



El Pájaro CDC Regional Women's Business Center (RWBC) provides bilingual/bicultural business training, consulting, and access to capital to aspiring and established businesses in California's Central Coast. The RWBC is hosted by El Pájaro Community Development Corporation (CDC), a non-profit promoting equal access to economic opportunity. El Pájaro CDC is focused on creating and implementing community economic development programs in Santa Cruz, Monterey, and San Benito Counties. We provide entrepreneurial opportunities, financial products, and development services to support the creation of small businesses, self-employment, and jobs for women, low-income individuals and underserved communities.

## OUR CLIENTS IN 2024

(Data from Sep 30, 2023 - Sep 29, 2024)



78% Women  
15% In Rural Areas



58 Training Events  
50% New clients trained



393 New to the RWBC  
3,281 Counseling Hours



166 Jobs  
Created



41 Businesses  
Launched



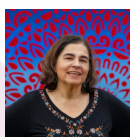
\$1,812,100  
Capital Accessed

95 % of loans/grants  
were less than \$30,000

### Business Incubation Program Participants

16 Plaza Vigil Retail Incubator | 35 Commercial Kitchen Incubator | 214 Childcare Business Program

## MEET THE RWBC TEAM



Carmen Herrera-Mansir  
Interim RWBC Director



Isaac Rodriguez  
Business Success Coach



Ashley Rubio  
Program Assistant

OUR  
SERVICES





El Pájaro Community Development Corporation promotes access to economic opportunities and assists community members to build assets and generational wealth through business ownership. Our work is focused on underserved, rural and minority communities on California's Central Coast where business development services are limited by geography, language, and culture. Our programs and partnerships help micro-entrepreneurs succeed economically. El Pájaro CDC's programs include the Regional Women's Business Center (RWBC), the Commercial Kitchen Incubator, Plaza Vigil Retail Incubator and the El Pájaro CDC's Microloan Program.

## OUR CLIENTS IN 2024

(Data from Sep 30, 2023 - Sep 29, 2024)

**796**  
SERVED

**78% Women**  
**15% In Rural Areas**

**380**  
TRAINED

**58 Training Events**  
**50% New clients trained**

**796**  
COUNSELED

**393 New to the RWBC**  
**3,281 Counseling Hours**



**166 Jobs**  
Created



**41 Businesses**  
Launched



**\$1,812,100**  
Capital Accessed

**95 % of loans/grants**  
were less than \$30,000

### Business Incubation Program Participants

**16 Plaza Vigil Retail Incubator** | **35 Commercial Kitchen Incubator** | **214 Childcare Business Program**

**OUR**  
**SERVICES**



**BUSINESS**  
**CONSULTING**



**TRAINING**



**BUSINESS**  
**INCUBATION**



**ACCESS**  
**TO CAPITAL**





**ANN FATA, OWNER**

  @WindChimeFoods

 Carmel Farmers Market  
Thursdays 10AM-2PM

## WIND CHIME FOODS LLC


Ann Fata turned her passion for healthy, non-processed foods into a thriving business with the launch of Wind Chime Foods LLC. Inspired by family health challenges and a love for nutritious living, she began by sharing homemade sourdough crackers and granola, which quickly gained popularity. Through El Pajaro CDC's Empresari@ Program, Ann gained crucial business skills in planning, budgeting, and marketing, helping her scale from farmers markets to retail and wholesale.

With the program's guidance and access to funding, including the CA Dream Fund, Ann expanded operations, increasing sales by 60% in 2024 and investing in key equipment. Her journey showcases how education, mentorship, and financial resources through El Pájaro CDC empower entrepreneurs to turn their vision into reality.

“The Empresari@ Program was exactly what I needed to connect and learn how to market my products...It's never too late to start something new!



**YADIRA MENDIOLA, OWNER**

 @QueenOfVegetables

## THE QUEEN OF VEGETABLES

Yadira Mendiola launched her organic farming business on November 1, 2020, driven by a passion for agriculture and a desire to support her family. Despite financial constraints and the challenges of organic farming, she remained determined to create a sustainable and thriving business. Through El Pájaro CDC's Empresari@ Business Education Program, Yadira gained essential business knowledge, one-on-one technical assistance, and access to funding, including the CA Dream Fund and grants for women-owned agricultural businesses.

With this support, she stabilized her operations, invested in necessary equipment, and expanded her customer base. Yadira's success highlights the transformative impact of education, mentorship, and financial resources in empowering entrepreneurs to overcome obstacles and achieve long-term growth.

“The journey has been challenging but incredibly rewarding. El Pájaro CDC has been an incredible resource partner, and with their help, I have been able to pursue my passion and earn a living.