



ANNUAL REPORT 2017

Bold Moves

Bold Moves

This was the year of bold moves for LEDC. In 2017, LEDC began a flagship project in Wheaton, MD; supporting small businesses in the path of a major construction project on Parking Lot 13. Through this project, we developed a new model for engaging and retaining existing small businesses by meeting them where they are—literally—as we’re providing technical assistance on-site at their business locations. In 2017, we won the highly competitive CDFI Fund Financial Assistance-FA grant. 2017 also marked large-dollar grant wins from private funders including Wells Fargo and the Weinberg Foundation. LEDC began implementing our Community Economic Development-CED grant, which provided us the opportunity to lend up to \$100,000 for the first time to restaurants in DC. The project has resulted in the creation of 122 full and part time new jobs in the District. We reconnected with the Meyer Foundation and picked up our partnership from where we had left off a few years prior. Lastly, 2017 was the year we engaged with DC’s DOEE (Department of Energy & Environment) to implement an important project that will keep homes in the District safe and free of lead. For all of these reasons and more, we view 2017 as our year of bold moves. Reading our report, you will see how LEDC’s bold moves resulted in big wins for the communities we serve.

AFFORDABLE HOUSING PRESERVATION AND HOMEOWNERSHIP SUCCESS

For Ethiopia natives Kassauhn Workneh and Helen Degife, working hard and saving as much money as possible opened a door—to their new home.



A Marriott Hotel employee and part-time taxi driver, Kassauhn Workneh came to the United States in 1999 from Russia, where he had lived since leaving Addis Ababa, Ethiopia, where he was born.

“A lot of people need [LEDC]. You can’t imagine how much you provided me with.”

-KASSAUHN WORKNEH

Eventually getting married and having three children, Workneh always applied himself in his jobs to support his family. But their apartment, which was an affordable housing unit, was a problem. It was very small, and one of his sons had to sleep on the couch. Even worse, the apartment smelled

like mold, mice, and roaches. There were also leaks. At one point, the ceiling fell down.

Desperate to improve his family’s living conditions, Workneh reached out to LEDC for help. Together, Workneh and LEDC were able to get the landlord to make the necessary repairs to the apartment. During this process, Workneh learned about LEDC’s home ownership program. He then began working with LEDC housing counselors, who walked him through the process of applying for a loan through DC’s Home Purchase Assistance Program (HPAP) and all the various aspects of purchasing a home.

Within a year, Workneh and his family had the keys to their dream: A nice house that has plenty of room for everybody—and can be passed down to the next generation.

SMALL BUSINESS SUCCESS

Jacqueline Rudas was always good with numbers. When it occurred to her that she could use her skills to help others, a business idea was hatched.

New Jersey native Jacqueline Rudas spent much of her life in Peru and Colombia, where her mother and father are from. This made her fluent in both English and Spanish, but she also spoke a third language: numbers. Always good at math, she often helped translate and organize accounting documents and other paperwork for her parents for the cleaning business they ran.

Rudas eventually went on to study at NYU and became a CPA. She also worked with various programs to help underserved communities locally as well as internationally.

Curious about starting her own business, she went to LEDC and began taking classes and attending

coaching sessions. She wasn't exactly sure what she was aiming for, so she made a vision board and kept learning all she could about small businesses. Eventually she had an idea that would combine her math, language, and

“I think something that I’ve always wanted to do is give back to the community. What keeps coming back to me is being able to help someone.”

- JACQUELINE RUDAS

organizational skills. She wanted to start a small business that would be dedicated to providing minority-run and women-run companies with



bookkeeping and document filing services.

LEDC helped Rudas navigate the many twists and turns of owning a business, including how to create a website and how to leverage social media.

Though Rudas has a full-time job, her support from LEDC has allowed her to build her passion project on the side and develop strategies for growing it in the future.

SMALL BUSINESS SUCCESS

Motivated and entrepreneurial, German Salgado went from working in a restaurant to founding his own cleaning operation.



Born in San Miguel, El Salvador, but raised in the United States, German Salgado comes from a long line of business owners who run beachside rentals, hotels, and cafes back in his home country. So it was only a matter of time until he followed suit.

For a long time he worked in an Italian restaurant in Maryland, where he grew up. It was a good job, but he wanted to work for himself instead of for someone else, and he wanted to see his children more. Worried a restaurant of his own would be too risky, Salgado and his business-savvy wife decided to launch a cleaning business.

“LEDC opened the doors for me. It was a great opportunity.”

- GERMAN SALGADO

In need of guidance about how to start a company, Salgado reached out to LEDC, where he received several one-on-one coaching sessions. The result? Salgado and his wife not only established themselves as business owners, they also landed their first client: a golf course.

Now providing cleaning services for homes as well as businesses, Salgado's life looks just the way he always wanted it to: He owns a successful company, and because he is his own boss, he can spend as much time with his family as he wants.

SMALL BUSINESS SUCCESS

Vietnam war veteran Johnny Harris sold real estate for 25 years. Then he saw an opportunity to sell something else: flowers.



Originally from North Carolina, Johnny Harris came to Washington, D.C., as a teenager and eventually settled on a career in real estate, which lasted 25 years. Then an offer to buy a flower shop piqued his interest.

It's all about attitude and foresight. I always felt like I could make it with my own business.

- JOHNNY HARRIS

After thinking it through, Harris decided not to make the purchase because the business was in debt. But now focused on the idea of selling flowers, Harris began searching for the right opportunity, which he found on Brentwood Road in Northeast.

He opened his store in 1994 and, as the neighborhood gentrified, Harris's flower shop continued to be profitable, in part because they often sold large orders of arrangements for funerals and other big events.

Hoping to freshen up his store, Harris reached out to Great Streets, an initiative to support small businesses in D.C. Great Streets then referred Harris to LEDC, where he received one-on-one help putting together all the pieces of his application, from developing to writing the proposal.

The funding came through, allowing Harris to revitalize his business and continue to grow it. His hope is to eventually get more government contracts—and one day pass the flower shop down to his granddaughter.

2017 BY THE NUMBERS

Our impact



SMALL BUSINESS SUPPORT
1,236 area residents served with small business support services and financing.



SMALL BUSINESS DEVELOPMENT
592 entrepreneurs trained via 71 small business development workshops



SMALL BUSINESS TECHNICAL ASSISTANCE
415 residents received 2,746 hours of one-on-one small business technical assistance



SMALL BUSINESS LOANS
134 small business loans and 48 consumer loans totaling \$2,141,183



BUSINESS AND JOB CREATION
39 startup businesses launched with the support of our financing, and 52 businesses created via our technical assistance program



BUSINESS AND JOB CREATION
260 full-time equivalent jobs created and retained 481 existing jobs as a result of our lending efforts



AFFORDABLE HOUSING PRESERVATION
83 buildings assisted with affordable housing preservation services



AFFORDABLE HOUSING PRESERVATION
1,534 units preserved as affordable



PUBLIC INVESTMENT
\$29,283,770 in both public and private investments facilitated the purchase, improvement, and preservation of affordable housing.

Our impact



TENANT ORGANIZING

\$100 million investment in the Housing Production Trust Fund facilitated by tenant organizing in collaboration with CNHED's Housing For All Campaign



FINANCIAL CAPABILITY

1,742 households and individuals received counseling and training by our Housing Counseling Team



HOMEOWNERSHIP COUNSELING

505 households received one-on-one counseling on financial capability, rental, and homeownership training



HOME PURCHASE ASSISTANCE

Our DC housing counselors assisted with the submission of **127** DC Home Purchase Assistance Program (HPAP) applications which led to **56** tenants investing **\$15,972,665** in the purchasing of homes in the District.



HOMEOWNERSHIP COUNSELING

A total of **99** clients indicated they have purchased a home since receiving our homeownership counseling.



FORECLOSURE PREVENTION

78 families provided with foreclosure prevention counseling.

SMALL BUSINESS SUCCESS

In the male-dominated shipping and logistics business, one trailblazing woman is making waves in the Port of Baltimore.

Antoinette Dove's professional life took a sharp turn when she offered to help a friend with a project. The friend needed to purchase several trucks, and because Antoinette had previously worked in the legal field, she knew how to parse the fine print and make sure her friend was not overcharged.

The process sparked Dove's curiosity about shipping and logistics, and she eventually got a job in the business, learning all of its ins and outs. But what Dove really wanted was to run her own company, be her own boss, and be an inspiration to others.

Bootstrapping this dream most of the way, Dove found herself in need of a loan, but the banks kept her waiting. Meanwhile, the bills piled up, and she had to use her own money to pay them. Dove decided to reach out to LEDC, and ultimately

received a \$10,000 loan, which allowed her to make payroll and get back on her feet.

"I pinch myself, you know. It's amazing that when we first started it was just me, and now we have 10 other people plus me, so it's 11 of us."

- ANTOINETTE DOVE

Today Dove is the proud owner of Global Procurement and Logistics LLC, a female-founded and operated shipping and logistics company based in Baltimore's Seagirt Marine Terminal. A passionate and determined leader, Dove plans to expand her business to include overseas operations and more.



Financial Statements 2017

SUPPORT & REVENUE	2017	2016
Federal Grants and Contracts	\$ 2,181,248 51%	\$ 1,232,656
State and Local Grants	\$ 456,299 11%	\$ 537,780
Foundations and Corporations	\$ 1,120,668 26%	\$ 1,068,891
Other contribution revenue	\$ 115,728 3%	\$ 39,552
Interest and Other Income	\$ 401,406 9%	\$ 363,838
TOTAL SUPPORT AND REVENUE	\$ 4,275,349	\$ 2,441,176

EXPENSES	2017	2016
Program	\$ 2,946,546 89%	\$ 2,515,803
Administrative and General	\$ 368,982 9%	\$ 251,640
Fundraising	\$ 79,731 2%	\$ 67,032
TOTAL EXPENSES	\$ 3,395,259	\$ 2,834,475
Change in net asset from operations	\$ 880,090	\$ 408,242

ASSETS	2017	2016
Cash	\$1,481,536	\$486,895
Grants and Other Receivables	\$ 982,917	\$ 964,997
Loans Receivable, current portion (net)	\$ 1,220,759	\$ 1,165,907
Prepaid expenses	\$ 25,035	\$ 6,849
Restricted cash	\$ 189,247	\$ 189,653
Loans Receivable, non-current	\$ 1,802,605	\$ 1,482,892
Property and Equipment (net)	\$ 106,192	\$ 128,528
Other assets	\$ 29,400	\$ 21,633
TOTAL ASSETS	\$ 5,837,691	\$ 4,447,354

LIABILITIES AND NET ASSETS	2017	2016
Accounts payable and accrued expenses	\$ 200,019	\$ 175,713
Capital lease obligations, current	\$ 20,011	\$ 19,649
Capital lease obligations, noncurrent	\$ 53,677	\$ 73,688
Notes payable and lines of credit, current	\$ 303,944	\$ 813,569
Notes payable and lines of credit, noncurrent	\$ 2,135,135	\$ 1,172,645
Deferred revenue	\$ 61,487	\$ 6,369
Deferred rent	\$ 3,974	\$ 6,367
TOTAL LIABILITIES	\$ 2,778,247	\$ 2,268,000
NET ASSETS	\$ 3,059,444	\$ 2,179,354
TOTAL LIABILITIES AND NET ASSETS	\$ 5,837,691	\$ 4,447,354

What We're About

Working families deserve opportunities to ensure their long-term financial stability by having access to affordable homes and owning successful small businesses – but too many are not afforded these opportunities. At LEDC, we equip Latinos and other underserved communities in the DC and Baltimore metropolitan areas with the skills and financial tools to create a better future for their families and communities. Participants in our programs learn how to buy and stay in their homes, take control of the decisions affecting their apartment buildings, and start or expand small businesses. The entire Washington and Baltimore regions are stronger when all families have the power to achieve financial independence and join with their neighbors to improve their quality of life.

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