



# Impact Report 2019

**Martha Trejo**  
Owner of Allegra Luxury Linen

## About Us

The LiftFund Dallas/Fort Worth Women’s Business Center (DFW WBC) is dedicated to supporting business owners, especially women and minorities, through business advising and training services. Since 2018, the DFW WBC has served the Greater Dallas/Fort Worth small business community with guidance, programming, and resources to empower entrepreneurs at all stages of their business.



The DFW WBC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

## Our Activities and Impact

We are proud to support our clients and help them reach significant milestones in their business journey!



**619**

Unique clients served



**40**

Trainings hosted



**22**

Businesses started



**278**

Counseling sessions



**16**

Jobs created



**\$17,104**

Capital accessed

## Our Clients

**88%**

female

**12%**

male

**51%**

African  
American

**21%**

Hispanic

**18%**

White

**10%**

Other

**9%**

Veteran, Active Duty Military,  
Reserve, National Guard,  
Spouse or Dependent

\* The numbers above reflect activities completed during the WBC fiscal year beginning September 30, 2018 and ending September 29, 2019



“I took so much information with me (from my consultation) and it gave me the confidence to start this new journey of entrepreneurship.”

**Acenette Gonzalez**  
Owner of Maravilla Cacao

## Women in Technology (WiTech) Business Accelerator

WiTech Business Accelerator is a 9-week comprehensive accelerator that equips early stage female tech founders with entrepreneurial training to create growth, increase profits and sustain their technology business. Participants take part in a combination of expert-led workshops, one-on-one meetings with mentors and peer-to-peer discussions all designed to help them improve their business processes and set a foundation for growth.

## Emprende

Emprende is a program that teaches business basics to aspiring entrepreneurs and pre-existing business owners in an all-Spanish setting. Participants are led through a series of workshops and one-on-one consultations by experts in their field.

## Woman Owned Wednesday

A monthly lunch-time webinar featuring women business owners who share their journey to success.

## Financial Fridays

With the support of BBVA Center for Financial Education, Financial Friday is a monthly program focused on helping participants achieve financial stability. Volunteers from BBVA provide financial education on lending, credit repair, accounting and taxes, and other key topics to teach participants how to manage personal and business finances.

## Road to Entrepreneurship

Road to Entrepreneurship is a monthly class that teaches business basics to aspiring entrepreneurs who are thinking about launching a company, but feel stuck. This course can kick-start their entrepreneurial journey. Participants are led through a series of workshops and one-on-one consultations by experts in their field.

## Lead Like a Lady

Lead Like a Lady is a workshop where female entrepreneurs learn leadership and personal development strategies. Participants are led through key advice and tips to expand their leadership capacity and drive their business to the next level of success.

## Contact Us

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