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Michael Dell, founder, and CEO of Dell Technologies once said, "We were always focused on our profit and loss statement. But cashflow was not a regularly discussed topic. It was as if we were driving along, watching only the speedometer, when in fact we were running out of gas." For Ascendus, helping our clients generate cashflow is an essential part of improving our clients' financial health, because cash flow impacts their ability to spend, save, borrow, and plan. In 2023, Ascendus adopted financial health as the ultimate impact measure for our work, and we will use the Financial Health Network's scoring tool to measure our progress. Our new impact framework starts with a loan to fund the business, coupled with support to grow its cashflow, which ultimately enables the owner to improve their financial health. In this month's Credit Lines, we highlight clients whose stories reflect the importance of cash flow. In addition, we celebrate the upcoming launch of our third annual Stories of Ascension series, and the addition of our 100th client to the Ascendus Marketplace. Thank you for supporting a mission that positively changes lives—one loan at a time!

Yours in growing our clients' financial health,

[Stories of Ascension Is Back with Lifting UP Community](#)



Ascendus is proud to continue our video series in 2023 with Stories of Ascension: Lifting UP Community, premiering on 10/12. Facing structural and deep-rooted inequities, our clients have broken through the hardship of surviving and maintaining a small business during the COVID-19 pandemic. We have seen firsthand how our support empowers our clients as we enter a new era of their journeys. Today, our small business owners are focusing on providing an impact, making a difference in their communities, and the journey UP.

[Take a Sneak Peek at Our New Videos](#)

[Ascendus Funding is "Career Changing" for NYC Small Business Owners](#)



Through a loan from Ascendus and the NYC Small Business Opportunity Fund, Aboubakar received the career changing funding he needed to transition into running his small business full time. Aboubakar's consulting firm was taking off, but he did not have the working capital to meet the needs of his clients. He turned to Ascendus, and through his loan he finally had the cashflow necessary to fully invest in his clients. "It was a dream of mine to invest in working on my business full time. Through the Ascendus loan, I was able to fulfill that dream."

[Read Aboubakar's Story](#)

[Keeping Storefronts Open in Florida Through Collaboration](#)



Ascendus partners with the Miami Dade Business Navigator Program (MDBNP) to help underserved entrepreneurs in Miami launch, grow and revitalize their businesses. Priscilla's boutique clothing store was on the brink of closing, but through our partnership with the MDBNP Priscilla found Ascendus. She received the funding necessary to pay her bills and the working capital to stock up on inventory. She did not have to close for a single day, and she is now opening a second location. "Ascendus gave me the confidence and the expertise to navigate loans. We got through the pandemic and were still in business."

[View our Interview with Priscilla](#)

[Celebrating 100 Clients on the Ascendus Marketplace](#)



This month, the Ascendus marketplace added its 100th client, providing 100 small business owners an extra layer of visibility to succeed. Through the Ascendus marketplace, you can shop directly from the small businesses we support - all in one place.

[Shop 100+ Ascendus Small Businesses](#)

A very special thank you to our supporters:



THIS WAY UP!



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