



IMPACT REPORT

2025 YEAR IN REVIEW



ABOUT THE REGIONAL WOMEN'S BUSINESS CENTER

El Pájaro CDC Regional Women's Business Center (RWBC) provides bilingual/bicultural business training, consulting, and access to capital to aspiring and established businesses along California's Central Coast. The RWBC is hosted by El Pájaro Community Development Corporation (CDC), a nonprofit organization dedicated to promoting equal access to economic opportunity. We are focused on creating and offering community economic development programs in Santa Cruz, Monterey, and San Benito Counties, providing entrepreneurial education, financial products, and business development services. At El Pájaro CDC, we help entrepreneurs take flight!

WHAT WE DO



Business Advising



Trainings and Workshops



Business Incubation



Access to Capital

IMPACT OVERVIEW

734

Entrepreneurs
Served

558

Women
Served

388

Entrepreneurs
Trained

653

Entrepreneurs
Counseled

48

Business
Starts

128

Jobs Created
(FT & PT)

\$1,277,500 Capital Accessed

PROUD
MEMBER
OF THE:



The California WBC Network is the **only statewide, coordinated economic infrastructure dedicated to advancing women-led business growth across California**. Rooted in community and built for scale, CA WBC delivers trusted, place-based advising, access to capital, workforce-aligned entrepreneurship, and childcare business startup and expansion solutions—powering family economic security, community prosperity, job creation and workforce participation.

17,000 unique clients served

✓ 76% women

✓ 52% women of color

\$53.26M business capital accessed (up 41% from 2024)

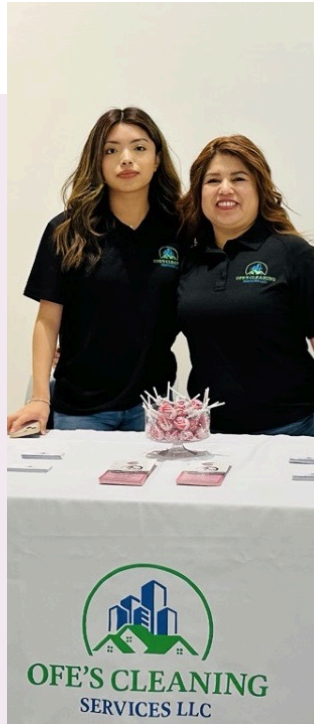
20K+ jobs created & retained (2.5 avg./jobs/business)

MEET THE IMPACT OF OUR WORK

1 Ofelia Ortega, Ofe's Cleaning Services LLC Monterey County

Ofelia grew up in Santa Ana Hidalgo, Mexico, raised by hardworking parents. Inspired by their entrepreneurial spirit, she started her own cleaning business to build a better future for herself and her daughter. Initially, Ofelia Ortega faced challenges due to limited knowledge about formal business management, which affected her confidence. However, through the Empresario Business Program, she received personalized assistance that helped her create a business plan, develop financial projections, and understand her business structure.

With this newfound knowledge, Ofelia learned to manage her finances, define her ideal client, and analyze her competition. Now, she operates her business with confidence.



2 Carmen Colon, Flanaticos LLC Monterey County

From the mountains of Puerto Rico to the heart of Monterey County, Carmen's journey is a reminder that it's never too late to turn a cherished memory into a thriving business. Driven by the flavors of her mother's recipes and the desire to provide for her children, she transformed her hesitation into Flanaticos LLC.

Through our Empresari@ program and the Recipe to Success course, Carmen mastered the complexities of permits and business planning, proving that with the right community behind you, any dream is within reach.

Today, she is not just baking flanes, she is sharing her heritage in every bite and inspiring us all to take that first brave step toward our own success.



HIGHLIGHTS

Childcare Program



This past year, we successfully completed three Spanish-speaking childcare cohorts, reaching 42 entrepreneurs and delivering roughly 15 hours of business training per cohort. Through individualized support and instruction, 86.7% of program participants were able to access capital through grants, resulting in \$139,500 in total capital to help launch or expand childcare businesses in our community.

Empresari@ Program



In 2025, the Empresari@ Program delivered a two-phase course model supporting entrepreneurs at different stages. "Qué Tan Listo Está?" helps participants assess market demand and business viability before making costly investments. "Acciones a un Emprendimiento Sostenible" focuses on building business plans and core skills to start or expand a business. Both courses use Dialogue Education to emphasize hands-on learning and practical application, to advance entrepreneurship in the community.

CONTACT US:

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INVEST IN HER. INVEST IN CALIFORNIA.

Women-owned businesses remain undercapitalized and fragmented despite being the fastest-growing and highest-performing segments of the economy. Funding the California Women's Business Centers Network or the El Pájaro CDC's Regional Women's Business Center turns women's entrepreneurship into measurable economic impact:

- Workforce participation
- Childcare expansion
- Rural & underserved investment
- Job creation
- Capital access

Support the California Women's Business Centers Network at californiawbc.org.

