



1st SouthWest
Community Fund

Investing in
people, culture,
and ideas.



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***Las Hispanoshablantes**

MEET OUR TEAM | CONOCE A NUESTRO EQUIPO



Our mission is to support the entrepreneurial spirit of rural communities by investing in people, culture and ideas that fuel innovation and financial knowledge by prioritizing access to equitable capital to those who have been traditionally excluded.



At FSWCF, diverse entrepreneurs and small business success is our priority! We are proud to support our rural communities' vast entrepreneurs, start-ups, small businesses, and nonprofits by providing comprehensive access to capital, education, resources, and technical assistance with a focus on those underserved that include women, Indigenous, Latino/Hispanic, People of Color (BIPOC), immigrant and veteran-owned businesses by providing low interest, flexible, and accessible loan programs, free education, and grants. Our funding can serve as both standalone financing and participatory financing in conjunction with the generosity of our funders.



¡En FSWCF, el éxito de diversos emprendedores y pequeñas empresas es nuestra prioridad! Nos enorgullece apoyar a los grandes empresarios, start-ups, pequeñas empresas y organizaciones sin fines de lucro de nuestras comunidades rurales al proporcionar acceso integral al capital, la educación, los recursos y la asistencia técnica con un enfoque en aquellas empresas que no reciben los servicios necesarios, que incluyen mujeres, indígenas, latinas/hispanas, personas de color, inmigrantes y empresas de propiedad veterana al proporcionar programas de préstamos y subsidios de bajo interés, flexibles y accesibles. Nuestra financiación puede servir como financiación independiente y financiación participativa junto con la generosidad de nuestros financiadores.



WHO WE ARE | QUIÉNES SOMOS

OUR IMPACT



In 2023, First Southwest Community Fund (FSWCF) diligently collaborated with our partners and funders to create and expand our education and funding programs, ensuring that our rural communities have access to business education and equitable capital to meet the needs of those who require help the most. At FSWCF, we are here to provide education, resources, technical assistance, access to capital, and overall support for small businesses.

“This small business grant is a crucial stepping stone for our bakery, enabling us to acquire essential equipment for either a storefront or a mobile unit. With the capital, we plan to not only support operational costs but also invest in strategic marketing, laying a solid foundation for our business to thrive.”

—BREANNA ORTIZ, SANGRE DE CRISTO BAKING COMPANY



Since 2015, FSWCF has lent \$28,081,043.10 to projects totaling \$177,761,103.93.

Through these loans, the entrepreneurs we funded created 980 jobs and retained 400 jobs.

Impact numbers were calculated using the best available data.

In 2023, FSWCF created a positive economic impact in the communities we serve through:



Businesses financed:

77%
women-
owned

55%
BIPOC-
owned
(BLACK,
INDIGENOUS,
PEOPLE OF
COLOR)

98%
rural

Loans funded:
(overall project cost)

\$7.3M

**One-on-one free staff
technical assistance:**

267.5
hours

**Offered small business and
technical assistance grants
which ranged between**

\$2,500-\$15,000

550 applications received
from around Colorado

27 grants awarded

totaling \$300,000

(PARTNERED WITH THE COLORADO STARTUP LOAN FUND)



LENDING

- **RURAL WOMEN-LED BUSINESS FUND**
- **FORTALEZA FUND**
- **CLIMBER LOAN FUND**
- **THE SOCIALLY DISADVANTAGED FARMERS & RANCHERS FUND**
- **INTERMEDIARY RELENDING PROGRAM**
- **RURAL MICROENTERPRISE ASSISTANCE PROGRAM**



GRANTS

- **RURAL WOMEN-LED BUSINESS FUND**
- **FORTALEZA FUND**
- **LUNCHBOX WEBINARS**
- **SMALL BUSINESS GRANTS**



EDUCATION

- **RURAL WOMEN-LED BUSINESS FUND**
- **FORTALEZA FUND**
- **LUNCHBOX WEBINARS**



We believe in small business growth and entrepreneurship starting with education, starting with our **Rural Women-Led Business Fund** and our Spanish-speaking **Fortaleza Fund**. We held **nineteen webinar workshops through our Lunchbox Series**, throughout 2023, focusing on various business, marketing and finance related topics.

In addition to continuing these workshops, we provide virtual education to entrepreneurs by through a suite of free business education:

- **Introduction to Technology series**, in partnership with Durango, CO based Geekpack, teaching basic fundamentals in email and Google suites in a condensed 2-part class.
- **Startup Entrepreneurship series** is a 2-week course that develops their business idea and teach basic fundamentals of entrepreneurship and small business ownership, that includes registering their business and provides a \$400 seed grant upon completion.
- **Business Foundations series** that dives deeper into business ownership and startup and provides a \$2,000 seed grant upon completion. We are proud to be partnering with rural CO business network advisors to teach this 6-week course .

We have also expanded our educational programs, which started in the San Luis Valley and Southwest Colorado, branching out into all rural communities across Colorado. In 2023, we had **88 attendees through the Rural Women-Led** and **53 Spanish-speaking attendees through the Fortaleza Fund!**



EDUCATION PROGRAMS PROGRAMAS EDUCATIVOS

In 2023, we were proud to offer **THE SMALL BUSINESS GRANTS AND TECHNOLOGY ASSISTANCE GRANTS** through our partnership with the Colorado Startup Loan Fund. These awards ranged from \$2,500 to \$15,000, and we received more than 550 applications throughout the state. Overall, we awarded **27 grants totaling \$300,000**.




En 2023, nos enorgullecimos de ofrecer las **Subvenciones para Pequeñas Empresas y las Subvenciones de Asistencia Tecnológica** a través de nuestra asociación con el Fondo de Préstamos para Startups de Colorado. Estos premios oscilaron entre \$2,500 y \$15,000, y recibimos más de 550 solicitudes en todo el estado. En total, otorgamos **27 subvenciones por un total de \$300,000**.



GRANT PROGRAMS | PROGRAMAS DE SUBVENCIONES

OUR THEORY OF CHANGE | NUESTRA TEORÍA DEL CAMBIO

A photograph of a rural landscape. In the foreground, a field of yellow flowers is visible. In the middle ground, a large, arched irrigation system (likely a center pivot system) spans across the field. In the background, there are rolling hills or mountains under a clear sky. A single bird is captured in flight, positioned in the upper left quadrant of the image.

If we support rural startups, nonprofits and small business owners – who have been traditionally excluded – by providing inclusive and equitable access to capital and resources, then we will enable sustainable, thriving rural communities, as measured through improved social, economic, and environmental outcomes.

Si apoyamos a las nuevas empresas rurales, a las organizaciones sin fines de lucro y a los propietarios de pequeñas empresas, que tradicionalmente han sido excluidos, proporcionando un acceso inclusivo y equitativo al capital y los recursos, entonces permitiremos comunidades rurales sostenibles y prósperas, medidas a través de mejores resultados sociales, económicos y ambientales.

OUR LENDING PROGRAMS | NUESTROS PROGRAMAS DE PRÉSTAMOS



RURAL WOMEN-LED BUSINESS FUND (RWLBF) gives access to funding and education for women entrepreneurs and small businesses in rural Colorado through loans, grants, education, and technical assistance.

GRANTS: We offer grant funding to students, regardless of immigration status, that attend our FSWCF educational workshops that start at \$200 and go up to \$2,400. |

DEMOGRAPHIC: Business must be 51% or more women-owned. If the entity is a nonprofit, 51% of leadership must be women.

EI FONDO EMPRESARIAL LIDERADO POR MUJERES RURAL (RWLBF) brinda acceso a financiamiento y educación para mujeres empresarias y pequeñas empresas en las zonas rurales de Colorado a través de préstamos, educación y asistencia técnica.

BECAS: Ofrecemos subvenciones a estudiantes, independientemente de su estatus migratorio, que asisten a nuestros talleres educativos de FSWCF que comienzan en \$200 y llegan hasta \$2,400.

DEMOGRÁFICO: El 51% de las empresas deben ser propiedad de mujeres. Si la entidad es una organización sin fines de lucro, el 51% de los líderes deben ser mujeres.

PARAMETERS:

- **Loans \$10,000 or below, 1% interest rate | 5-year term**
- **Loans \$10,001- \$35,000, 2.5% interest rate | 5-year term**
- **Loans \$35,001-\$75,000, 3% interest rate | 10-year term**

PARÁMETROS

- **Préstamos de \$10,000 o menos, tasa de interés del 1% | Plazo de 5 años**
- **Préstamos \$10,001- \$35,000, tasa de interés del 2.5% | Plazo de 5 años**
- **Préstamos \$35,001-\$75,000, tasa de interés del 3% | Plazo de 10 años**

RURAL WOMEN-LED BUSINESS FUND



FORTALEZA FUND provides funding and education for immigrant entrepreneurs and small businesses in rural Colorado through loans, grants, education, and technical assistance.

GRANTS: We offer grant funding to students, regardless of immigration status, that attend our FSWCF educational workshops that start at \$200 and go up to \$2,400.

DEMOGRAPHIC: Our definition of “immigrant” is fully inclusive to all those who are undocumented, have permanent residence, have refugee status, and those who are naturalized citizens (SSN & ITIN).

FORTALEZA FUND proporciona financiamiento y educación para empresarios inmigrantes y pequeñas empresas en las zonas rurales de Colorado a través de préstamos, educación y asistencia técnica.

BECAS: Ofrecemos subvenciones a estudiantes, independientemente de su estatus migratorio, que asisten a nuestros talleres educativos de FSWCF que comienzan en \$200 y llegan hasta \$2,400.

DEMOGRÁFICO: Nuestra definición de "inmigrante" es totalmente inclusiva para todos aquellos que son indocumentados, tienen residencia permanente, tienen estatus de refugiado y aquellos que son ciudadanos naturalizados. (SSN o ITIN)

PARAMETERS:

- **Loans of \$10,000-\$50,000 and focus on providing accessible capital for immigrant entrepreneurs**
- **Interest rate of 1% for loans up to \$10,000 and 3% for loans \$10,001-\$50,000 (exceptions can be made for up to \$65,000)**

PARÁMETROS:

- **Préstamos de \$10,000 a \$50,000 y se enfocan en proporcionar capital accesible para empresarios inmigrantes**
- **Intereses de 1% para préstamos hasta \$10,000 y 3% para préstamos de \$10,001-\$50,000 (se pueden hacer excepciones de hasta \$65,000).**

FORTALEZA (Strength) FUND



CLIMBER LOAN FUND provides flexible working capital up to \$500,000 to existing and new businesses across rural Colorado to build back our rural economies.

CLIMBER LOAN FUND proporciona capital de trabajo flexible de hasta \$500,000 a empresas existentes y nuevas en las zonas rurales de Colorado para reconstruir nuestras economías rurales.

PARAMETERS:

- **LEVEL I – Loans up to \$150,000, 3.5% | 7-Year term:**
 - **Start-Ups or Small Businesses**
 - **Use of capital: Working capital and operating needs**
 - **Small Businesses in rural Colorado**
- **LEVEL II – Loans of \$150,000-\$500,000, 3.9% | 10-Year term:**
 - **Existing businesses (no Start-Ups) with 1-99 employees, (including PT/contract workers)**
 - **Profitable for one year in 2020 or 2021 in rural Colorado**
 - **No demographic restriction. Target is “rural businesses”, exceptions can be made.**

PARÁMETROS:

- **NIVEL I – Préstamos de hasta \$150,000, 3.5% | Plazo de 7 años:**
 - **Nuevas Empresas o Pequeñas Empresas**
 - **Uso del capital: Capital de trabajo y necesidades operativas**
 - **Pequeñas empresas en zonas rurales de Colorado**
- **NIVEL II - Préstamos de \$150,000-\$500,000, 3.9% | Plazo de 10-años:**
 - **Empresas existentes (sin empresas emergentes) con 1-99 empleados (incluidos los trabajadores PT/contratados)**
 - **Que fueron rentables durante un año en 2020 o 2021 en las zonas rurales de Colorado**
 - **Sin restricción demográfica. El objetivo son las empresas rurales, pero se pueden hacer excepciones.**

CLIMBER LOAN FUND



THE SOCIALLY DISADVANTAGED FARMERS AND RANCHERS FUND provides access to capital with a primary purpose of supporting underserved geographic areas, primarily rural areas of the state, as well as economically disadvantaged persons and start-up farmers. This program broadly supports the entire Agricultural community and supporting industries (such as packaging).

Loans can be used for property, equipment, fixed assets, livestock, improvements of real property, working capital, and conservation projects.

EL FONDO PARA AGRICULTORES Y GANADEROS SOCIALMENTE DESFAVORECIDOS proporciona acceso a capital con el objetivo principal de apoyar áreas geográficas desatendidas, principalmente áreas rurales del estado, así como a personas económicamente desfavorecidas y agricultores principiantes. Este programa apoya ampliamente a toda la comunidad agrícola y a las industrias de apoyo (como el embalaje).

Los préstamos se pueden utilizar para propiedades, equipos, activos fijos, ganado, mejoras de bienes inmuebles, capital de trabajo y proyectos de conservación.

PARAMETERS:

- 4% fixed interest rate (Annual Percentage Rate 4.17%)
- Term notes of 1-20 years
- 1.5% loan fee
- Up to \$250,000, with more possible for significant capital purchases

PARÁMETROS:

- Tasa de interés fija del 4% (Tasa Anual Equivalente 4.17%)
- Notas de plazo de 1 a 20 años
- 1.5% de comisión de préstamo
- Hasta \$250,000, con más posibilidades para compras de capital significativas



SOCIALLY DISADVANTAGED FARMERS AND RANCHERS FUND



THE INTERMEDIARY RELENDING PROGRAM (IRP) provides fixed rate loans to businesses in rural communities that create jobs. The IRP can fund loans up to \$250,000 and is available through the U.S. Department of Agriculture (USDA).

EL PROGRAMA DE PRÉSTAMO INTERMEDIARIO (IRP) proporciona préstamos a tasa fija a empresas en comunidades rurales que crean empleos. El IRP puede financiar préstamos de hasta \$250,000 y está disponible a través del Departamento de Agricultura de EE. UU. (USDA).

PARAMETERS:

- **Must be a business within rural Colorado**
- **Interest Rate Varies 4% up to WSP +2.5% | Up to 10 years**
- **Nonprofits are eligible**

PARÁMETROS:

- **Debe ser un negocio dentro de la zona rural de Colorado**
- **La tasa de interés varía del 4% hasta el 2.5% del WSP | Hasta 10 años**
- **Las organizaciones sin fines de lucro son elegibles.**



INTERMEDIARY RELENDING PROGRAM



RURAL MICROENTERPRISE ASSISTANCE PROGRAM (RMAP) helps microenterprises access both capital and necessary training – it is a unique funding source which allows borrowers to apply for a loan up to \$50,000 with up to 10% of their loan request as a grant for Technical Assistance. This program is offered through our partnership with the U.S. Department of Agriculture (USDA).

PARAMETERS:

- Less than ten employees
- Rural areas outside a city or town with a population of fewer than 50,000 residents
- Term notes of 1-20 years

PARÁMETROS:

- Menos de diez empleados
- Áreas rurales fuera de una ciudad o pueblo con una población de menos de 50.000 habitantes
- Notas de plazo de 1 a 20 años

EL PROGRAMA DE ASISTENCIA A LA MICROEMPRESA RURAL (RMAP) ayuda a las microempresas a acceder tanto al capital como a la capacitación necesaria; es una fuente de financiamiento única que permite a los prestatarios solicitar hasta el 10% de su solicitud de préstamo como subvención para asistencia técnica. Este programa se ofrece a través de nuestra asociación con el Departamento de Agricultura de EE. UU. (USDA).



RURAL MICROENTERPRISE ASSISTANCE PROGRAM



LET'S GROW OUR COMMUNITIES TOGETHER! ¡HAGAMOS CRECER NUESTRAS COMUNIDADES JUNTOS!





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Facebook: <https://www.facebook.com/fswcf/>



LinkedIn: <https://www.linkedin.com/company/first-southwest-community-fund>



X (Twitter): @first_southwest



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