AnewAmericans from Around the World
Creating New Business in the Bay Area

OUR MISSION
AnewAmerica empowers new Americans - new citizens, immigrants, and refugees - and to encourage their full participation in the political, social and cultural growth of America.

OUR PROGRAM
The new businesses created by AnewAmerica entrepreneurs are part of the microenterprises that make up the Bay Area’s thriving small business community. AnewAmerica encourages entrepreneurs to become civic leaders, give back to their communities, and influence the political, social and cultural growth of America.

Oakland: 1470 Fruitvale Avenue, Suite 5, Oakland, CA 94601
T: 510.532.5240, F: 510.532.5216

Richmond: 12792 San Pablo Avenue, Richmond, CA 94805
San Jose, CA 95113 T: 408.351.3620, F: 408.351.3622

San Francisco: 222 Bush Street, Suite 1200, San Francisco, CA 94104
T: 415.252.8600, F: 415.252.8603

Their success in asset building, business incubation, and community-building empowers new Americans to become civic leaders, give back to their communities, and influence the political, social and cultural growth of America.

El Mabkhout, Cafe Gabriela
El Mabkhout encourages entrepreneurs to take advantage of tax credits and permits and certifications required in their particular business sector. AnewAmerica connects our entrepreneurs with industry initiatives and market opportunities to enable their successful entrance into the marketplace.

Elvira Aguilar, Vitta’s House Cleaning
Elvira Aguilar is the owner and operator of Vitta’s House Cleaning, a green residential and commercial cleaning service.

Penny Baldado, Penny’s Kebab
Penny Baldado serves up healthy food to customers with dietary restrictions and with a commitment to providing quality ingredients.

Roxy’s Café, 2847 Mission Street, San Francisco, CA, www.roxyscafe.com
Ali Mukhtari serves up fresh local and organic vegetables at Roxy’s Café, 2847 Mission Street, San Francisco, CA, www.roxyscafe.com

Bony’s Neon & Signs
Bonifacio Sanchez designs and manufactures neon signs and custom billboards.

AnewAmerica links entrepreneurs to crucial credit and funding opportunities, creating financial security for their families.

Rebekah’s Ugandan Roots, www.shoppista.com/lwanga#
Lwanga Design boasts a collection of high-quality pieces to complement the work of talented artisans. She creates consignment, accents, jewelry, and bags, made by village women.

Healthy Roots, AnewAmerica’s Gardening Initiative
In 2009, AnewAmerica initiated Healthy Roots, a community food farm that encourages entrepreneurship in sustainable agriculture and educates young people about healthy eating.

Healthy environments, strong community development, and a vibrant local economy require sustainable business practices that facilitate ecological conservation.

AnewAmerica educates and encourages our entrepreneurs to adopt green, sustainable business practices.

Healthy environments, strong community development, and a vibrant local economy require sustainable business practices that facilitate ecological conservation.

AnewAmerica recognizes entrepreneurs who have made ecologically-conscious goods and services a part of their business.

AnewAmerica’s businesses are certified green.

Examples of ecologically-conscious goods and services include:
- Healthy foods: fresh, local, organic.
- Sustainable goods: handcrafted products from organic, natural, and non-toxic materials.
- Fair Trade handicrafts.
- Certified Green Business.
- Access to Technology.
- Community Networks.
- Community Responsibility.

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AnewAmerica provides financial literacy, savings programs, and credit counseling to new entrepreneurs.

AnewAmerica provides access to technology, coaching and mentoring to new Americans over the course of three years to help them become successful entrepreneurs.

AnewAmerica gives new Americans from around the world the tools they need to be successful environmentally-responsible business owners.

10,639 individuals served by all of AnewAmerica’s programs combined
2,759 individuals served by Healthy Roots microenterprise program
777 jobs created by AnewAmerica’s enterprises
429 individuals served by the microenterprise, asset building and educational literacy education
Shelley Rose, Executive Director and Co-founder, AnewAmerica Education Enterprise
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Building a New America: Organization Accomplishments, 1998-2010
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