



STRONGER THAN EVER



ANNUAL REPORT 2019

2019 IN REVIEW

Letter from the Executive Director & CEO

Marla Bilonick



It is a great privilege to provide you with the Latino Economic Development Center's (LEDC) 2019 Annual Report. This past year has been one of notable achievements and as I look back on LEDC's impact, I am proud of our deep strength – and that of our clients who have carried on through extremely difficult circumstances.

With the sustained support of our funders, partners, and individual donors, our team has been able to positively impact the lives of thousands of individuals and countless communities. This was also a year of pivotal growth for our organization.

I am proud to share that in August 2019, we opened a new office in Mayagüez, Puerto Rico dedicated to providing access to capital to local entrepreneurs. This is a historic achievement for LEDC as it is our first expansion outside the Baltimore–Washington metropolitan area. More importantly, as the only Community Development Financial Institution (CDFI) in Puerto Rico's west coast, we are in a unique position to join the few CDFIs on the island to lead the charge to

promote economic growth by delivering comprehensive, affordable lending to disadvantaged entrepreneurs.

In July 2019, our Affordable Housing Preservation team, in partnership with District renters, residents, and housing advocates, took a bold step forward in its fight to preserve affordable housing by launching the DC Tenants Union. Voted into existence at LEDC's 13th Annual Tenant Town Hall, the Union's mission is to preserve affordable housing, fight sub-standard and hazardous housing conditions, and prevent displacement in gentrifying neighborhoods.

This past year has been one of notable achievements, both for our organization and our clients. I am proud to say LEDC is stronger than ever and we remain committed to our mission to drive the economic and social advancement of Latinos and other underserved communities.

On behalf of everyone at LEDC, thank you for your ongoing support and partnership.

Marla Bilonick, Executive Director and CEO

413

women served

360

received 1:1
support

93%

improved their
financial capability

53

women graduated
from our cohort
trainings and took
steps to launch
their business

227

volunteers
provided 1,742
hours, totaling
\$213,424

Born to Laotian war refugees, Nancy Xiong has built a business around helping women move beyond trauma and toward healing through storytelling and art.

A self-taught artist, Nancy Xiong has worked in the field of gender-based violence for the last 10 years as an educator, advocate, and researcher. She is now the owner of Sincerely, Nancy. Her mission? To provide tools, skills, and affirmations toward a healing journey for immigrant and refugee women.

Nancy was born outside of Chicago, Illinois, and raised in Wisconsin. Her parents are war refugees from Laos. Helping women move beyond traumatic experiences is her passion, and

she has discovered that art, crafts, writing, and storytelling are powerful tools in facilitating this process. She incorporates all of this in her business, which offers workshops and speaking engagements for women seeking support. For Nancy, LEDC's Empowered Women International (EWI) program has been key in helping her find the space she needed to learn, think, and build her dreams. The program has taught her that anything is possible, she says, as long as you don't give up.

"My EWI classmates have been very supportive of my dreams. I look forward to working with them after the program."

NANCY XIONG



As a native Washingtonian, Delancia's dream was always to own a home in the city.

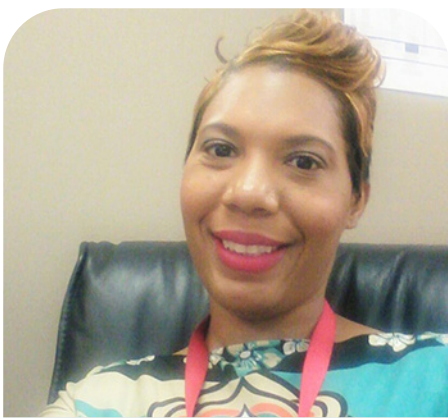
Delancia Browning has lived in Washington, DC, her entire life. She remembers growing up on 14th Street Northwest and walking past rundown buildings left behind from the 1968 DC riots. She has seen the city transform over the last few decades, and leaving has never crossed her mind.

Rather, her dream has always been to own a home in DC and in turn build wealth for her six-year-old daughter. Two years ago, Delancia decided to start

the process and looked to LEDC for guidance. The first time around, she was advised to work on repairing her credit. After two years of hard work, her financial status was so good that she found herself in a position to be able to take the first step toward making her dream a reality.

Working with LEDC, Delancia applied for various down payment assistance programs offered to DC residents and DC government employees. In total, she received nearly \$50,000 through HPAP (Home Purchase Assistance Program), EAHP (Employer Assisted Housing Program), and NEAHP (Negotiated Employee Assistance Home Purchase Program) — enough to purchase her first home.

On December 31, 2018, Delancia became the first homeowner in her family — a powerful milestone and one that gives her peace of mind, knowing she has provided her child with a more financially secure future.



“Now I have a legacy I can leave for my daughter.”

DELANCIA BROWNING

Housing Counseling

2,054

families served via trainings and 1:1 counseling

229

families served via 38 financial capability trainings

404

families received 1:1 counseling



106

families assisted to secure \$2,358,735 in down-payment and closing cost assistance

113

families were able to purchase their first-time home, totaling \$17,892,544

44

families received foreclosure counseling

For Ronal Avila Morales, owning a home means he's investing in his future.

Born on the northern coast of Honduras, near the Nicaragua border, Ronal Avila Morales first came to the United States in 2001 for his undergraduate studies. In 2015 he returned to earn his master's degree in Maryland. From there, Ronal moved to Washington, DC, where he is now a DC government employee, working as a language access coordinator for the Mayor's Office on Latino Affairs.

Ronal knew he wanted to become a homeowner. He wanted an investment rather than a monthly rent bill that he simply paid to a landlord. And he knew he wanted to buy in DC.

For one thing, Ronal liked the idea of being close to work.

For another, he knew the property value would be high. But he needed help getting the home-buying process started and keeping it

streamlined, and that's when he turned to LEDC.

He began working with LEDC, applying for both HPAP and EHAP loans, which would help cover his down payment. Through LEDC Ronal also received help connecting with a realtor, a home inspector, and banks. LEDC workshops helped him learn the importance of the home inspection process.

"It feels good when you're investing money in something that's yours."

RONAL AVILA MORALES

Now officially a homeowner, Ronal has made an investment that he knows will serve him — and future generations — well.



Despite several setbacks, this neighborhood cafe continues to nurture through coffee and community.

Lene Tsegay and her sister Abeba have owned and operated Kefa Café in Silver Spring, Maryland since 1996. Originally from Addis Ababa, Ethiopia, the sisters and their siblings came to the United States during the 1980s as young refugees. Lene and Abeba opened the café years later as adults, to create a community space where people could gather, relax, and sip first-class Ethiopian coffee.

“LEDC has made me feel like they care, like they understand. That’s the way we run our business — we care for anyone who comes in.”

LENE TSEGAY

But in 2019, as the city’s construction plans for a new mass transit line got underway, the business began to suffer. Noise, dust, limited access to

parking spaces, and utility service disruptions resulted in fewer customers.

Looking for an advocate to help her work with the transit contractors, Lene reached out to LEDC. As a result, she was able to regain her customer parking spots and learned how to negotiate and communicate through the disruptions caused by construction — and COVID-19 — in order to protect her business.

With LEDC’s help writing grant proposals, marketing materials, and overall business coaching, Kefa Café has remained open through a tumultuous year and continues to serve as a warm and welcoming gathering space for the community.

Small Business Services

914

entrepreneurs/small business owners served

636

received 1:1 technical assistance

2,672

1:1 technical assistance hours provided



180

micro-loans
deployed totaling
\$2.73 million

71

businesses created
with our help

982

FTE jobs created/
retained

Even the toughest roadblocks couldn't stop this entrepreneurial couple from pursuing their dreams.

Wilmer Carmona and Eliana Martinez moved to the United States in 2016 from Colombia, where they fell victim to organized crime extortion. Always entrepreneurial and hard-working, the couple ran a successful corporate event planning service business in Columbia for nine years. After settling in Baltimore, they quickly secured full-time jobs and in a matter of two years started a clothing business, called Eileen's Boutique, LLC.

Wilmer and Eliana will stop at nothing to achieve their dreams of providing a great future for their growing family. With LEDC's help, they have been

able to improve their personal and business credit, marketing, branding, and business operations. With LEDC's help they have also been able — and continue — to obtain the capital needed for inventory and growing demand.

As asylees, life hasn't always been easy for Wilmer and Eliana. But they continue to thrive. They recently purchased their first home, which serves as headquarters for their business. Having been turned down by banks in the past, they have found in LEDC a partner that provides a two-fold benefit: technical assistance and access to capital.



“I was very happy to find someone who would give me the advice we needed because we were new, we had no knowledge of how to set up a business in this country.”

WILMER CARMONA

In less than a year, Keila Hernandez has been able to grow her business, Rise N Shine Cleaning Service, from one client to more than ten — and counting.

Keila Hernandez moved from the Dominican Republic to the United States in 2003 with her mother and sister. After working as a cleaner for 16 years, she decided it was time to start her own business and really get ahead. She knew that LEDC specialized in supporting the Latino community so her first step was to reach out.

In 2019 Keila began working with LEDC. First she obtained her business license, then began looking for clients. Keila's first

contract came from LEDC, and after that LEDC helped her get her Certified Business Enterprise (CBE) certificate. She also took classes through LEDC to learn about HPAP as well as the various grants and programs available to small businesses affected by the coronavirus. Fortunately for Keila, the pandemic increased the need for disinfection across many sectors and, in just nine months, her business grew from one client to ten. In fact, her customer base has expanded so quickly that now she has another job — hiring employees.

“Every time you ask [LEDC] for help they are always there to help with anything. It means a lot to me that LEDC is present to the community.”

KEILA HERNANDEZ



A fifth-generation DC resident, Beatrice Evans has become a leader in her community and a passionate advocate for seniors and their well-being.

A former police officer, Beatrice Evans now works as her 93-year old mother's caregiver. When Beatrice moved into her mother's building in Washington, DC's southeast quadrant, she noticed several potentially hazardous problems. The biggest was that the curb in front of the building was not cut, and therefore could not accommodate seniors who used wheelchairs or walkers.

At a neighborhood meeting, Beatrice raised her hand to bring up these issues, and she ended up speaking with members of LEDC staff who were also attending the meeting.

This past year, LEDC helped her form a tenant association in her building. From there,

LEDC provided leadership development training to help her become a leader, to be more outspoken and more determined. LEDC helped foster her engagement with the community as well: Beatrice began writing letters to construction companies and fighting for the curb to be cut. Meanwhile, LEDC connected Beatrice with council members and worked with her on preparing her testimony. Beatrice also participated in the launch of the DC Tenants Union.

Beatrice continues to fight on behalf of other residents for improvements in her building. Thanks to her efforts, the building now has healthier food programs, WiFi connection, and a brand new, wheelchair-friendly curb.

"[LEDC] really encouraged me, and made me stronger. I'm a fast learner but knowing I've got LEDC as back up, that's great."

BEATRICE EVANS

53

buildings/tenant associations supported, totaling 3,239 units

1,200

units preserved as affordable

\$100+ million

public/private housing investments facilitated, including Housing Production Trust Fund investment

4 rent strikes to improve 100 tenants' housing conditions.

Helped launch city-wide Tenant Union



Financial Statements 2019

SUPPORT & REVENUE	2019	2018
Federal Grants and Contracts	\$2,058,360 36%	\$ 2,362,375
State and Local Grants	\$ 714,054 12%	\$ 790,174
Foundations and Corporations	\$ 2,349,139 41%	\$ 1,509,582
Other contribution revenue	\$ 75,112 1%	\$ 58,561
Interest and Other Income	\$ 523,916 9%	\$ 438,736
TOTAL SUPPORT AND REVENUE	\$ 5,720,581	\$ 5,159,428

EXPENSES	2019	2018
Program	\$ 3,332,422 76%	\$ 3,253,738
Administrative and General	\$ 725,220 17%	\$ 674,731
Fundraising	\$ 311,238 7%	\$ 150,885
TOTAL EXPENSES	\$ 4,368,880	\$ 4,079,354
Change in net asset from operations	\$ 1,351,701	\$ 1,080,074

ASSETS	2019	2018
Cash	\$ 1,156,073	\$ 1,644,339
Grants and Other Receivables	\$ 1,263,162	\$ 1,262,575
Loans Receivable, current portion (net)	\$ 1,639,416	\$ 1,368,259
Prepaid expenses	\$ 12,148	\$ 19,576
Restricted cash	\$ 315,333	\$ 284,858
Loans Receivable, non-current	\$ 2,571,531	\$ 1,721,007
Property and Equipment (net)	\$ 1,894,660	\$ 95,377
Other assets	\$ 28,831	\$ 54,923
TOTAL ASSETS	\$ 8,881,154	\$ 6,450,914

LIABILITIES AND NET ASSETS	2019	2018
Accounts payable and accrued expenses	\$ 360,553	\$ 214,877
Capital lease obligations, current	\$ 22,589	\$ 21,263
Capital lease obligations, noncurrent	\$ 9,825	\$ 32,414
Notes payable and lines of credit, current	\$ 386,128	\$ 302,744
Notes payable and lines of credit, noncurrent	\$ 2,537,572	\$ 1,739,784
Deferred revenue	\$ 4,800	0
Deferred rent		\$ 314
TOTAL LIABILITIES	\$ 3,321,467	\$ 2,311,396
NET ASSETS	\$ 5,559,687	\$ 4,139,518
TOTAL LIABILITIES AND NET ASSETS	\$ 8,881,154	\$ 6,450,914

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LEDC is a community-based nonprofit. Our mission is to drive the economic and social advancement of low-to-moderate-income Latinos and other underserved communities by equipping them with the skills and tools they need to achieve financial independence and become leaders in their communities.