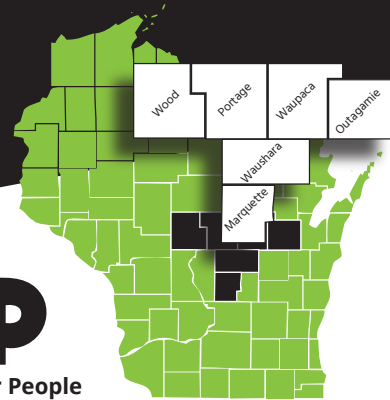


Loan Fund Investors

Credit Builders Alliance
Delta Dental of Wisconsin
Incourage Community Foundation
JPMorgan CHASE Foundation
National Exchange Bank
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 consumer lending — the perfect combination.

2019

capservices.org/cafp

Above: Point Cryo's Tanya and Michael Rajski brought cryotherapy to the Stevens Point area in 2019.

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 2019

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



11 NEW BUSINESSES SUPPORTED BY MICRO & SMALL BUSINESS LOANS

In 2019, CAP Services provided 32 micro-enterprise and small business loans valued at over \$930,000. The loans helped expand 10 businesses and create 11 new ones, seven with low- to moderate-income (LMI) owners.



2,995 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). Since 1997 the technical and financial assistance provided by CAP has led to 341 business start-ups.



150 ENTREPRENEURS PROVIDED WITH BUSINESS COACHING

150 people accessed our business coaching and lending services in 2019. Businesses financed included daycare centers, salons, microbreweries, information technology, custom fabrication, pet care, bio-tech, and renewable energy installers.



49 JOBS CREATED OR RETAINED BY MICRO & SMALL BUSINESS LOANS

In 2019, our micro-enterprise and small business loans created 28 new full-time jobs and 12 part-time jobs, and retained 9 existing jobs in Central and East Central Wisconsin. Since 1997, start-up and expanding businesses we have supported have created 636 new full time jobs.



10 AUTO LOANS

In 2019, CAP Services' consumer auto lending, through its Work-n-Wheels Program, helped 10 individuals access more reliable transportation. Since 2009, CAP has made 242 car loans totaling over \$1.31 million.



25 SUBORDINATE HOUSING LOANS

In 2019, we provided 25 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 1,629 housing loans totaling over \$20 million.



9 SMALL LOANS

CAP deployed 9 consumer loans totaling \$14,394 in our new "Small Dollar, Big Difference" pilot, launched August 2019 in Portage, Waushara, and Marquette counties.

Investing in People

Housing Lending

Often, low-income, low-wealth families are limited in the values of homes they might be able to purchase. Neighborhood Stabilization Program (NSP) supports our ability to



Kitchen before rehab

acquire and redevelop foreclosed or abandoned properties that might otherwise result in blighted

neighborhoods. CAP purchases, rehabilitates, and resells these homes to low- to moderate- income buyers in order to stabilize neighborhoods to prohibit the decline of housing values for the targeted property and neighboring homes.

One example is a project in Stevens Point. The rehabilitation process involved extensive changes to the interior of the house to update mechanical components, improve energy efficiency, transform a traditional closed floor plan into an open concept living space, and

brighten the home with new surfaces like flooring, paint and countertops. The home was finished and placed on



Kitchen after rehab the market. Showings were scheduled and resulted in a sale to a qualified buyer.

Business Lending

CAP supports building community through its business coaching and lending services.

Point Cryo is an example of a new business CAP assisted in 2019.



For hundreds of years, people have used some type of cold therapy, most commonly bags of ice or cold water, for health care and beauty treatments. Through advances in technology come new approaches that can do the job better, faster, and more precisely.

The modern practice of cryotherapy started in upscale salons and elite training facilities in California nearly 10 years ago. Today cryotherapy is becoming more common as more people are finding the benefits from the full body deep freeze that takes only minutes. Entrepreneurs, Tanya and Michael Rajski, having experienced the benefits of icing therapies for injuries, brought cryotherapy to the Stevens Point area.

The Rajski's cryotherapy business, Point Cryo, is located close to the University of Wisconsin - Stevens Point, two high schools, and clinics that see patients for injuries, ailments, and beauty concerns. Tanya describes Point Cryo as a facility that provides a unique approach to recovery and beauty. Point Cryo offers full body and localized cryo sessions.

Point Cryo focuses on the benefits of

reduced inflammation in the body that aids in faster recovery from injuries and relief from chronic pain. Complementary procedures include compression boots to reduce swelling and fluid retention; red light therapy to promote cellular rejuvenation for skin and tissue treatments; and recovery and detoxification in a group setting with an infrared sauna that can accommodate up to four people at a time.

The Rajski's opened their business in November 2019, reducing travel time for local residents who previously had to travel out of town for cryotherapy.



Consumer Lending

CAP's 2019 community survey identified reliable transportation as one of the top 10 needs of families. We know as many as 75% of renters in parts of our service area have no means of transportation. This challenge can isolate people - no way to get to work, school or attend to various family needs. CAP's Work-n-Wheels Program is one solution for those needing reliable transportation for work. No-interest loans of up to \$5,000 can make a difference for families.

Gina DuPont is one example of someone who accessed CAP's auto loan program last year. She is an individual with disabilities who wants to work and lead a product life. Gina worked with an employment specialist and the Department of Vocational Rehabilitation



for assistance in finding an employer able to accommodate her needs. Gina was thrilled to have a job but needed transportation to get to and from work. Gina's employment specialist referred her to CAP Services for an affordable solution.

Nationally we know that most families cannot manage a \$400 financial emergency and our community survey echoed that for families experiencing poverty in our communities. Many have challenges in accessing credit, and as a result, may turn to products with high interest rates. These predatory loans consume cash that would otherwise be available for productive payment plans on necessary purchases. CAP Services piloted a new "Small Dollar, Big Difference" loan product that offers low interest loans up to \$1,000 to make necessary purchases or address emergencies, and loans up to \$5,000 to refinance predatory loans and free up cash for other living expenses.