

PERSONAL INVESTMENT ENTERPRISE



“Through the classes [offered by PIE] I really started thinking, ‘This photography business is a real possibility.’”

—CINDY, PIE CLIENT

Personal Investment Enterprise (PIE) helps low-income families, individuals, and small business owners in Boulder and Broomfield counties invest in their journey toward financial stability.

PIE sets up clients with an Individual Development Account and enrolls them in financial literacy classes that cover a range of topics. Clients have 30 months to save \$1,000 and receive a \$4,000 matching investment upon completion. These savings can be used toward a down payment on a home, post-secondary education, or business development. This year 30 participants completed the program: 13 purchased a home, 12 started businesses, and 5 invested in their education.

IMPACT AT A GLANCE



29

new participants
joined the program



72%

of participants
achieved their
savings goal

PIE IN ACTION

Cindy was seeking a new opportunity after her employment was impacted by the COVID-19 pandemic. She applied the financial literacy classes to her new photography business and used the savings grant to purchase a new computer with improved editing capabilities.