



# PEOPLEFUND



207 CHALMERS AVENUE

AUSTIN, TEXAS 78702

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FAX 512-472-8191

[www.PeopleFund.org](http://www.PeopleFund.org)



MISSION

PeopleFund  
creates  
economic  
opportunity  
by helping  
people:

Build  
healthy small  
businesses

Purchase  
safe and  
affordable  
homes

Achieve  
financial  
security and  
independence

You can see it in their eyes.  
Opportunity is the seminal American value.



Every one of us is connected to a powerful story of opportunity handed down through family and friends. We have inherited stories of hard work, saving, education, and dreams. Our stories guide and motivate us. Opportunity has helped each of us to prosper.

PeopleFund is founded on the belief that by creating opportunity we can foster the immense talent and promise inherent in those who dare to dream. We invest deeply in our community – providing affordable loans and counseling to ventures that create jobs, generate wealth, provide care for our children, and develop green technologies. We have invested almost \$17 million in underserved areas of Central Texas and we are growing. Over the next 3 years, we plan to invest over \$10 million in small business growth and innovation. We invest in opportunity.

PeopleFund has broadened our focus toward the tremendous demand for safe and affordable homes. We have launched our first affiliate, PeopleTrust,

to expand opportunities for homeownership. More than 40% of Austin families cannot afford a median priced home. Working parents who serve our community as home care attendants, teachers and fire fighters cannot afford a secure home for themselves and their children. Over the next 3 years, we plan to provide 400 home-ownership opportunities for these hard working families.

A home speaks to our roots and our stability. PeopleFund is currently planning the development of our own permanent home in East Austin. Located in the Chestnut Neighborhood, PeopleFund's Center for Economic Opportunity will be a place where our community can gather to meet each other, learn new skills and realize their dreams.

We believe in the power of Opportunity. We continue to be inspired by you, our partners, supporters, clients and colleagues. Thank you for joining us in this journey.

  
Margo Weisz  
Executive Director

  
Cloteal Davis Haynes  
Board Chair



**COMPANY NAME:** COOKIES IN BLOOM  
**CLIENT:** ROSE DELEON

**Summary:** Fresh, fun and unique cookies are this company's specialty!

**Impact:** Starting as a decorator and working up to manager, Rose DeLeon realized her dream of owning Cookies in Bloom thanks to a business loan from PeopleFund.

# CREATE



# INNOVATE



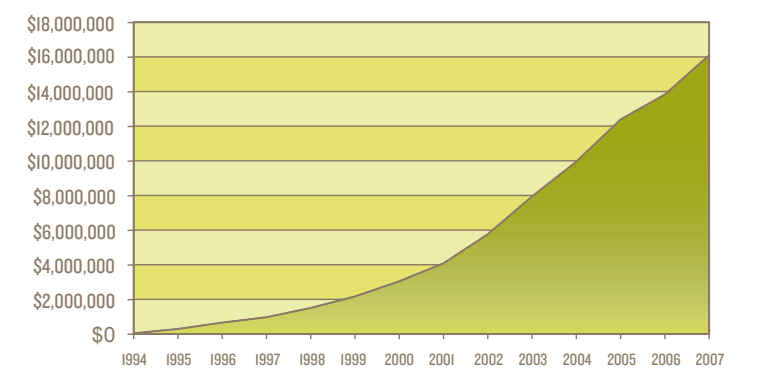
## COMPANY NAME: ECOLOGY ACTION OF TEXAS

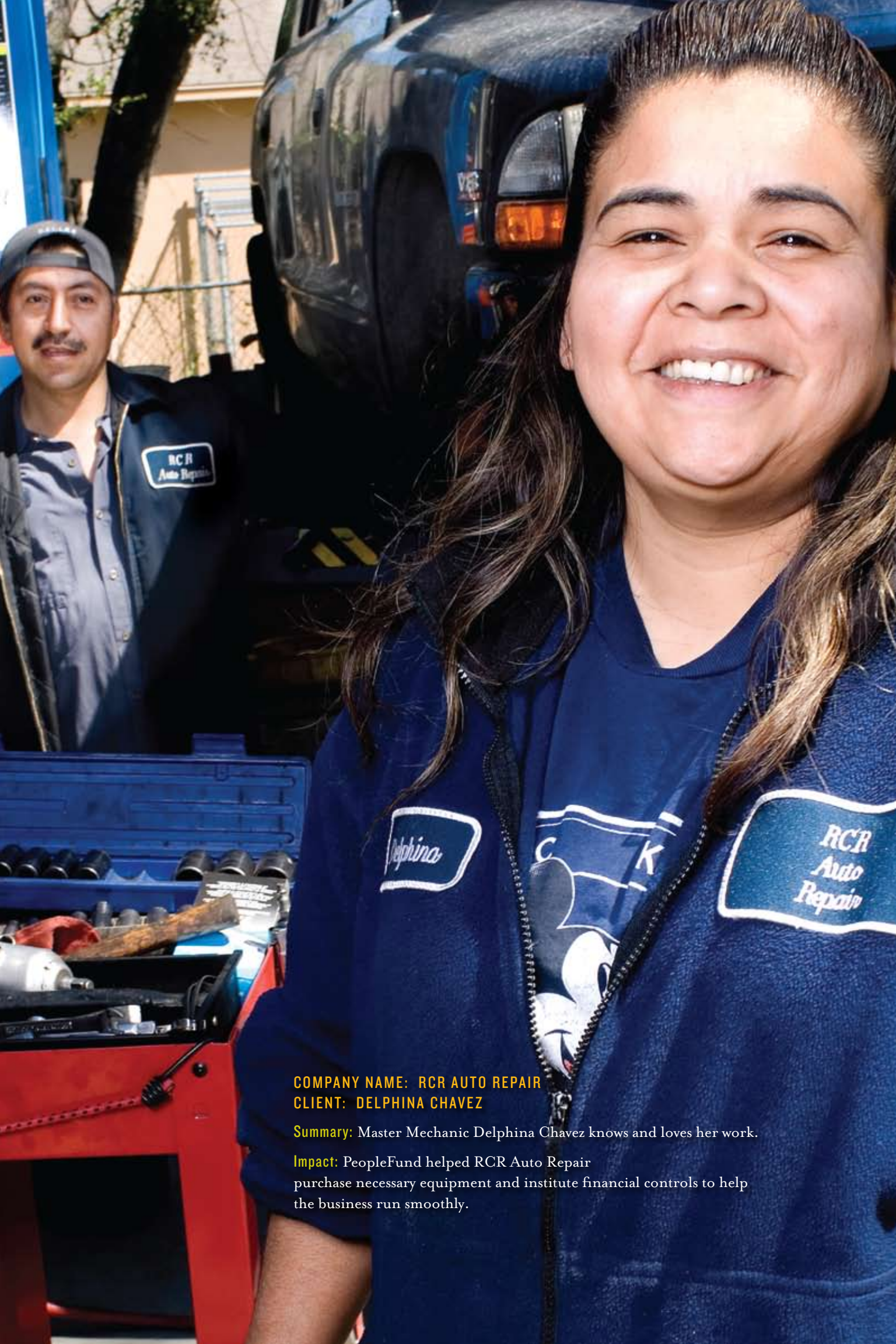
**Summary:** Austin's First Recycling Center, Ecology Action is a leader in educating and empowering Texans to create a healthier environment.

**Impact:** PeopleFund's equipment loan has allowed Ecology Action to more than double its plastic recycling capability which increased efficiency, improved revenues, and helped create a healthier environment.



CUMULATIVE DOLLARS INVESTED  
(AS OF 12/31/2007)





**COMPANY NAME:** RCR AUTO REPAIR  
**CLIENT:** DELPHINA CHAVEZ

**Summary:** Master Mechanic Delphina Chavez knows and loves her work.

**Impact:** PeopleFund helped RCR Auto Repair purchase necessary equipment and institute financial controls to help the business run smoothly.



# HOPE

HOPE



CUMULATIVE LOANS BY ETHNICITY  
(AS OF 12/31/2007)



**COMPANY NAME:** BALLARD'S LANDSCAPING  
**CLIENTS:** DARRELL AND YVETHA BALLARD

**Summary:** Combining a love for nature with a strong passion to succeed, Darrell and Yvetha Ballard started a small landscaping company.

**Impact:** When Ballard Landscaping won a profitable contract with the City of Austin, PeopleFund combined working capital and comprehensive mentoring with financial planning and marketing to help the Ballards succeed.

# The People of PeopleFund

## STAFF

Anne Adams, Director of Development and Communications  
 E. Nicole Thompson Beavers, Development Associate  
 Barbra Boeta, Community Lender  
 J. Toufic Chahin, Community Lender  
 Tanya Ladha, Outreach and Communications Coordinator  
 Jaime Noyola, Director of Lending  
 Mary Palmer, Office Manager  
 Yubelly Pérez, Loan Administrator  
 Debra Peterson, Finance and Accounting Manager  
 Kelly Weiss, Executive Director (PeopleTrust)  
 Margo Weisz, Executive Director (PeopleFund)  
 Brad White, Enterprise Developer  
 Johanna Yu, Program Administrator

## BOARD OF DIRECTORS

Cloteal Davis Haynes, Haynes-Eaglin-Waters - Board Chair  
 Eugene Sepulveda, Entrepreneurs Foundation of Central Texas - Past Chair  
 Pat O'Beirne, Regions Bank – Treasurer/Secretary  
 Jack McDonald, Perficient, Inc. - Vice Chair, Strategic Initiatives  
 Adrian Neely, Triad Building Maintenance C&D Recycling - Vice Chair, Community Outreach  
 Debbie Ramirez, Graves, Dougherty, Hearon & Moody, P.C. – Vice Chair, New Building  
 F. Gary Valdez, Focus Strategies Investment Banking – Vice Chair, Capital Campaign  
 Sue Coulter, Wells Fargo Bank  
 Mandy Dealey, Community Activist  
 Francie Ferguson, NeighborWorks  
 Doug Hartman, Hartman and Associates  
 D. Bryan Jones, Moximity, Inc.  
 Carmen Tawil, Corridor Television

# The People Who Support PeopleFund

## LOAN COMMITTEE REPRESENTATIVES

Marion Alpern, Wachovia Bank  
 Theresa Alvarez, Wells Fargo Bank  
 Patrick Basinski, Baker Botts, L.L.C.  
 Bernie Bernfeld, Wachovia Bank  
 Justin Brogna, Compass Bank  
 Rodrigo Castillejo  
 Adam Chong, Wachovia Bank  
 Kathy Estes, Frost Bank  
 Rene Flores, ABC Bank  
 Sue Frye, Frost Bank  
 Corey Gaskill, First State Bank  
 Ken Gates, Frost Bank  
 Luisa Gavino-Martinez, Wells Fargo Bank  
 Joe Gonzalez, Eagle Bank  
 Earl Grant, E&G Associates  
 Matt Hull  
 Mark Johnson, Wachovia Bank  
 Daniel Lewis, Wells Fargo Bank  
 Monica Medina, Frost Bank  
 Anna Sanchez, Wells Fargo Bank  
 Kyle Spears, IronStone Bank  
 Joe Terracina, The Interface Financial Group  
 Madge Vásquez, Wachovia Bank  
 Gavin Wilson, Gavin Wilson Consulting

## PROFESSIONAL SUPPORT

American Realty, Project Manager  
 Baker Botts, L.L.C., Legal Counsel  
 Dandy Idea, Graphic Design  
 empowered media, Inc., Website Designer  
 The Law Firm of Don McCord, Legal Counsel  
 The Lawrence Group, Architect  
 Montemayor Hill and Associates, Auditor  
 Network Logistic, Inc., IT Support  
 Shoehorn Design, Graphic Design

## VOLUNTEERS

### INSTITUTIONS AND PROGRAMS

St. Edward's University, Capstone MBA Program  
 Texas RioGrande Legal Aid, LAMP Program  
 The University of Texas @ Austin McCombs School of Business Student Consulting Initiative Competition  
 The University of Texas @ Austin School of Law

## DOLLARS INVESTED BY CATEGORY



**LOANS BY CATEGORY (AS OF 12/31/2007)**

- CONSTRUCTION AND CONTRACTING - 15%
- GREEN AND SUSTAINABLE ENTERPRISES - 4%
- HOUSING AND FAMILY SUPPORT - 2%
- EDUCATION AND CARE FOR YOUTH - 11%
- TECHNOLOGY AND MANUFACTURING - 15%
- SERVICE - 30%
- ARTS AND CULTURE - 3%
- RETAIL - 10%
- COMMUNITY VENTURES AND NON-PROFITS - 6%
- HEALTH CARE - 4%

## INDIVIDUALS

Kelly Atkinson  
 Michael Berg  
 Dan Brotman  
 Lisa Byrd  
 Sache Cantu  
 Edgar Cardenas  
 Felix Chavez  
 Kely Christman  
 Council Member Sheryl Cole  
 Marta Cotera  
 Jeff Eckel  
 Jason Esdorn  
 Tim Eubanks  
 Chiquita Eugene  
 Jessica Flores  
 Sheila Gladstone  
 David Goldstein  
 Rosemary Guzman  
 Hopeton Hay  
 Paul Hilgers  
 Ora Houston  
 Brian Kelsey  
 Dianna Lewis  
 Minister Emanuel Limuel, Jr.  
 Shea Little  
 Andy Martinez  
 Marianne Martinez  
 Council Member Mike Martinez  
 Byron Marshall  
 Melissa Miller  
 Kara McGregor  
 Adrian Neely  
 Maura Nevel  
 Jessica Nieri  
 Kala Philo  
 Lise Ragbir  
 Jeffrey Richard  
 Robert Tillotson  
 Gavin Wilson

## INVESTORS

### BANKS

Bank of America  
 IronStone Bank  
 JPMorgan Chase Bank  
 Guaranty Bank  
 Washington Mutual  
 Wells Fargo Bank

### FOUNDATIONS

F.B. Heron Foundation  
 Governments and Municipalities  
 United States Treasury, CDFI Fund  
 City of Austin

## CONTRIBUTORS

### BUSINESSES

Applied Materials  
 Atlantic Trust  
 Austin Area Urban League  
 Austin Lumber Company, Inc.  
 Austin Revitalization Authority  
 Baker Botts, L.L.P.  
 Balcones Recycling, Inc.  
 Blue Dahlia Bistro  
 Bryant Wealth Investment Group  
 Capital I.D.E.A.  
 Capital Metropolitan Transportation Authority  
 Catellus Development Group  
 Cencor Urban  
 Centerpoint Ventures  
 CGE, Inc.  
 Comerica Bank  
 Community Investment Corp.  
 Compass Bank  
 Concrete Industrial, Inc.  
 Constructive Ventures, Inc.  
 Deloitte & Touche USA, L.L.P.  
 DiFiore Financial and Tax Consultants  
 Door Number 3

Eagle Bank  
 Ernst & Young, L.L.P.  
 Esperanza Development  
 Focus Strategies Investment Group  
 Frameworks CDC  
 Franklin Bank  
 Frost Bank  
 G&G Autobody  
 Gracy Title Company  
 Grande Communications  
 Graves, Dougherty, Hearon & Moody, P.C.  
 Greater Texas Federal Credit Union  
 Greg Hamilton Campaign  
 Harris and Eliza Kempner Fund  
 Haynes-Eaglin-Waters  
 H-E-B  
 L2 Cartage  
 Lawyer Referral Service of Central Texas, Inc.  
 Lone Star Ready-Mix, L.P.  
 Matt Mathias & Co.  
 Mitchell & Colmenero, L.L.P.  
 Momark Development, L.L.C.  
 NetSpend Corporation  
 One World Foods/Stubb's Legendary Kitchen, Inc.  
 Origin Partners  
 Perficient, Inc.  
 ProArts Collective  
 Prosperity Bank  
 Raymond James & Associates  
 Regions Bank  
 RockStar Ink  
 Ron Davis Campaign  
 Schooley Mitchell Telecom Consultants  
 St. James' Episcopal Church  
 Texas Capital Bank  
 Texas Certified Development Co., Inc.  
 Texas Perspectives, Inc.  
 Triad Building Maintenance  
 United Way Capital Area  
 urbanspace Realtors  
 Vinson & Elkins, LLP  
 Wachovia Bank

Waddell and Reed Financial Advisors  
Walkie Talkie Productions

**FOUNDATIONS**

A Glimmer of Hope Foundation  
Boucher Family Foundation  
MFI Foundation  
Wachovia Foundation

**INDIVIDUALS**

Jason and Caroline Alexander  
William Terry Bray  
Justin Brogna  
Gregory Brooks and Margo Weisz  
Suzee Brooks  
Christopher Brown  
Lorelei Brown  
Philip Burks  
Gregory Cantu  
Joe and Tana Christie  
George and Mary Elizabeth Cofer  
Scott Collier and Kala Philo  
J. Rowland Cook and Diane Ireson  
Sue Coulter  
Susan Dawson and Ken Mannas  
Mandy Dealey  
Ken DeAngelis  
John Denier  
John and Rhonda Dirvin  
Amy Everhart  
Ray and Mary Margaret Farabee  
Cary Ferchill and Sherri Greenberg  
Frances Ferguson  
Frank Fernandez  
Molly Flack  
Pat Flanary  
Roland Galang  
Peter Gasper  
Cody George  
Jackie Goff  
Raul Gonzalez  
Kerry Hall  
Michael Harper and Jed Duhon  
Doug and Julie Ann Hartman  
Myron Hess  
Karen Holody  
Ora Houston  
Lila Igram  
Admiral Bobby Inman  
Van Jobe  
Drew Johnson  
Richard Jung  
Jeffrey D. Katz  
Randall Kempner  
Margaret Keys  
Greg and Cindy Kozmetsky  
Josephine D. Krouse  
Brandy Logan  
Victoria Lynden  
Eduardo Magaloni  
Chelsea McCullough  
Susan Mc Dowell and Bob Elder  
Cheryl McVay  
The Meredith Family  
Juan Meza  
Mark Nathan  
Jason Nichols  
Nona Niland  
Bettye Nowlin  
Jaime Noyola  
J. Reymundo Ocañas  
Gail Papermaster  
Joyce Pohlman  
Debbie Ramirez  
Rene Reyes  
Jeffrey Richard  
Andy Robinson  
Ana Rodriguez  
Geronimo Rodriguez  
Representative Eddie Rodriguez  
Paul S. Ruiz

William and Patty Schaub  
Jeannene Schelski  
Margaret Shaw  
Randi Shade and Kayla Shell  
Jessica Smith  
Rody Snodgrass  
Karen Sortino  
Roy and Suzi Sosa  
Alfred Stanley and Dr. Kathleen Guido  
Brad Stein  
Dr. Patricia Tawada  
Carmen Tawil  
Joe Terracina  
Steven Tomlinson and Eugene Sepulveda  
Steven Tomlinson and Eugene Sepulveda  
(in memory of Thurmond Woodard)

Bryan Treat  
Kathy Tyler  
Fil Valderrama  
Madge Vásquez  
Ben Vaughn  
Dr. Gregory Vincent  
Scott Way  
Matt and Lauren Whelen  
Andy and Karen White  
Jeff and Lori Whitmire  
James Williams  
Gavin Wilson  
Robert Wilson  
Marc and Suzanne Winkelman  
W.R. (Peck) Young  
Dana Younger

**IN-KIND**

Ace Custom Tailors  
Alamo Drafthouse  
Brian Alesi  
Austin Childrens' Museum  
Austin Community College - Eastview  
Campus  
Austin Museum of Art  
Ballard's Landscaping  
Ballet Austin  
Black Butterfly  
Book Woman  
Chaparral Ice Center  
Cookies in Bloom  
Coronado Studio  
Curves  
DataVise, Inc.  
Dell Foundation  
Dona's Emilia's South American Bar & Grill  
Driving Personality  
Eddie V's Edgewater Grille  
Four Seasons Hotel  
Guero's Taco Bar  
H-E-B/Central Market  
Hoover's Cooking  
Hut's Hamburgers/Frank & Angie's Pizzeria  
Jo's  
Juan Meza  
Kneadz  
Live Oak Brewery  
Lonestar Riverboat  
Magnolia Café  
Myo Massage  
Paint Care and Body  
Kari Perkins/Estrella Bridal  
Pilates Center of Austin  
Radisson Hotel & Suites - Townlake  
Pamela Ross @ Hairy Situations Salon  
Ruby's BBQ on Guadalupe  
Rude Mechanicals  
Russell Korman Fine Jewelry & Watches  
Ruta Maya  
Poo~Pourri by S2 Synergy  
Sara Felix  
Save Our Springs Alliance  
Anita Stoll  
Taj Palace

Carmen Tawil  
Texas Coffee Traders  
The Belmont  
The Bob Bullock Texas State History Museum  
The Hills Fitness Center  
The Texas Observer  
Monique Thompson/Partylite  
Tesoros Trading Company  
Uchi  
Susan Wallace  
Waterloo Records  
Westbank Dry Cleaning  
Women & Their Work  
Yoga Yoga  
Zachary Scott Theatre Center

**CLIENTS**

Aeros Travel, Inc.  
ABC Erosion Control  
Above All Entertainment  
Advanced Auto Repair  
Advantage Preparatory School  
Airport Chiropractic  
All Star Body Shop, Inc.  
All Tune & Lube  
Alliance Chemical  
ANS Computers, Inc.  
Answer360, Inc.  
Any Baby Can  
Apartments Unlimited  
Apparent Technologies  
Armor Affiliates  
Ascend Health Services  
Austimpactors, L.L.C.  
Austin American Awning  
Austin Area Heritage Council  
Austin Automation and Instrumentation, L.L.C.  
Austin Biofuels, L.L.C.  
Austin Custom Screens  
Austin Tire Company  
Aztec Custom Screen Printing  
Azatlan Dance Company  
Ballard's Landscaping Co.  
Believe In Me Project, Inc.  
Benitez Construction  
Biên Hòa  
Big Red Sun  
Blue Dahlia Bistro  
Central Texas Pallets  
CGE, Inc.  
Charisse Services, Inc. (Church of God 7th Day)  
Circle B Trucking  
Clifford R. Jones D.D.S  
Concrete Industrial, Inc.  
Congregacion Elim, Inc. (Church of God 7th Day)  
Cookies in Bloom  
Coronado Studio, Inc.  
Corrective Chiropractic  
Cueva's Transportation  
Curra's Long Bar and Grill  
Custom Rock Works  
Cycled Plastics, LTD, LP  
D/A Auto Repair  
DataVise, Inc.  
Doña Emilia's South American Bar and Grill  
Duncan Business Machines, Inc.  
East Side Baptist Church  
Ecology Action of TX  
El Mundo Newspaper  
El Otro Lado  
EmanciPet  
Empanadas La Boca  
EMR Construction  
Espresso Roma  
Exterior Cleaning Systems, L.L.C.  
First Choice Women's Home Health  
Floor Access  
Fuentes Construction  
G&G Auto Body & Paint, Inc.  
Greater Mount Moriah Primitive Baptist Church  
Griot Media

Growing Imaginations  
GT Components Harmony Construction  
Hill Country Support Services  
Houston & Jackson Housing  
Ideal Learning Center  
Iron Lion Staffing  
Janet's Solar Electric  
Jody's Lightning Flag & Banner  
John's Body Shop  
JR Ventures  
Juan in a Million  
Kingdom Seekers  
Kirkwood & Hunter Entertainment  
Kristy Lira Bookkeeping & Tax Service  
Hill Country Garden and Sprinkler Supply  
L2 Cartage, L.L.C.  
La Mexicana Bakery  
La Prensa Newspaper  
LDH Technology  
Lone Star Ready-Mix, L.P.  
Magic Land Child Development Center  
Mail & More  
Margarita's Tortilla Factory  
Melendrez Brothers Trucking, Inc.  
Micro-Media Solutions  
Mobile One Auto Access.  
NadaMoo!  
Napier & Associates  
National Assn. of Child Care Professionals  
National Graphics  
NYOS Charter School  
OriGen Biomedical, Inc.  
P.D.Q. Masterlube  
Paint Care & Body-Sales, Inc.  
Pak Soft  
Palacios Neon, Inc.  
Practical Care Continuum  
Primavera Montessori School  
Push-up Foundation  
R.I.T., Inc.  
Rainbow Ice Cream, Inc.  
RCR Auto Repair  
Robbie Messenger dba Messenger Refrigeration  
Rosewood Oaks Primary  
Rosie's Day Care  
Rosy Health Care Services, Inc.  
Russell's Bakery & Coffee Bar  
RZ Communications  
S2 Synergy  
Salon Aqua Blue  
Speedway Copy & Printing  
St. Rague Ethiopian Orthodox  
Tewahdo Church  
Stokes Imaging  
Stoned Windshield Repair  
Stream Studios Web Architects  
Sunshine Learning Center  
Sure Score Inc.  
Tapestry Dance Company  
Tejas Contractors, Inc.  
Texas Empowerment Academy  
Texas Toddlers Child Care  
The Felix Chavez Agency  
The Great Outdoors  
The Personnel Store  
The Windsor School  
Timpone's Fresh Foods  
Tool and Instrument Makers  
TransMedia Resources  
True Light Day Care Center  
Tu Casa de Muebles  
Urban Styles  
Vina Pharmacy  
Wallace Lawn Care Landscaping  
White Bird Montessori School, Inc.  
Wilkinson Woodworks, Inc.  
Willie Thomas/Xpress Lube & Car Washes  
Zoombaz Smoothie/Coffee Bar

**STATEMENT OF FINANCIAL POSITION**  
Year Ended December 31, 2007

	2007	2006
<b>CURRENT ASSETS</b>		
Cash and Cash Equivalents	\$1,225,976	\$1,467,896
Current Portion of Loans Receivable, Net of Allowance for Loan Losses of \$98,663 and \$109,834, respectively	1,001,530	1,190,341
Investments	2,433,472	1,419,823
Grants Receivable	44,015	47,600
Accrued Interest Receivable	26,825	32,778
Other Receivables	6,131	13,831
Total Current Assets	4,737,949	4,172,277
Loans Receivable, Net of Current Portion for Loan Losses of \$253,706 and \$285,147	3,046,873	3,090,311
Furniture and Equipment, Net of \$104,857 and \$94,623 in Accumulated Depreciation	40,558	29,191
	<u>\$7,825,380</u>	<u>\$7,291,779</u>
<b>CURRENT LIABILITIES</b>		
Accounts Payable and Accrued Liabilities	\$43,991	\$38,826
Current Portion of Long-Term Debt	\$250,000	0
Long-Term Debt	2,350,000	2,900,000
	<u>2,643,991</u>	<u>2,938,826</u>
<b>NET ASSETS</b>		
Unrestricted	4,181,389	4,312,828
Board Designated	954,875	0
Temporarily Restricted for Capital Campaign	45,125	40,125
	<u>5,181,389</u>	<u>4,352,953</u>
	<u>\$7,825,380</u>	<u>\$7,291,779</u>

**STATEMENT OF ACTIVITIES**  
Year Ended December 31, 2007

	2007	2006
<b>REVENUE</b>		
Grants	\$803,500	\$250,000
Loan Interest and Other Loan-Related Fees	530,592	571,025
Contributions, Including In-Kind Services of \$48,400 and \$31,715	110,331	230,047
Investment Earnings	162,899	77,082
Contract Income	175,000	0
Management Fee	34,500	0
Other	3,055	13,197
Net Assets Released from Restriction	0	0
	<u>1,869,086</u>	<u>1,141,351</u>
<b>EXPENSES</b>		
Program Services	810,022	893,434
General and Administrative	96,668	80,615
Fundraising and Development for Grants, Loans and Contributions	138,960	115,880
	<u>1,045,650</u>	<u>1,089,929</u>
Change in Net Assets	823,436	51,422
Beginning Net Assets	4,312,828	4,301,531
Ending Net Assets	<u>\$5,136,264</u>	<u>\$4,352,953</u>

Note: 2007 Financial Reports audited by Arturo Montemayor III, C.P.A. and should be read in conjunction with the related notes.

**Ground-breaking Opportunity**



In Fall 2008, PeopleFund will break ground on its Center for Economic Development and begin a Capital Campaign.