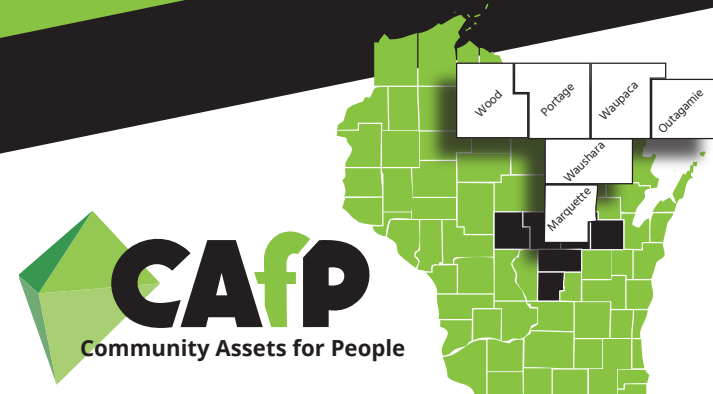


# Loan Fund Investors

- BMO Harris Bank, NA
- Community Foundation of Central Wisconsin
- Delta Dental of Wisconsin
- Incourage Community Foundation
- JPMorgan CHASE Foundation
- Opportunity Finance Network
- Packer Apartment Corporation
- School Sisters of Notre Dame
- The Congregation of the Sisters of St. Agnes
- The Sisters of St. Dominic – Racine
- USDA - Intermediary Relending Program (IRP)
- USDA - Rural Business Enterprise Grant Program (RBEG)
- USDA - Rural Microentrepreneur Assistance Program (RMAP)
- US Bank
- US Small Business Administration - Microloan Program
- US Treasury – CDFI Fund
- Wisconsin Council on Churches
- Wisconsin Department of Transportation
- Wisconsin Division of Housing
- Wisconsin Economic Development Corporation - Capital Catalyst Program



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A member of the **OPPORTUNITY FINANCE NETWORK**

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.



## CAP Services Lending Report

Business, home and auto lending — the perfect combination.

**2018**

[capservices.org/capf](http://capservices.org/capf)

Above: Little Food Company in Kaukauna, Wisconsin. CAP Services helped Little Food expand in 2018.

Note: Community Assets for People (CAfP) is a wholly owned subsidiary of CAP Services, Inc., a private, nonprofit Community Action Agency. For purposes of readability within this report, all loan fund activities are described as CAP Services activities.

# CAP Services' Impact

## LOANS, FINANCIAL SERVICES & JOBS CREATED IN 2018

Access to capital and credit is paramount to providing opportunity for people of all incomes to create businesses and jobs and help communities thrive.



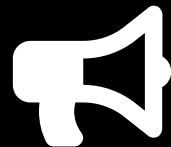
### 10 NEW BUSINESSES SUPPORTED BY MICRO & SMALL BUSINESS LOANS

In 2018, CAP Services provided 38 micro-enterprise and small business loans valued at nearly **\$1.1 million**. The loans helped create 10 new businesses, seven with low- to moderate-income (LMI) owners.



### 1,600 HOURS OF TECHNICAL ASSISTANCE PROVIDED TO BUSINESSES

CAP Services' Business Development staff provided technical assistance services to business start-ups and expansions that included business plan development, market/feasibility assessment and understanding business financials (both pre- and post-loan).



### 120 ENTREPRENEURS PROVIDED WITH BUSINESS COACHING

120 people accessed our business coaching and lending services in 2018. Businesses financed included microbreweries, restaurants, light manufacturing, and elderly and dental care providers. The majority of business starts in 2018 were from LMI owners and the majority of new jobs were filled by LMI applicants.



### 29 JOBS CREATED OR RETAINED BY MICRO & SMALL BUSINESS LOANS

In 2018, our micro-enterprise and small business loans created 15 new jobs and retained 14 existing jobs in Central and East Central Wisconsin. Since 1997, the 327 business starts we supported have created 628 jobs.



### 11 AUTO LOANS

In 2018, CAP Services' consumer auto lending, through its Work-n-Wheels Program, helped 11 individuals access more reliable transportation. Since 2009, CAP has made 232 car loans totaling over \$1.27 million.



### 45 SUBORDINATE HOUSING LOANS

In 2018, we provided 45 subordinate housing loans so families could fulfill their dream of homeownership or preserve/improve their homes to meet HUD quality and safety standards. Since 1991, CAP has made 1,604 housing loans totaling over \$20 million.

# Investing in People

## Colette & Brielle - Junction City, WI

Colette's living situation became unstable when her brother, with whom she shared an apartment, needed to move out on short notice.

Colette couldn't afford the rent on her own for long, so she started to explore living options for her, her daughter, Brielle, and their pets.

Having owned a home in the past, Colette wondered if there might be an affordable way to return to homeownership.

With their three cats and a dog, apartment

options were limited, and Colette and Brielle liked the idea of having their own place.

A co-worker asked Colette if she'd ever heard of CAP Services.

Colette called CAP and learned about its Home Buyer and Home Rehabilitation programs.

Colette and Brielle found a 2-bedroom home in Junction City that was just what they were looking for.

"We fell in love with the place," said Colette. Working with their lender and CAP



Watch a video of Colette & Brielle's story at [capservices.org/transform](https://capservices.org/transform).

Services, the family was able to make their homeownership dream a reality and also make necessary repairs to the home.

"We feel at peace," she said. "We love being in a small community."

## Little Food Company - Kaukana, WI

The Little Food Company was founded by Amanda Santoro, a registered nurse of 20 years and a mother of four children.

Through her work, Amanda has been educating families on the importance of nutrition and wellness for decades. As a health-conscious mother, Amanda made baby food for her children because she could not find fresh, organic, minimally processed, preservative-free options in the grocery store.

Knowing she was not alone in her search for quality baby food, she decided to create her own business to provide healthy options for other mothers seeking nutritious and natural ingredients for their babies.

Amanda has been keenly focused on each aspect of her business development. Taking a lean startup approach, Amanda leased space at a shared commercial kitchen and successfully launched the Little Food Co. while continuing to work full-time as a nurse.

The Little Food Co. debuted its products in Appleton at the 2017 Summer Farmers Market.

In 2018 Little Food Co. released its baby food subscription plan and launched into the retail space with a specialty grocer, where the product proved popular and quickly sold out.

Little Food Co. was then selected to participate in Willy Street Co-op's Retail Ready program and has been selected as a permanent vendor there.

Little Food Co. also gained support and recognition in the start-up community through gBETA, Governors Business Plan Contest, and the Wisconsin Food and Beverage Industry (FaBcap).

To assist Amanda with her expansion CAP Services provided loans totaling \$70,000.

Amanda used the funds to purchase inventory, signage, build-outs and equipment for her recently opened FDA-licensed food



production facility in downtown Kaukana.

The modern facility allowed Little Food Co. to expand wholesale accounts through food distributors servicing specialty grocers throughout Wisconsin.

"We're proud of our beautiful new facility," Amanda said. "This provides the capacity we needed to scale up production of premium quality food to nourish growing babies and their health conscious families throughout Wisconsin and beyond."

## Shirley Varney - Stevens Point, WI

Reliable transportation is often the difference between keeping a job and losing a job, particularly in rural areas.

CAP Services' loan products include consumer auto lending through the Work-n-Wheels Program.

For the past 11 years, a partnership with CARSTAR Plover and the National Auto Body Council's Recycled Rides program has also afforded CAP the opportunity to provide one family with a meticulously reconditioned vehicle free of charge.

CAP Services' Board of Directors selects the recipient from applications submitted by CAP clients.

In 2018, Shirley Varney, Stevens Point, was chosen to receive a reconditioned 2010 GMC Acadia.

Varney's family includes her fiancé and three children ages 3, 8 and 9. They had been relying on a 15-year-old Chevy Trailblazer. Despite extensive and expensive repair over the past couple years, the vehicle continued to have problems.

"It wasn't reliable enough to drive out of town," Varney said. "It overheated a few months back and I felt like it wasn't worth sticking more money into it."

Though both adults in the household work,



money is tight. The vehicle allows them get to essential services like work, school, medical appointments and other necessary activities.

"This vehicle is a blessing for our family," Varney said. "It is great to know I have a reliable and safe vehicle for my children to ride in."