



Finance Fund Capital Corporation

REDEFINED

3rd Congressional District
26th Ohio House District
15th Ohio Senate District

Finance Fund Capital Corporation's COVID-19 Recovery Loan Program Provides Relief for Family Counseling Service During Pandemic

As COVID-19 caused an economic and health crisis in Ohio, entrepreneurs saw a decrease in customer demand, including small businesses dedicated to family counseling. With support from Wells Fargo, Finance Fund Capital Corporation (FCAP) created a COVID-19 Recovery Loan program to provide emergency financing for several Ohio entrepreneurs impacted by the pandemic. The COVID-19 Recovery Loans, which consist of low interest rates and other flexible terms, were funded quickly to help small businesses remain open and survive the crisis .

One recipient of these loans was Redefined, a Black-owned mental health and family counseling service in Columbus. Dedicated to coaching and supporting families through difficult experiences since 2012, president and owner Dr. Jesse Sanders understood how challenging COVID-19 would be to tackle and took it upon himself to further his business despite the crisis.

FCAP loaned Redefined \$35,000, which was used to build new online programs focused on mental health and family counseling, ultimately broadening Dr. Sanders's outreach.

"The funds that we received allowed us to continuously serve underserved communities and family units. Mental health crises were increasing at a fast rate and unfortunately many families did not have the resources to navigate them through the transitions during the world pandemic. We were not only able to stabilize our current programs, but we were able to create new and innovative programs virtually to serve a greater audience," explained Dr. Jesse Sanders, president and owner of Redefined.

Redefined is located in a neighborhood currently experiencing medical and economic strife. 13.99% lives without medical insurance, making seeking treatment for mental health possibly difficult for this population. The median household income is \$13,463.



FINANCE FUND CAPITAL CORPORATION INVESTMENT IMPACT:

- Enabled a minority-owned small business to remain operational despite economic downturn
- Provided funding for new mental health and family counseling programs during a period of increased mental health crises
- Supported the cost of virtualizing counseling for families during the pandemic



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