Lamar Jones  
Jaktified Goodness

Lamar grew up eating delicious BBQ at family gatherings, but after years of adjusting store-bought BBQ sauces, he decided to test his culinary skills and develop his own special recipe known as "The Jank", which means "too awesome to describe." Like many businesses, Jaktified Goodness started by word of mouth and began selling up to 10 bottles a month.

Through the Small Business Development Center and the McAllen Chamber of Commerce, he was connected to LiftFund for a loan. "I had no money and no idea where I was going before I heard about LiftFund," Lamar said. "I used that loan to package my first few orders and start advertising for the sauce." Today, Lamar is proud to say his sauce is in hundreds of grocery stores around Texas and hopes to continue growing his business.

About LiftFund in McAllen

In 1998, LiftFund started serving the communities in the Rio Grande Valley. Since then, we’ve served over 2,000 entrepreneurs in McAllen with more than $23.5 million in small business loans. With every $1 we lend to small businesses, they generate an average economic impact of $14 for their community.
2017 Lending and Impact in McAllen

Number of Loans: 98  
Total Loan Amount: $2.38 million  
Average Loan Size: $24,262  
Number of Jobs Created: 102  
Number of Consultations: 526 hours

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Client Profile

74% Men  
26% Women

Our History & Mission

LiftFund is dedicated to providing financial education and credit services to entrepreneurs who do not have access to loans from traditional commercial sources.

We began our work in 1994 in San Antonio, Texas with the mission to connect underserved small businesses with capital and support. Since then LiftFund has grown from serving one city to thirteen states and provided over $270 million to more than 20,000 small business owners throughout our footprint.

We are proud to be fueling the McAllen business economy. Join us in supporting small businesses by connecting with us today.

Contact us

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