



**Kaleb & Paula Warnock and team  
Tropical Smoothie Café**

Kaleb and his wife, Paula, wanted to join the Tropical Smoothie Café franchise and open their own El Paso location, but they were unable to find an affordable loan with traditional lenders. Thanks to a LiftFund partnership with the Economic Development Administration, small business owners like Kaleb are able to receive low-interest loans for major capital improvements, equipment and construction – investments which help spur economic development within the city limits.

As Tropical Smoothie Café continues to attract new customers, Kaleb only sees expansion in his future. “I’m extremely grateful to LiftFund for working with us,” said Kaleb. “They helped us jump those hurdles and make sure that we were able to open.” LiftFund is proud to help entrepreneurs like Kaleb build success and a pathway to fulfilling their dreams.

## About LiftFund in El Paso

In 1996, LiftFund started serving the great city of El Paso’s small business economy. Since then, we’ve served over **2,600 entrepreneurs** with over **\$34.9 million dollars in small business loans**. With **every \$1 we lend** to small businesses, they generate an average **economic impact of \$14** for their community.

# 2017 Lending and Impact in El Paso

Number of Loans: **137**  
Total Loan Amount: **\$3 million**  
Average Loan Size: **\$22,034**  
Number of Jobs Created: **130**  
Number of Consultations: **418 hours**  
SBA 504 Project Lending: **\$2.8 million**

"I love entrepreneurship because it's an adventure. Your success is a direct reflection of your work and time."

Kaleb Warnock  
Tropical Smoothie Cafe

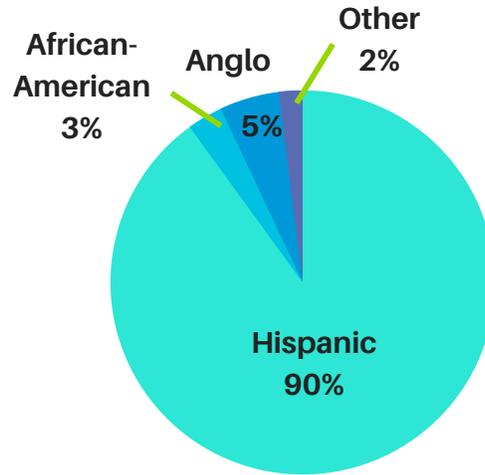
## Client Profile



**69%**  
**Men**



**31%**  
**Women**



## Our History & Mission

LiftFund is dedicated to providing financial education and credit services to entrepreneurs who do not have access to loans from traditional commercial sources.

We began our work in 1994 in San Antonio, Texas with the mission to connect underserved small businesses with capital and support. Since then LiftFund has grown from serving one city to thirteen states and provided over **\$270 million** to more than **20,000 small business owners** throughout our footprint.

We are proud to be fueling the El Paso business economy. Join us in supporting small businesses by connecting with us today.

## Contact Us

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# LiftFund

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