



2023 was a very special year.



NEWS ED
Community Development Corporation

CELEBRATING FIVE
DECADES OF IMPACT

OUR MISSION & VALUES:

MISSION:

NEWS ED promotes community development to underserved populations in Colorado by providing navigation for housing services, nurturing small businesses, and promoting asset creation.

CORE VALUES STATEMENT:

NEWS ED fosters love of our community, believes strongly in integrity, strives to provide innovative and sustainable programming, and has pride in our diverse cultural heritage.

After five decades of serving the community NEWS ED CDC is looking forward to a brighter future now more than ever. As an organization we feel fortunate to have the historical perspective that has led us to this moment. We hope this annual report gives you insight to NEWS ED's operations and accomplishments.

2023 was a pivotal year for more reasons than our 50th anniversary. After the successful sale of our Jody Apartments property to long-time community partner Archway Housing, we have concluded that NEWS ED's primary focus will be on service delivery. NEWS ED was a pioneer in affordable housing development in the 90s and 2000s, being one of the first organizations out of the gate to build a mixed-use property. The shift we are taking is to lean into direct service delivery in our three main program areas, Housing Counseling, Small Business Development and Asset Creation. We know that in order for low- and moderate-income households to achieve self-sustainability and financial upward mobility the programming that we provide and will continue to expand is extremely vital.

This is where you come in. We need your support! Whether it's through volunteering, donating or partnership you are an important component to our future and community dynamic. For NEWS ED, partnership is everything and we are grateful for yours.

Thank you and let's move forward together.

Andrea Barela

CEO

NEWS ED Community Development Corp





NEWSED
Community Development Corporation

CELEBRATING FIVE
DECADES OF IMPACT

2023
NEWSED
celebrates
50th
Anniversary!

1973:
NEWSED
is founded

1973 – 1979
In 1977 Veronica Barela transitions from board member to Executive Director and serves 40 years until 2017.
NEWSED pursues several West Denver based initiatives including the development of 4 shopping centers, 3 parking lots, a streetscape project, and the creation of a Neighborhood Business Revitalization area and Santa Fe Drive Redevelopment Corp. This work facilitates the beginning of the Art District and the movement of hundreds of new businesses to West Denver.



1987
Denver Cinco de Mayo
Festival is brought back to the neighborhood and takes place along the Santa Fe Drive main corridor. 5,000 people are in attendance in the 1st year – Now Cinco de Mayo is the largest cultural event in Colorado.

1992
The 1st **Civil Rights Awards** event honoring individuals and organizations in the community that work to advance the social justice movement. The Civil Rights Awards Gala now averages over 550 people each year.



2005
La Villa de Barela, located at 901 West 10th Avenue is erected and is NEWSED's first multi-use development incorporating office/retail space and 38 units of affordable housing.

1995 – 1998
NEWSED begins direct human service programming at 1029 Santa Fe Drive. NEWSED's Housing Counseling program starts. The program remains true to its focus from the beginning of providing affordable housing services in the form of one-on-one counseling, down payment assistance and CHFA approved workshops for interested first time homebuyers. Since then additional services have been added, including foreclosure counseling and financial assistance, and coaching.

2012
NEWSED completes its final affordable housing project in North Denver through a partnership with Burgwyn Company. A two-phase project called Shoshone & Chaffee Park Senior Residences.

2021
NEWSED launches subsidiary entity, New Seed Lending to provide small business loans, extending the impact that our programs can have on helping small businesses thrive.

2012
With a passion for helping new entrepreneurs thrive, NEWSED's Start-up Business Workshops have made a profound impact on countless individuals seeking to venture into entrepreneurship. Through expert guidance participants are equipped with the knowledge needed to take the leap into business ownership.

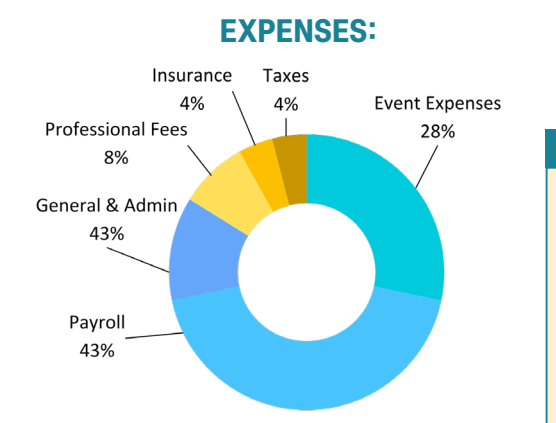
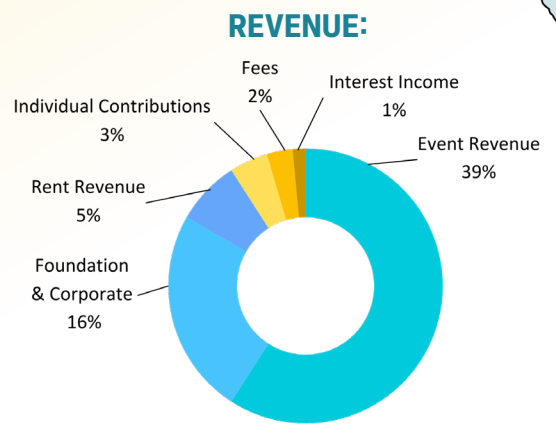


2019
NEWSED proudly launched the **Business Basics Course**, a group education program designed to assist new entrepreneurs in creating and launching their own businesses. Participants are equipped with tools for growth, fostering their journey towards success in the business realm.

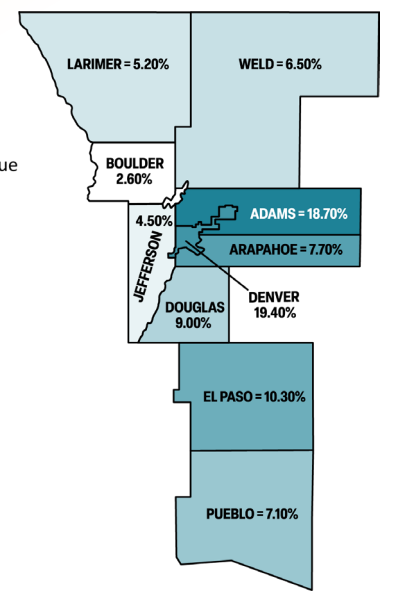
2015
NEWSED implemented another first time program to increase financial opportunities for existing and new clients called Lending Circles through a partnership with – **Mission Asset Fund**. NEWSED is the only Lending Circle provider in Colorado.

2013 – 2019
The **ZONE Marketplace** at 725 Santa Fe Drive, Denver's first retail and office incubator program was established. This initiative significantly contributed to promoting economic development in West Denver and fostering adult self-sufficiency through targeted business support.

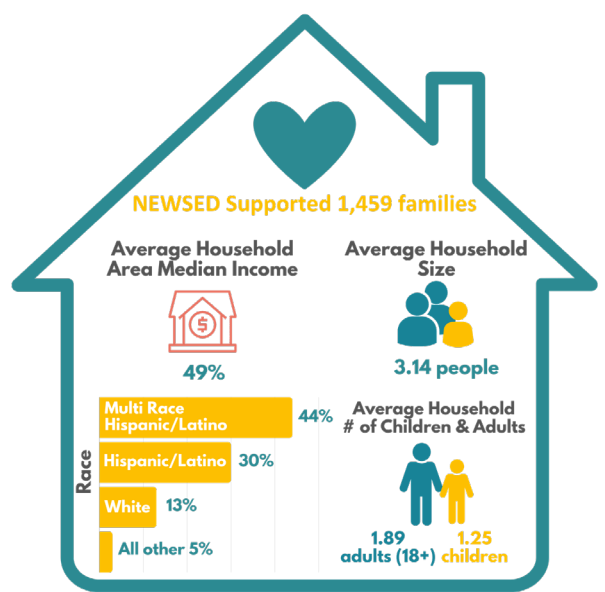
OUR FINANCIALS



COUNTIES WE SERVE THROUGHOUT COLORADO



HOUSEHOLD DEMOGRAPHICS & DATA



2023 PROGRAM ACCOMPLISHMENTS

- Housing Counseling** – 1,090 households received counseling or attended our workshops
- Start-up Business Workshop** – 32 entrepreneurs participated
- Business Basics Course** – 32 Entrepreneurs graduated
- The Zone Marketplace** – 11 businesses incubated 2023
- New Seed Lending** – 13 Loans disbursed for a total of \$138,000
- Lending Circles** – 32 Loans disbursed for a total of \$34,200
- 225 Households** received foreclosure assistance grants totaling more than \$1,135,790 disbursed

NEWSSED's primary focus has been to solve long-term economic problems in disadvantaged communities by securing and coordinating resources for neighborhood revitalization, developing needed shopping areas and services, fostering minority and neighborhood business ownership, job retention and creation, increasing home ownership, neighborhood organizing and hosting cultural events and activities that showcase the Chicano/Mexicano/Latino population.

OUR PROGRAMS AND SERVICES TODAY ARE FOCUSED IN FOUR MAIN AREAS:

HOUSING COUNSELING

- HUD & CHFA approved housing counseling
- Homeownership and foreclosure counseling
- Financial education counseling
- First-time home buyer workshops

SMALL BUSINESS

- Start-up Business Workshops
- Business Basics Course in English & Spanish
- Business coaching and services
- The Zone Marketplace - Retail incubator

ASSET CREATION

- New Seed Lending
 - small business loans
- Lending Circles
 - credit building program
- Down Payment Assistance

COMMUNITY EVENTS

- Denver Cinco de Mayo Festival
- Civil Rights Award Gala
- First Fridays

OUR SUPPORTERS:

Adrienne Benavidez
 Tamara Acevedo
 Manny Almaguer
 Robert and Linda Alvarado
 Jose 'Pepe' Aragon
 Marti Awad
 Thatcher & Veronica Barela
 Mark Berry
 Dawn Bookhardt
 Juana Bordas
 Ken Brewer
 Jennifer Brezicha
 Angela Bricmont
 Rusty Brown
 Hilary Castro
 Frances Coleman
 Mary-Rita Cordova
 Jose & Anya Esparza
 Cecelia Espenoza
 Marie Esqueda
 Micah Ferguson
 Jessica Franklin
 Richard Garcia

Sarah Geis
 Maria Gonzalez
 Kate Hazelbaker
 Flo Hernandez
 Salvador Hernandez
 Lloyd Lewis
 Susan Luna
 Nicole Marquez
 Larry Martinez
 Nubia Martinez-Caro
 Christina Montoya-Pablo
 Claudia Moran
 Tanya Mote
 Carlo Nieto
 Yvonne Ojeda
 Cesar Olivas
 Oscar & Jenny Olivas
 Diana Peña Khribeche
 Jon & Carey Peterson
 Marlene & Morris Price
 Sean & Ciria Rhoads
 Manny Rodriguez
 Rogelio Rodriguez

Ron & Deane Roybal
 Denise Suarez
 Alvin Tafoya
 Ean Tafoya
 Rod Tafoya
 Luis Toro
 Greg Totten
 Jeanette Trujillo
 Soyna Ulibarri
 Chris Viscardi
 James Wareham-Morris
 Jacqueline Wells
 Youngdon Yun

MEDIA SPONSORS
 9 News
 The Denver Post
 Community Foundation
 El Comercio
 KUVO
 La Jota Mexicana
 Latin Life Denver
 La Voz
 Max Media
 Rocky Mountain PBS
 Telemundo
 Tu Casa Magazine
 The Drop

Finance Authority
 City and County of Denver HOST
 Emergency Mortgage Assistance Program
 Esperanza
 Fannie Mae
 Huntington National Bank
 JP Morgan Chase
 Key Bank Foundation
 NALCAB/Wells Fargo
 Open for Business
 Opus Foundation
 PNC Bank
 Rose Community Foundation
 The Denver Foundation
 UMB Bank
 UNIDOS US
 US Bancorp

CIVIL RIGHTS AWARDS SPONSORS
 Alvarado Restaurant Group
 Colorado Housing and Finance Authority
 Mission Yogurt
 World Wide Money Exchange
 Wells Fargo

FOUNDATION/ CORPORATION/ GOVERNMENT
 Bank of America
 BMO
 BOK Financial
 Colorado Housing and

BOARD

Sarah Geis
 Chair
Marie Esqueda
 Vice Chair
Jennifer Brezicha
 Treasurer
Greg Totten
 Secretary
Larry Martinez
Jon Peterson
Ray Pena

STAFF

Andrea Barela
 President/CEO
Jessica Franklin
 Development Director
Cecilia Cervantes
 Special Programs Manager
Claudia Ortega
 Lead Homeownership Counselor
Adriana Tarango
 Homeownership Counselor
Jessica Padilla
 Homeownership Counseling Department Assistant
Austin Tafoya
 Events Manager
Tiffany Niu
 EMAP Specialist
Mayde Roman
 EMAP Reviewer
Rowan Sanders
 EMAP Reviewer
Jennifer Martin
 Data Specialist
Susan Luna
 Small Business Program Manager
Cheryl Lucero
 Business Consultant & ZONE Marketplace Storefront Associate
Angela Herrera Hoskins
 ZONE Marketplace Storefront Associate
Jackie Bouvier
 Small Business Trainer

Kristen Robertson & Susie Colburn
 BDO Accountant
Hilary Engelhart Castro
 Castro & Co. Marketing
Renee Ortiz
 Eventful Productions
 Event Producer

NEWSSED

