



# PUTTING LANCASTER ON THE MAP



**ASSETS**

*2019 Annual Report*

## BOARD CHAIR & CO-EXECUTIVE DIRECTORS

Dear Friends,

In recent years, Lancaster has been named the [“New Brooklyn”](#) for its tech innovation, great restaurants and nightlife; the best place in the U.S. to retire; the [“refugee capital of the U.S.”](#); and recently, just the sixth city in the nation and the first in Pennsylvania to be certified as a [“Welcoming City,”](#) affirming our commitment to creating an inclusive environment where all residents can thrive and belong. It goes without saying that Lancaster is making a great name for itself.

At ASSETS, we have been working hard to again put Lancaster on the map—this time as the most ethical and equitable business community in the country. While we might not have the “official” title yet, we are certainly getting there. Now with [19 B Corps, Lancaster is one of the top five B Corp per capita communities in the nation.](#) ASSETS has launched over 40 Social Enterprises through our [Great Social Enterprise Pitch](#) and partnered with over 250 local companies to measure their social and environmental impact. We provided valuable training and resources for 237 diverse entrepreneurs and business owners this year alone. Our loan fund is higher than it has ever been, supporting over 100 growing businesses with the necessary financing.

This year we partnered with the Lancaster County Community Foundation and the Lancaster Chamber to launch a new initiative, In Good Company. This powerful movement is bringing together local companies who pledge to take their impact to the next level by embedding community and environmental responsibility into the DNA of their business operations. Visit [goodcompanylancaster.com](#) to learn more.

We are moving into 2020 with a clear vision for the future. Our poverty rates in Lancaster City are falling for the first time in two decades. Yet, there is still crucial work to be done. We are committed to continuing our mission of cultivating business leadership to alleviate poverty and build a vibrant and sustainable community. Thank you for joining us in this mission.

Tina Campbell and Jonathan Coleman  
Co-CEOs

*P.S. We are practicing what we preach! In 2017, ASSETS started a social enterprise employment agency, [Lancaster Works](#), which helps people with barriers to employment to find stable careers. Lancaster Works is slowing growing and is excited to now be one of [Lancaster’s Certified B Corps](#). Lancaster Works’ consolidated financials can be found in this report’s financial statement.*

*Tina Campbell* *Jonathan Coleman*

Dear Fellow Supporters,

Art Mann of the Hourglass Foundation once said that his vision is to make Lancaster a great place for our grandchildren to live. I wholeheartedly agree! To do that, though, we need to work together to ensure that Lancaster is a place where everyone has the opportunity to thrive.

ASSETS is doing just that. The team has worked tirelessly this year to serve Lancaster companies, whether start-ups or our largest employers, to help them integrate this concept into their work. For Lancaster to truly thrive, it is about more than just accruing profits; it is about how our businesses impact employees, the environment, and our communities. This is business for good.

We need your support to do even more and keep moving the needle. In addition to [donations toward the work of ASSETS](#), we also need to make choices in how we spend our money to support businesses that are committed to improving our community. You can look at the [business directory on the ASSETS’ website](#) to find those businesses.

Let’s join together to ensure that Lancaster is a great place to live for many future generations!

Sincerely,  
Jesse Casler  
Board Chair



Pictured from L-R:  
Jonathan Coleman, Co-CEO | Tina Campbell, Co-CEO |  
Jesse Casler, Board Chair

# ENTREPRENEURS WHO ARE PUTTING LANCASTER ON THE MAP

## ENTREPRENEUR TRAINING

**“WITHOUT THESE PROGRAMS AND THE AMAZING ASSETS TEAM, I WOULD HAVE CONTINUED TO THINK OF CAFÉ PA’LANTE AS A DREAM & NOT A REALITY.”**

**-Salina Almanzar**  
2019 Great Social Enterprise Pitch Participant

*Through ASSETS’ 2019 Great Social Enterprise Pitch, Salina is starting her own venture, Café Pa’lante—the first cafe in Southeast Lancaster City that showcases Latino beverages, delicacies, and cultural events.*

*Read more about Salina’s story here.*



## COMMUNITY LENDING

**“ASSETS HELPS YOU GET ORGANIZED WITH YOUR FINANCES... THEY NOT ONLY FOCUS ON THE BUSINESS, BUT THEY ALSO FOCUS ON THE INDIVIDUAL. THEY’VE HELPED ME TO GROW.”**

**-Yvette Maldonado**  
FOCUS Counseling owner,

*As one of Lancaster County’s only bilingual, Spanish-speaking licensed professional counselors, she is able to meet an urgent, specific, and growing need — providing mental health services to the Hispanic population.*

*Read more about Yvette’s story here.*





# ENTREPRENEURS WHO ARE PUTTING LANCASTER ON THE MAP

## IMPACT CONSULTING

### “THE PROCESS OF WORKING WITH ASSETS WAS AMAZING.”

-Heather Kreider  
Owner, Makes Scents Natural Spa Line

*Makes Scents is a manufacturer of environmentally-friendly luxury spa products in Lancaster City. Their business model focuses on creating high-quality products that are also easy on the environment; the products are hand-crafted by employees who know how much they are valued.*

*Read more about Heather's story here.*



Certified



Corporation

## Lancaster's B Corp Update

### 3 NEW BUSINESSES BECAME B CORPS THIS YEAR:



Makes Scents



Passenger Coffee



Fig Industries

Lancaster is now home to 19 B Corps, more than 25% of all the B Corps in Pennsylvania, and is one of the top five B Corp per capita communities in the nation.



*inclusive*  
**ENTREPRENEURSHIP**



*ethical*  
**BUSINESS**



*transformed*  
**COMMUNITIES**



**ASSETS**



# ASSETS INNOVATORS PUTTING LANCASTER ON THE MAP

## OUR STAFF



**ALEX VAZQUEZ**  
Community Lending Associate



**ANDRES ZORRILLA**  
Impact & Analytics Manager



**CRAIG DALEN**  
Chief Strategy Officer



**GRETCHEN LUSBY**  
Director of Marketing & Dev.



**IRINA HOLSTEIN**  
Development Coordinator



**JENN ORANTES**  
Marketing & Dev. Associate



**JONATHAN COLEMAN**  
Co-CEO



**KAREN ROMAN**  
Senior Finance Associate



**LESLIE NUNEZ**  
Recruitment & Retention  
Manager of Lancaster Works



**MALINDA FRYBERGER**  
Human Resource &  
Administrative Assistant



**MELISA BAEZ**  
Director of Entrepreneur Training



**RANDY BERRIDGE**  
Director of Finance & Analytics



**SARAH PAYNE**  
Impact Consulting Manager



**TINA CAMPBELL**  
Co-CEO



**TYRONE MILLER**  
CEO of Lancaster Works



**ZULEIKA MIRANDA**  
WBC Program Coordinator



**JULISSA ESHENAUER**  
Staffing Administrator  
of Lancaster Works

TO READ STAFF BIOS, [CLICK HERE.](#)



## OUR BOARD



**ALEX ALVAREZ**  
*Treasurer*



**ALEX RIVERA**



**CLAUDIA GALDAMEZ**



**KENT HARTZLER**



**FRED WALLER**



**JESSE CASLER**  
*Chair*



**JULIE PEACHEY**  
*Secretary*



**PETER BARBER**



**LASHONDA WHITAKER**



**LIZ MARTIN**  
*Vice Chair*



**NANCY NEFF**



**RUTH MARTIN**  
*Former Chair*

**TO READ THE BOARD'S BIOS, [CLICK HERE.](#)**

## OUR VOLUNTEERS

**“UPON RETIREMENT A NUMBER OF YEARS AGO I WANTED TO VOLUNTEER, AND I WAS DRAWN TO ASSETS BECAUSE OF THEIR MISSION AND VISION. I HAVE CONTINUED TO VOLUNTEER WITH ASSETS BECAUSE IT IS A PLEASURE TO WORK HERE AND WITH SUCH A DEDICATED, RESOURCEFUL AND ENERGETIC STAFF. IT IS A PLACE WHERE I FEEL NEEDED AND APPRECIATED.”**

**- Karl Wenger, ASSETS' volunteer since 2015**



PAST YEAR

**66%** percent of entrepreneurs served were women

PAST YEAR

**44** businesses launched

PAST YEAR

**63%**

of actively engaged businesses made concrete changes benefiting employees and communities through the B Impact Assessment

**43**

Social Enterprises launched in 5 years of The Pitch

PAST YEAR

**122** established businesses supported

# THE NUMBERS

**19**

certified B Corporations in Lancaster, PA

PAST YEAR

**167,100**

dollars lent to entrepreneurs and established businesses

PAST YEAR

**199**

jobs created

PAST YEAR

**30**

loans provided to start-up and established entrepreneurs



# THE IMPACT OF

## THE GREAT SOCIAL ENTERPRISE PITCH™

LIFETIME

**3,749**  
HOURS  
*of training provided*

LIFETIME

**199**  
JOBS  
*created*

LIFETIME

**43**  
SOCIAL ENTERPRISES  
*launched*

The winner of the  
2019 Great Social  
Enterprise Pitch

**Uni-Vision  
Childcare!**



*Champagne Domingo, owner of Uni-Vision Childcare, 2019 Pitch*

▶ The annual Great Social Enterprise Pitch is a business plan competition for Central PA entrepreneurs with business ideas or start-ups that use a positive social and environmental impact model.

The winner: Uni-Vision Childcare, Lancaster County's first Spanish-immersion childcare center and Pennsylvania's first STAR 4 Spanish Immersion center, won the sixth annual Great Social Enterprise Pitch on Friday, September 13th at The Ware Center. Uni-Vision Childcare, founded by Lancaster native, Champagne Domingo, won \$7,500 in cash plus over \$17,000 in pro-bono services. Champagne's program focuses on the acquisition and development of the Spanish language, offering students the ability to become bilingual and bicultural at a very young age. Read LNP's article on Champagne's win.

**FOR MORE INFORMATION ON THE PITCH, [CLICK HERE.](#)**

## BECOME THE BUSINESS YOUR COMMUNITY NEEDS

Join with 4,000+ businesses and entrepreneurs who've partnered with ASSETS to build a stronger Lancaster.

[Show Me How](#)


### THE LANDSCAPE OF BUSINESS IS CHANGING.

Lancaster's explosive growth isn't benefiting everyone. "Business as usual" must change. Don't be left behind—create a competitive advantage.

[Read ASSETS' Manifesto →](#)

**ASSETS helps you:**



**PLAN**  
your business  
with Entrepreneur  
Training  
Tools to help  
entrepreneurs  
launch and grow  
successful  
businesses.

[Let's Plan!](#)



**GROW**  
your business  
with Community  
Lending  
Innovative loan  
products and  
financial services to  
fuel business  
growth.

[Let's Grow!](#)



**IMPROVE**  
your business  
with Impact  
Consulting  
Guided process for  
companies to  
improve their  
positive impact on  
the community and  
the environment  
while building  
stronger  
businesses.

[Let's Improve!](#)



[Click here to visit the updated site!](#)

# ASSETS' NEW WEBSITE

ASSETS has experienced explosive growth over the past five years, and our offerings and community impact have expanded along with it. It's time that our website represented the unique perspective and extensive expertise we offer to Lancaster. [Explore our new site](#), and learn how we're inspiring entrepreneurs and businesses to use their companies as a force for good.

# ASSETS 2019

## FINANCIAL REPORT

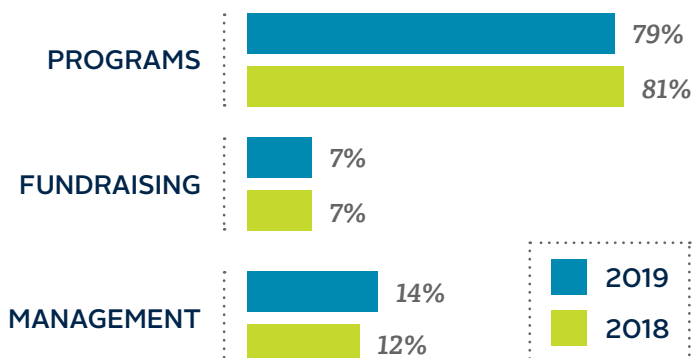
### FY 2018 REVENUES



### FY 2019 REVENUES



### YEARLY EXPENSES



### LOAN ASSETS UNDER MANAGEMENT

2018	2019
\$86,618	\$193,502

\* Please note, our 2019 financials are consolidated with our subsidiary, Lancaster Works, which constitutes the majority of the increase in earned income. [Our full financial statement and 990 can be found on our website.](#)



# THE ASSETS MANIFESTO

## **THE ECONOMY THRIVES WHEN EVERY RESIDENT THRIVES.**

Our current economy is not working for everyone. While some benefit from our community's prosperity, others continue to suffer because of it. We believe in prosperity for all—and that the diversity which makes our community strong should be equally represented in its success.

## **“BUSINESS AS USUAL” MUST CHANGE.**

We must change the way business is done to create an economy where everyone can prosper. Inclusive entrepreneurship combined with ethical business can change a community for the better. By making space and offering resources for local, underrepresented entrepreneurs to open businesses, and creating a business community that values social and environmental impact as much as profit, we interrupt the status quo, alleviate poverty, and build vibrant and sustainable communities.

## **COMPANIES HAVE AN ESSENTIAL ROLE TO PLAY.**

Government and nonprofits are vital in building a thriving community, but the private sector must play a large role as well. Business leaders and entrepreneurs have a duty to consider how they can use their business models and operations to create positive change for all. We believe in a triple bottom line—people, planet, profit.

## **LANCASTER IS LEADING THE WAY FOR THE ENTIRE COUNTRY.**

Lancaster is at the cutting edge of a growing movement that recognizes and harnesses the power of business to transform communities for the better. Others are watching.

## **ASSETS IS UNIQUELY POSITIONED AS THE DRIVING FORCE BEHIND THE BUSINESS FOR GOOD MOVEMENT.**

We believe our economy will thrive when every entrepreneur has equal access, every new start-up launches with the dual goal of turning a profit and building a stronger community, and every established business measures what matters. That's why ASSETS is leading the way through innovative programming in each of these areas, and actively advocating to change the way business is done.

Read more about  
our manifesto here



**ASSETS**

*we believe in*

**BUSINESS FOR GOOD**

