In mid-March, as our country was facing the unprecedented reality of rapid closure, the Community Investment Corporation (CIC) loan team understood exactly what that meant for small businesses - revenue loss that could potentially lead to permanent closure. Within days the CIC team developed the COVID-19 Emergency Microloan product and began offering access to two community-backed loan products, one through a partnership with Growth Partners Arizona’s Kiva Tucson Hub and one from WeFunder; each designed to bridge small businesses through the unknown future. With generous support from the Tucson Helping Tucson movement, individuals, corporations and foundations, CIC was able to provide much needed resources to small businesses owners and entrepreneurs in need.

**IMPACT OVERVIEW:**

As an alternative business lender, CIC often serves those who might otherwise not have access to capital through more traditional means like banks and other lenders. The majority of businesses (51%) that CIC supports are women and or minority owned and most often have 1-2 FTEs. Since COVID-19 CIC has provided:

- **$200,000 in low interest (3%) loan capital** - 20 businesses supported
- **$224,000 and counting through Community Backed Loan opportunities through Kiva Tucson and WeFunder online platforms** - 14 businesses and counting
- **Innovation mentoring, counsel and free expert webinars for Historic Fourth Avenue Coalition and other small businesses** - 108 businesses

In less than 4 months $424,000 in loan capital and funding support to 34 small businesses AND expert insight and counsel to 108 small businesses.

THT TV Grassroots Locally-Focused Variety Show with Paid Opportunity for Creatives

THT TV livestream virtual variety shows provided a much needed paid performance opportunity for local talent, while broadcasting an interactive, fun, and family-friendly program safely to Tucson homes during the initial statewide shutdown. CIC facilitated payment to 25 artists and creatives during the 9 episode run.
SUCCESS STORIES:

**Dish for Dosha Personal Ayurvedic Chefs**

“This is the second time CIC believed in ME enough to come through for me, when things look dire and survival is the name of the game. Thank you for your borrowed tools. I will recreate my masterpiece with it… Promise!” Chef Cecilia Arosemena, Owner Dish for Dosha

“CIC is my secret weapon in business!

I will always remember the day I called CIC, and then lived to enjoy the “fruits” of my labor. Five years ago, I was a single mother, an immigrant, sick from liver disease, and desperate to live and fund my “life-line”. I had no credit, no business experience, no “working capital”, and no idea what a “P&L” stood for. The helpful gentlemen at CIC accepted me and my juice business dream, broken, poor, and very hungry. They funded my dream with more money than I had the courage to ask for… “just in case”. At the very beginning, they checked in with me month after month, to “help” me figure out “business.”

**Odaiko Sonora Rhythm Industry**

“Being a small nonprofit dedicated to performing arts and arts-integrated education is a risky venture. In four days, Odaiko Sonora lost every gig left this season. The timing couldn’t have been worse. All the programs I applied for were overwhelmed and unresponsive… until I found CIC. The care and professionalism, and most importantly the speed with which CIC staff were able to assist has restored my faith that Odaiko Sonora will weather this storm.” Karen Falkenstrohm, Director Odaiko Sonoran Rhythm Industry

**Eclipse Clinical Research**

“We are forever grateful to CIC for helping during these unprecedented times. Thanks to CIC we were able to pay all of our employees while waiting for PPP and EIDL loans to process. I’d like to send a special thank you to Brian from the Loan Team who was wonderful to work with and kept us updated through every step of the process” Felice Anderson, President

CORPORATE AND FOUNDATION SUPPORT

TUCSON METRO CHAMBER

LOCAL FIRST ARIZONA

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THE HEATH TEAM

N O V A HOME LOANS

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Southern Arizona Leadership Council

COX

Community Foundation for Southern Arizona

Phil and Carol Lyons

Family Fund