Shelenia and her husband, Rico, used to dream of making a better future for their family — especially their son, Cory, whose disability prevented him from working a meaningful job outside of janitorial work. The couple, who are proud U.S. Air Force veterans, decided to open a doughnut shop, which would allow their son to work beyond what they ever dreamed.

Shelenia and Rico were turned down by several banks before they were referred to LiftFund. They used their LiftFund loan for kitchen equipment and building out the cafe. Today, the Nelson's shop offers more than 40 doughnut varieties and Southern dishes. “If it wasn’t for LiftFund, we wouldn’t be where we are now,” Shelenia said. “We are here to change lives and grow.”

**About LiftFund in Austin**

In 1999, LiftFund started serving the great city of Austin. Since then, we’ve served over 1,000 entrepreneurs with more than $15.3 million 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 Austin

Number of Loans: 51
Total Loan Amount: $1.7 million
Average Loan Size: $33,799
Number of Jobs Created: 92
Number of Consultations: 126 hours

Client Profile

62% Men
38% 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 Austin business economy. Join us in supporting small businesses by connecting with us today.

Contact us

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