Investing More than Money

PCV knows that investing in small business means more than writing a check. In 2013, we connected 256 companies across 11 states with expert advisors from PCV’s extensive volunteer network. PCV Advisors provide entrepreneurs with the skills they need to take their businesses to the next level and create quality jobs that offer living wages, benefits and opportunities for advancement to employees in disadvantaged neighborhoods. PCV SAIL Fund borrowers and equity fund investees also receive this expert-level advice in addition to the affordable capital that is so critical to small business growth. By making these kinds of investments in small businesses, PCV is helping more entrepreneurs build more businesses that benefit the residents of lower-income neighborhoods.
Each year, PCV’s in-house impact evaluation team measures the social impact that we have had in vulnerable communities across the country. In 2013, PCV companies saw 22% job growth, much higher than the national average that hovered just above 2%. Not only did PCV-advised companies create more jobs than those without advising, but the jobs they created had more positive impact on their communities. Over 65% of jobs are held by LMI employees, and these employees earned over $68 million in wages in the last year. Small businesses that receive PCV support create more of the quality jobs that are the foundation of healthy and vibrant local economies.
Helping Build Businesses that Make a Difference

PCV’s on-the-ground programs, Business Advising and SAIL Small Business Lending, help small business owners create more quality jobs for people in the communities that need them most. Jobs for people like Lupe Garcia. Lupe had been unemployed for two years when he was hired by PCV-advised company Discount Glass & Mirror in San Diego as an installer. With on-the-job training and plenty of opportunities for career advancement, Lupe is now Project Manager at DGM, a job that allows him to support his family of 5. PCV works directly with small businesses to create opportunities like these that strengthen communities one company, one worker, one job at a time.
Extending Our Impact into the Future

In addition to creating prosperity in lower-income communities through capital and advice, PCV’s research and policy programs work to level the playing field so that future entrepreneurs will have equal access to the capital and resources they need. PCV supports policymakers in driving private investment to address social issues while also earning a financial return. Similarly, by researching and sharing best practices, PCV helps investors succeed in delivering both social and financial value. PCV also evaluates the social impacts of some of the world’s most prominent investment institutions, demonstrating that investors can use the tools of business to create lasting social change in communities often overlooked by the mainstream economy.
“I CO-FOUNDED PCV IN 1998 when I realized that small businesses could transform communities if they had the same advice and capital that was being made available to venture-backed technology start-ups. Sixteen years later, PCV is continuing to use innovative tools and services to create jobs and grow businesses through loans, mentoring and sharing research and best practices.”

— BUD COLLIGAN —
Co-Founder & Chairman Emeritus, PCV
PCV’s Small Business Advising Integrated Lending Fund (SAIL Fund) provides affordable small business loans and expert-level advising to California businesses creating quality jobs in lower-income neighborhoods.

PCV Business Advising matches entrepreneurs with expert-level business advisors who volunteer their time to provide tailored, hands-on assistance to help these businesses grow and create economic opportunities across the US.

PCV Impact Evaluation provides comprehensive social return data to investors seeking to align capital with impact. PCV is recognized as one of the most experienced, specialized providers of these services in the US.

PCV Research & Policy advances impact investing, the practice of deploying capital for both financial returns and positive social impact in underserved communities, by analyzing and sharing investment best practices and policy innovations.
Nansee Kim Parker and her husband opened the doors of Tokyomoto, a motorcycle retailer and repair shop, in 2011. An $80,000 SAIL Loan has helped Tokyomoto become the exclusive San Francisco retailer of a high-end product line and has them poised to build their team in the coming year.

In 2013, PCV launched BusinessAdvising.org, an online platform that uses an algorithm to match entrepreneurs nationally with PCV’s expert advisors. PCV is now able to work with more entrepreneurs, grow more businesses and create more economic opportunity in low income communities.
PCV’s comprehensive analysis of existing legislation and projections of future impact helped persuade the California legislature to adopt Assembly Bill 32, estimating that it would create over 3,000 jobs and have an economic impact of $460 million. AB 32 increased the availability of tax credits that incent investment in underserved communities.

PCV’s latest report, produced in collaboration with CASE at Duke University and ImpactAssets, profiles 12 outstanding impact investing funds and reveals four industry best practices. This report serves as a guide for investors looking to produce both financial and social returns.
Dear Friends:

April 2014

Pacific Community Ventures is building an economy that works for everyone, including the most disadvantaged among us. PCV provides tools that empower entrepreneurs to grow businesses that provide quality jobs, healthy products/services and economic opportunities to the residents of high-poverty communities. Our direct work with entrepreneurs, providing expert-level business advice and small business loans, helps them get the support they need right now to expand their businesses. As these businesses grow, they create quality jobs that offer living wages, benefits and opportunities for employees that live in lower-income communities.

As you’ve seen in this report, we are ‘doing good’ on-the-ground while also ‘doing good’ on a systemic level to create economic growth in vulnerable communities. Small businesses that worked with a PCV Advisor or received a SAIL loan in 2013 saw a job growth rate of 22% — compared to the national average of just 2.1%!

However, we know that to create lasting change in the still-uncertain economy, PCV’s work must extend beyond this on-the-ground effort. The same team that evaluated PCV’s 2013 impact and provided the social return figures that you see in this report also evaluated the social impact of investments made around the world. This year, PCV’s research team prepared in-depth profiles of investments that have been successful on both fronts – creating social benefit in low-income communities while also earning financial returns. These profiles detail best practices and pitfalls to avoid. When investors understand the social impacts of their investments and learn how to invest for both social and financial return, they are more likely to do so.

In these ways, PCV is investing in small businesses today while also ensuring that tomorrow’s entrepreneurs have access to the supports they need. As our programs grow and create even more impact, we are harnessing the power of small businesses to create a stronger and more vibrant economy that works for everyone.

Please join us.

Thank you,

The PCV Team
Help Create a Job

In 2013, every $3,300 invested in PCV’s lending and business advising programs created one job that pays an average wage of $43,000. Your support makes this kind of positive economic progress possible. Please consider contributing to PCV to help us reinvent prosperity.

www.pacificcommunityventures.org/donate
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