\$323 million in loans**  
to start or grow small businesses



**\$299 million invested**  
through New Markets Tax Credits

**1:2**

**Every \$1 we invest in small businesses generates \$2 of new annual economic activity,** such as new wages, new spending & new tax revenue

## Milestones

- 1994** | Opportunity Fund founded
- 1995** | First loan made to Erik's DeliCafe in Sunnyvale, CA
- 1998** | First \$1 million in microloans
- 2005** | First NMTC investment of \$18 million
- 2010** | Launched expansion pilot in LA
- 2012** | 1,000 loans made in one year
- 2014** | Celebrated 20th Anniversary
- 2017** | 10,000<sup>th</sup> loan to Iguanas Burritozilla in San Jose, CA
- 2018** | Over 5,000 active borrowers

\*As of 6/30/18

## Our Programs



### Small Business Lending

Microloans help entrepreneurs who cannot qualify at a bank—boosting incomes, creating jobs and strengthening our economy. Our relationship-based model removes barriers, such as limited credit history, insufficient collateral or limited time in business.



### New Markets Tax Credits

Opportunity Fund leverages federal tax credits to invest in high-impact community real estate projects that advance economic well-being across communities.

## Who We Serve\*

**85%** minority

**32%** women

**63%** low-to-moderate income

\*Direct service small business lending clients in FY18

## Where We Operate

### Small Business Lending

- California, Florida, Georgia, Illinois, Michigan, Nevada, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, Texas & Washington

### New Markets Tax Credits

- Western United States

## Stability

## Mobility



With \$14.2 million in NMTC financing, Compass Family Services created a new service hub for homeless and at-risk families.



Alejandra used her \$10,000 loan to grow her business and contribute to her family's financial future.



Jimmy used his \$250,000 loan to expand his restaurant to two new locations, employing over 80 people.