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 10 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 businesses 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 29 new jobs and retained 14 existing jobs in Central and East Central Wisconsin. Since 1997, the 329 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 2006, CAP has made 232 car loans totaling over $127 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 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.

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 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.”