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### Ascendus in 2023: A Transformational Moment of Growth, Innovation, and Impact



#### GROWTH

Ascendus supported 8,950 small businesses nationwide, providing \$59 million in loan capital to 1,348 individuals.



Our annual lending volume by dollars has **quadrupled** since 2019. Through these loans, our clients supported the creation and retention of **more than 3,700 jobs**.

We focused on our mission and the populations we serve.



**83%**  
Entrepreneurs of Color

**70%**  
Low- to- Moderate-Income Clients

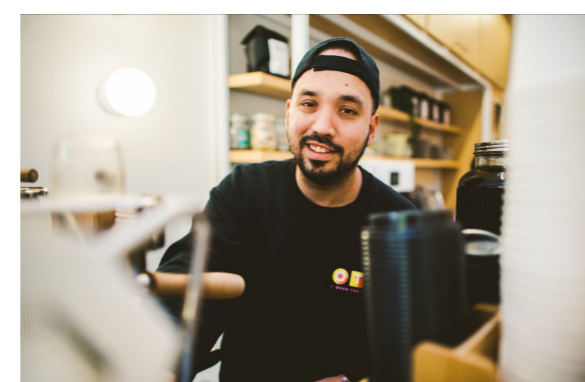
**6,923** small business owners benefitted from **10,000 hours of direct counseling**, and 2,027 benefitted from group-based coaching opportunities through in-person events, workshops, and webinars.



#### INNOVATION

We grew our innovative product offerings, expanded to Michigan and Georgia, and celebrated our 20th anniversary in Florida.

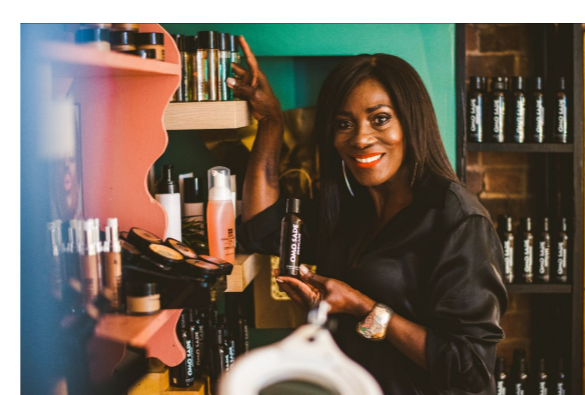
We launched a **first in the nation** Microinsurance Program that **clients do not pay for**. The pilot program provided clients in New York City with **\$100,000 in Life and AD&D** (accidental death and dismemberment) microinsurance when they received a loan.



**Microinsurance Program**  
\$9.4 million in coverage  
94 small business owners

**Childcare Provider Initiative**  
\$1.7 million in capital  
90 small business owners

Our Line of Credit and Get Ready programs **expanded** to Florida, Massachusetts, New Jersey, Michigan, and Georgia and served **100% entrepreneurs of color**.

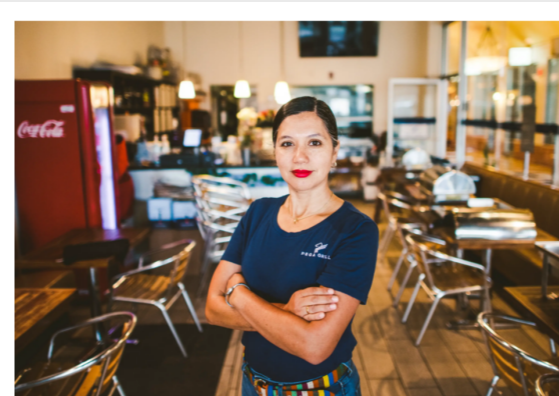
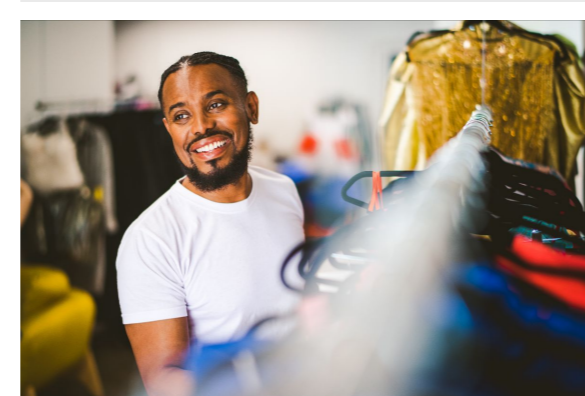


**Line of Credit**  
\$1.8 million in capital  
106 small business owners

**Get Ready**  
\$53.3K in capital  
69 small business owners

We deployed \$42 million to 680 small business owners through Partnership Programs.

Including the New York City Opportunity Fund, the New York Forward Loan Fund, and the Entrepreneurs of Color Loan Fund.



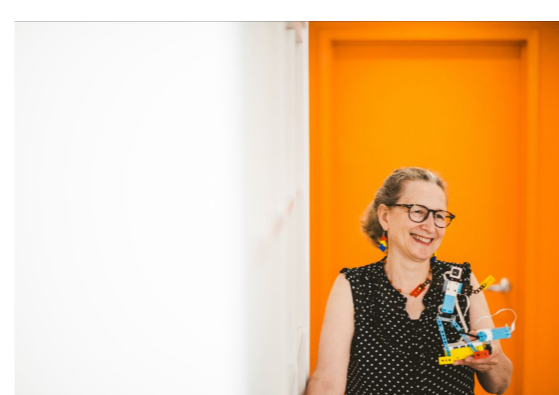
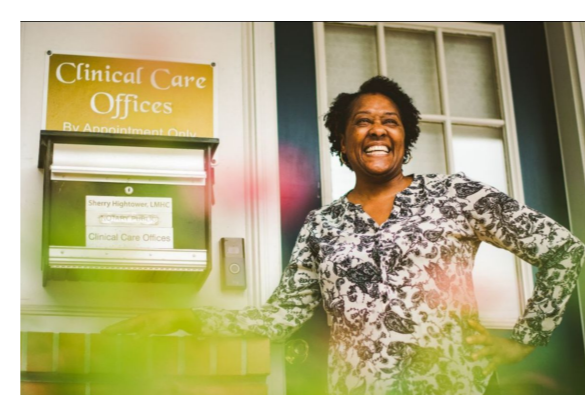
Ascendus was recognized as a leader in our field and awarded the highly prestigious **2023 Bank of America Neighborhood Builder** award.

Our entire staff began the process of becoming certified credit coaches through our partnership with **Credit Builders Alliance**.



#### IMPACT

We spearheaded a new impact framework, and told the stories of our clients through [Stories of Ascension: Lifting UP Community](#).



Through our financial health impact framework we **tracked the health of our client's business** – business survival, cashflow monitoring, and job creation and retention, and we **tracked the financial health of the business owner** - household income, credit, and a financial health survey created by the **Financial Health Network**.

Thank you for joining us on our journey of growth, innovation, and impact.

THIS WAY UP!



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