

CESAR GONZALEZ



MAMA TESTA TAQUERIA

www.MamaTestaTaqueria.com

Cesar Gonzalez, owner and head chef of Mama Testa Taqueria did not always have a dream of spreading his heritage and true Mexican cuisine to America. It all began at the young age of 14 upon arriving to the U.S. when Gonzalez and his family ventured out to eat some Mexican food. After not recognizing the Americanized-Mexican cuisine served to him, Cesar promised himself that one day he would bring authentic Mexican food to San Diego.

18 years later, he opened Mama Testa Taqueria, specializing in home-cooked authentic Mexican cuisine. From the beginning, the restaurant was challenged with requests for Americanized-versions of Mexican cuisine such as "yellow cheese and California Burritos." So after a few years of being in business, Gonzalez decided he needed money to advertise and increase foot-traffic to the restaurant so that he could continue sharing his heritage and authentic cuisine with more San Diegans. Due to a lack of business credit and being a fairly new owner in the restaurant industry, Gonzalez was not able to secure funding from traditional sources, and turned to ACCION San Diego.

After receiving a \$10,000 loan from ACCION, which was primarily used for marketing and advertising purposes, Mama Testa began to see an increase in their customer base and Cesar was able to hire five additional employees, thus increasing overall sales. The support of his restaurant began to

boom locally and many customers encouraged Cesar to try out for the nationally televised Food Network program "Throwdown with Bobby Flay." After experiencing growth and heightened marketing exposure through ACCION's loan, coupled with three years of perfecting the unique Mexican dishes, Cesar managed to be featured on the popular national program showcasing Mama Testa and their famous fish tacos. Today, Cesar and his team are still seeing the benefits from his increased marketing, which ultimately led him to be featured nationally.

"If it wasn't for microfinance, I don't know that I'd still be in business today; ACCION really helped me get over that little hump," Cesar said regarding the loan's impact.

Mama Testa has now been in business for 7 years and has continued to grow. Since receiving the loan, Cesar has also been able to spend more time with his family and is not constantly tied to his business since he has increased staff support from 2 to 8 employees. He is also able to give out gift certificates and improve local fundraising efforts around his neighborhood by sharing his cuisine and an authentic environment for folks to gather.

Mama Testa Taqueria is located at 1417 University Avenue. If you are looking for good food and an authentic Mexican experience, swing by and visit them!

DR. RYAN HUMMEL



HUMMEL CHIROPRACTIC CENTER

www.DrRyanHummel.com

Dr. Ryan Hummel, DC, chiropractor and owner of Hummel Chiropractic Center, began his career working for various clinics. After recognizing the restricted freedom of working for others and seeing the great need for wellness, Dr. Hummel decided to spread his own brand of healing, and help people take control of their health by creating his own practice.

Dr. Hummel began his practice in Washington, but when he wanted to open in San Diego, he realized the need for capital to fund a second therapy table and franchise rights to operate in the area. Dr. Hummel could not receive a traditional loan due to a lack of credit history despite his three year Chiropractic clinic experience. Though the bank was not able to extend him capital, they did refer him to ACCION San Diego, where he eventually secured a loan for \$11,000 to purchase much needed equipment.

After receiving the loan, Dr. Hummel quadrupled the number of patients he saw on a monthly basis and increased his monthly income to over \$12,000 due to the second chiropractic table and his expanded client base in San Diego. More recently, Dr. Hummel

was able to open a new facility in Point Loma where he will serve additional patients providing them with an entire wellness center, offering chiropractic, acupuncture, massage, and other treatment options.

Dr. Hummel has also created jobs even during this economic downturn. Hummel started with a small employee base, which included himself and one assistant in 2009. He has now hired a second assistant and one massage therapist, while also strategically leasing clinic space to an acupuncturist.

Dr. Hummel has been in business for 5 years. In addition to expanding his business to increase health and wellness for San Diegans, he also finds time to give back to the community by being a level-four donor to the San Diego Blood Bank and assisting a local Kiwanis Volunteer Group.

Hummel Chiropractic Center is now located in Pt. Loma at 5055 N. Harbor Drive, Ste. 110 and Dr. Hummel is passionate about helping others to achieve their health goals.

2010 BOARD OF DIRECTORS

GORDON P. BOERNER
BOARD CHAIR
SENIOR VP & PRIVATE BANKING SERVICES MANAGER
THE PRIVATE CLIENT RESERVE OF US BANK

LINDA COLE
BOARD VICE-CHAIR
SENIOR VICE PRESIDENT, NATIONAL DIRECTOR, ECONOMIC DEVELOPMENT
CITIBANK N.A.

JON GRISSOM
BOARD SECRETARY
ATTORNEY AT LAW
HIGGS, FLETCHER & MACK LLP

MARK EMCH
BOARD TREASURER
VICE PRESIDENT OF FINANCE
SAN DIEGO CONVENTION CENTER CORPORATION

SEAN CARPENTER
TECHNICAL OFFICER FOR AGRI-BUSINESS & MICROENTERPRISE
PROJECT CONCERN INTERNATIONAL

WILLIAM D. LYNCH
OWNER & PRESIDENT
THE WILLIAM D. LYNCH FOUNDATION

ADAM METZGER
DIRECTOR OF DEBT ACQUISITION
PACIFICA COMPANIES

PAM DAVIS
EXECUTIVE VICE PRESIDENT/CHIEF CREDIT OFFICER
BANK OF SOUTHERN CALIFORNIA

ROSANA HERRERA-ORTEGA
ATTORNEY AT LAW
LAW OFFICE OF ROSANA HERRERA-ORTEGA

BILL BECKER
VICE PRESIDENT, WESTERN MARKET
CALIFORNIA CRA MANAGER
COMERICA BANK

DAVID WALLACE
FOUNDER & CEO
SENIOR HELPERS OF SAN DIEGO

CECILE BEREAL
PRESIDENT & CEO
RMA MANAGEMENT ALLIANCE, INC.

JULIA SIMMS
PRESIDENT/FOUNDER
J. SIMMS AGENCY

RICK GONZALES
VICE PRESIDENT, REAL ESTATE MANAGED ASSET GROUP
WELLS FARGO BANK

**ACCION
SAN DIEGO**

404 Euclid Avenue, Suite 271 • San Diego, CA 92114
Phone: (619) 795-7250 • Fax: (619) 795-7260
Email: info@accionsandiego.org • www.accionsandiego.org

CURRENT ACCION SAN DIEGO STAFF

ELIZABETH MAKEE
EXECUTIVE DIRECTOR

JAVIER ISLAS
DIRECTOR OF FINANCE

ROBERT LÓPEZ
DIRECTOR OF LENDING

MARIA MONTAÑO
LOAN OFFICER

VALERY SANTACRUZ
LOAN PROGRAM COORDINATOR

ILIANA FARIAS
CUSTOMER SERVICE REPRESENTATIVE

MONICA BATTAH
PART-TIME ACCOUNTING ASSISTANT

JEHANNE SPRIGGS
PART-TIME ADMINISTRATIVE ASSISTANT

JESSICA TOMPAINE
PART-TIME MARKETING & RESOURCE MANAGER

2010 FUNDING PARTNERS

Anonymous
Avoico
Bank of America Charitable Foundation
Bank of the West
Denis Tat Barnes
BBVA Compass Foundation
William Becker
Gordon Boerner
California Bank & Trust
Sean Carpenter
CDC Small Business Finance, Susan Lamping
Citibank Foundation
City of San Diego, Community Development Block Grant
City of San Diego, Small Business Enhancement Program
Linda Cole
Comerica Bank
Comerica Bank Foundation
Steve Conroy
Margaret Crockett
Bethany Davidowski
Pam Davis
Ebsi Websites
Mark Emch
Clyde & Natalie Engert
Iliana Farias
Ed Fitzgerald
Stuart Gielbelman
Rick Gonzales
Good Search
Janathan Grissom
Donald & Natalie Harold
Rosana Herrera-Ortega
Karla Hertzog
Higgs, Fletcher & Mack, LLP



Mario Lewis
Imperial Barber Shop



ACCION SAN DIEGO IS A NON-PROFIT ORGANIZATION THAT PROVIDES SMALL BUSINESS LOANS

ACCION SAN DIEGO
ANNUAL REPORT 2010

www.AccionSanDiego.org

**ACCION
SAN DIEGO**

2010 HIGHLIGHTS

ACCION SAN DIEGO'S NEW OFFICE

After more than a year of planning, ACCION San Diego relocated in February 2010 from the downtown World Trade Center to the new Joe & Vi Jacobs Center building! Now located in the heart of Market Creek Plaza, the new building provides additional space and increased accessibility to the community and small business owners ACCION serves, therefore enabling the organization to host educational resource events.

ACCION San Diego gives a heartfelt thanks to each of the following major contributors and supporters who made the move possible and for creating a new home for the organization: Mighty Movers (an ACCION client), The Jacobs Center for Neighborhood Innovation, ACCION San Diego Staff and Board, Jacob Blatt, The County of San Diego, Furniture Resources, and The Parker Foundation.

ACCION SAN DIEGO IN THE COMMUNITY

In 2010, ACCION maintained an active portfolio of approximately \$2.5 million in loans hard at work in the hands of over 300 extraordinary local entrepreneurs in San Diego County. Back in 1994, when the organization started, the initial portfolio contained five loans of only \$6,000. Now the organization services over 1,200 business owners per year with helpful financial information and accessibility to capital. ACCION's presence throughout the San Diego small business community during 2010 was evidently stronger than in years past. Staff participated in more than 400 community outreach activities, specifically conducting 80 small business finance trainings. The passionate staff at ACCION continued to navigate many small business owners through challenging situations providing vital resources, guidance and referrals as the San Diego economic recovery was slow during 2010.

With a new office location, ACCION hosted five resource workshops at the Joe & Vi Jacobs Center in partnership with other nonprofit community providers. Topics were geared specifically to offer hands-on education for small business owners and included Quickbooks, Debt Management, Social Media, Legal Entities, and Understanding Credit and Finances. Many ACCION clients took advantage of the free events and workshops the organization held in 2010.

Kim and Robert Woods, owners of Champion Lock and Safe mentioned, "What I love best about working with ACCION is the relationship, rapport and support base that ACCION provides. They don't just hand you the money and that's it; their services for clients are ongoing with workshops, programs, and other educational tools for small businesses."

Throughout the year, ACCION also actively participated in the 2010 Microfinance USA conference, while hosting the 2nd annual San Diego Microfinance Summit. ACCION also had a strong presence at the Hispanic Business Showcase and the Reinvestment Task Force's Smart Money Expo, both county-wide resource and educational events for small business owners. Furthermore, ACCION collaborated with the Joe and Vi Jacobs Center to execute two Women Entrepreneur Empowerment events (WEE) for local female small business owners. Throughout all the events, ACCION involved clients, helping to promote their businesses and share their stories of entrepreneurial success!

"ACCION doesn't stop at just giving loans. The support ACCION offers in marketing and promoting their clients' businesses is so valuable; it's priceless," says Charles McDaniel of McDaniel Tax & Administrative Services.

ACCION WORKSHOPS



2010 PROGRAM AWARDS

ACCION San Diego was recognized in the community during 2010 with the following awards:

CA Economic Development Lending Initiative (CEDLI) and CA Resources and Training (CARAT) Outstanding Performance in Community Development Lending award – ACCION San Diego was honored for its impactful work in supporting small businesses in San Diego County with access to capital through its microloan program as a Community Development Financial Institution (CDFI).

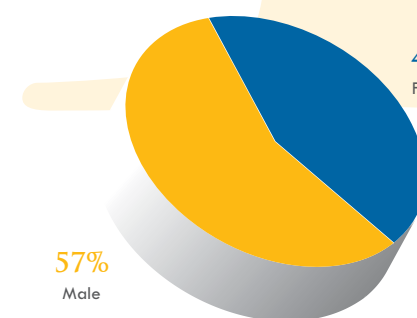
Urban League of San Diego County's 2010 President's Small Business award - ACCION San Diego was presented this award at the Annual Equal Opportunity Day Diversity Summit. The award is given to an organization that has made a significant contribution to the community, in one of the five programmatic thrusts of the Urban League Movement. ACCION demonstrated significant impacts in the local community, while promoting diversity initiatives in its business.

The impact from ACCION's microloan program is felt directly by the business owners served and subsequently ripples into the surrounding community creating jobs and economic growth.

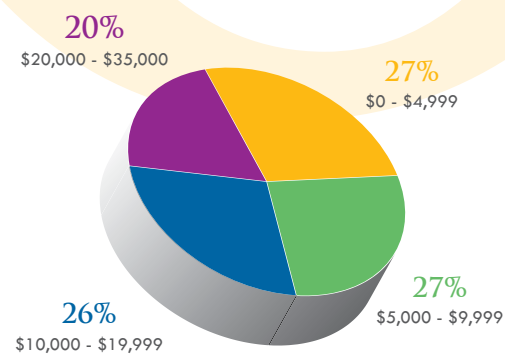
As one client, Carlos Romero of CVMR Enterprises stated, "ACCION San Diego helped us with a loan at a critical time when we needed to grow. We hired additional staff and were able to implement an effective advertising campaign to bring in new customers."

At the end of day, it is these spirited entrepreneurs that drive the pride behind ACCION's impactful work. Whether it is a drycleaner, baker, home-based daycare provider, construction worker or artist, the clients are the REAL inspiration for the work ACCION conducts to bring brighter futures to San Diegans.

2010 CLIENT PROFILE



2010 LOANS BY SIZE



MESSAGE FROM THE BOARD CHAIR & EXECUTIVE DIRECTOR

During the recent economic challenges, ACCION San Diego has proven to be a stable and vital organization with heightened commitment and passion toward supporting the development of entrepreneurs, job creation and economic growth. Since its local beginnings in 1994, ACCION has maintained steady portfolio growth providing microloans of \$300- \$35,000 to small business owners in San Diego County. ACCION has continued to foster business sustainability by not only providing capital, but also offering expanded technical assistance and business resources to our clients and the entrepreneurial community.

The demand for alternative lending and entrepreneurial support resources has surged with tightened bank lending standards and the continued economic challenges the local marketplace has burdened on small business owners. ACCION has strengthened many local partnerships actively educating entrepreneurs on non-traditional lending and business acumen resources that ACCION and other partner organizations offer within the community.

Small businesses continue to comprise over 90% of all businesses in the region, making them the thread that weaves the strength within our local economy. In 2010, ACCION's clients helped sustain the small business employment sector by generating and/or maintaining almost 1,000 employment opportunities for local community members.

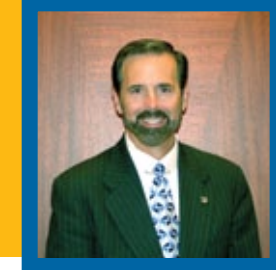
During 2010, ACCION San Diego relocated to a new home for our staff and clients in Southeastern San Diego at the Joe & Vi Jacobs Center building. The new office location boasts a transit-corridor community hub location where many business events, neighborhood functions and cultural celebrations occur. This environment enabled ACCION San Diego to further develop its services to best meet the needs of the local entrepreneurs. If you have not yet visited ACCION at the Joe & Vi Jacobs Center, we invite you to stop in sometime soon!

Thank you to each of our financial partners, contributors, board of directors, staff and volunteers for investing in ACCION San Diego's mission and future. Your partnerships are crucial to supporting the powerful impact and entrepreneurial spirit that ACCION continues to create in local neighborhoods throughout the region.

Warmly,

Gordon Boerner
2010 Board Chair
ACCION San Diego

Elizabeth Makee
Executive Director
ACCION San Diego



Gordon Boerner
Board Chair



Elizabeth Makee
Executive Director

The mission of ACCION San Diego is to provide economic opportunity for primarily low-to-moderate-income business owners who lack access to traditional sources of credit. Through business loans and support services, we strengthen the roots of emerging entrepreneurs and help them to thrive in their communities, creating social and economic change.



ACCION San Diego's New Office

FINANCIAL SUMMARY

Balance Sheet

	DEC. 2010	DEC. 2009
ASSETS		
CASH AND EQUIVALENTS	\$ 1,401,842	\$ 1,177,062
CONTRIBUTIONS AND GRANTS RECEIVABLE	\$ 23,103	\$ 35,450
MICROENTERPRISE LOANS RECEIVABLE (NET OF ALLOWANCES FOR LOAN LOSSES OF \$209,105 IN 2010 AND \$226,231 IN 2009.)	\$ 2,271,388	\$ 2,466,986
FIXED ASSETS (NET OF ACCUMULATED DEPRECIATION OF \$71,555 IN 2010 AND \$83,135 IN 2009.)	\$ 50,291	\$ 18,818
OTHER ASSETS	\$ 101,974	\$ 63,360
TOTAL ASSETS	\$ 3,848,598	\$ 3,761,676
LIABILITIES		
ACCRUED EXPENSES AND ACCOUNTS PAYABLE	\$ 47,570	\$ 16,072
NOTES PAYABLE	\$ 1,700,000	\$ 1,700,000
TOTAL LIABILITIES	\$ 1,747,570	\$ 1,716,072
NET ASSETS		
UNRESTRICTED	\$ 2,097,528	\$ 1,919,168
TEMPORARILY RESTRICTED	\$ 3,500	\$ 126,436
TOTAL NET ASSETS	\$ 2,101,028	\$ 2,045,604
TOTAL LIABILITIES & NET ASSETS	\$ 3,848,598	\$ 3,761,676

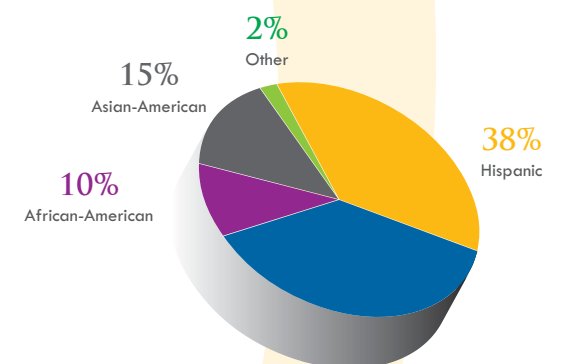
Revenue And Expense Statement

	DEC. 2010	DEC. 2009
REVENUE		
GRANTS AND CONTRIBUTIONS		
Unrestricted	\$ 188,017	\$ 158,400
Temporarily Restricted	\$ 46,570	\$ 146,500
In-Kind	\$ 159,873	\$ 179,369
Contract Revenue	\$ 154,526	\$ 127,000
Interest & Fees	\$ 495,274	\$ 461,257
Other Income	\$ 7,445	\$ 15,419
TOTAL PUBLIC SUPPORT AND CONTRIBUTIONS	\$ 1,051,705	\$ 1,087,945
EXPENSES		
PROGRAM SERVICES	\$ 935,406	\$ 1,026,207
SUPPORTING SERVICES		
Fundraising	\$ 18,202	\$ 21,533
Management and General	\$ 42,673	\$ 34,403
Total Supporting Services	\$ 60,875	\$ 55,956
TOTAL EXPENSES	\$ 996,281	\$ 1,082,163
CHANGE IN NET ASSETS	\$ 55,424	\$ 5,782

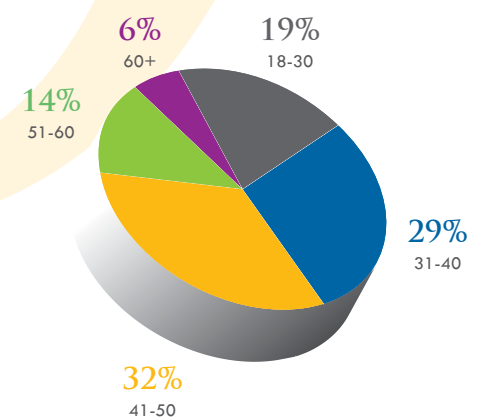
INDICATOR

	2010	2009
NEW CLIENTS	78	106
NUMBER OF LOANS DISBURSED	90	120
AMOUNT LOANED	\$962,408	\$1,105,589
ACTIVE PORTFOLIO (AT 12/31)	\$2,480,943	\$2,693,217
ACTIVE CLIENTS (AT 12/31)	322	348
AVERAGE LOAN SIZE	\$10,693	\$9,213
PORTFOLIO AT RISK*	2.44%	8.45%
LOSS RATE	6.98%	9.78%
PERCENTAGE SELF-SUFFICIENCY**	60%	53%
CUMULATIVE TOTALS TO DATE	2010	2009
CLIENTS SERVED	1,554	1,476
NUMBER OF LOANS DISBURSED	2,629	2,539
AMOUNT DISBURSED	\$14,964,070	\$14,001,662
HISTORICAL LOSS RATE	9.64%	9.10%

2010 ETHNIC PROFILE



2010 AGE PROFILE



COMPLETE FINANCIAL STATEMENTS, AUDITED BY SLABAUGH ACCOUNTANCY CORPORATION, REFLECT CERTAIN 2009 RECLASSIFIED RESULTS TO BE CONSISTENT WITH THE 2010 PRESENTATION AND ARE AVAILABLE UPON REQUEST THROUGH ACCION SAN DIEGO.

* PORTFOLIO AT RISK IS EQUAL TO THE TOTAL OUTSTANDING LOAN BALANCE OF LOANS PAST DUE MORE THAN 30 DAYS DIVIDED BY THE TOTAL LOAN PORTFOLIO.

** SELF-SUFFICIENCY IS CALCULATED BY DIVIDING REVENUE FROM LENDING OPERATIONS (INCLUDING WRITE-OFF RECOVERIES) BY TOTAL EXPENSES (LESS IN-KIND).