



# 2020 SNAPSHOT



When we set out to begin our 15th year of operations last January, we could not imagine the immense challenges that would emerge for small businesses in 2020.

Across the country, COVID-19 forced small businesses to shut their doors and embrace an uncertain future. To add to the challenges, it was immediately clear—through initiatives like the Paycheck Protection Program—that small businesses that have been systemically held back would suffer the most, a stark reminder of the systemic injustices and biases embedded in the national small business ecosystem.

Throughout 2020, Next Street strove to mobilize capital, customers, and capabilities to these small businesses through our three areas of business: Advisory, Capital, and Programs. Here is our impact from the year.

## ADVISORY

Our Advisory team works closely with innovative public, private, and social institutions to craft strategies and tools that drive equitable small business growth.

In 2020, we evaluated small business ecosystems in and designed strategies for

 **6 cities** to support their collective **3 million** small businesses and entrepreneurs



**92** projects executed



**350** partners engaged



**66%** of 2020 clients had a previous engagement with Next Street

**next street**

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## CAPITAL

Next Street's Capital team was started in 2019 and is revolutionizing how financial institutions provide capital to small businesses and entrepreneurs by providing them with the knowledge, tools, and structures to manage their capital effectively.



**\$59M** to small businesses and entrepreneurs



**14** projects executed

## PROGRAMS

Next Street's Programs team offers resources directly to small businesses and entrepreneurs. For our clients, we develop, design, and deliver high-quality, tailored programs that enable underserved small businesses and entrepreneurs to succeed.

We operate brick-and-mortar small business resource centers in New York City and Buffalo, and we partner with large foundations, governments, and corporates like M&T Bank, GoDaddy, and Cook County.

Through our programs, we served



**10,000+** small businesses and entrepreneurs

providing them with technical assistance, business education, pro-bono legal support, and M/WBE certification assistance and helped facilitate



**2,200** grants and loans averaging **\$23k** each

