

Impact Report

2025: A Year of Momentum and Modernization

As we reflect on the past year, I'm proud to share what TAP has accomplished. Our progress shows what's possible when talent, purpose, and partnership come together.

TAP unlocks pathways to wealth creation and economic mobility by accelerating under-resourced small businesses through high-impact, customized support across strategy, operations, finance, marketing, and the capital lifecycle.

We've learned that capital alone is not enough. Funding opens doors, but direction keeps them open. TAP helps business owners make that capital count through expert coaching, strategic guidance, and honest feedback that drives real change. Investing in TAP means investing in people, families, and futures, and in the belief that with the right support, small business owners can transform their communities.

Thank you for being a driving force behind this impact. I invite you to explore the stories and results your partnership made possible.

With gratitude, Jane Veron



Impact and Reach



TAP delivers a 10 to 1 social return on investment, confirmed through an analysis conducted with The Bridgespan Group, a leading nonprofit advisory firm known for rigorous impact measurement. This means every dollar invested in TAP generates ten dollars in economic value through revenue growth, job creation, and local economic recirculation.



TAP expanded its reach in 2025, empowering entrepreneurs and strengthening local economies.

- On track to support **2,800** small business owners with a 95% satisfaction rate.
- **87%** of TAP clients are women and **75%** come from under-resourced populations.
- **93%** of TAP Deep Dive businesses remain open one year post-program, far above the national five-year failure rate of 48.5%.
- **90%** report job creation or preservation, supporting workers and families.
- **93%** report increased confidence, a critical driver of growth.



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Fundraising & Partnerships



- Hosted a Spring Benefit that showcased TAP's impact and honored long-time Board chair Peter Greene, Partner and Co-Head of the Hedge Fund practice at McDermott Will and Schulte; and look forward to recognizing 2026 honoree Matt Nord, Partner and Co-Head of Equity at Apollo Global Management.
- Received 5 major grants providing over \$1.5 million in support of our mission, in addition to funds raised through events and individual donations.

Program Innovation & Expansion



- Introduced two new program models: The 1:1 series provides extended individual learning opportunities with a designated TAP consultant, and the Hybrid Cohort features in-person and virtual group and individual sessions, culminating in a graduation ceremony.
- Launched the TAP Community program, building on infrastructure from a large-scale coaching platform.
- Met growing demand for AI by upskilling consultants and delivering a new client webinar.
- Expanded support for veterans via a new partnership with fireside chats and promotion of TAP services.
- Delivered 1:1s, workshops, and Deep Dives for single mother entrepreneurs referred through partnerships with Single Mom Strong, Single Mom Network, and Jeremiah Program.
- Grew TAP's geographic reach through new and expanded partnerships in Phoenix, Miami, Boston, Columbus, Sacramento, San Francisco, Los Angeles, Cleveland, and Atlanta.

Organizational Capacity & Technology



- TAP welcomed six new hires spanning marketing, strategic initiatives, growth, programs, digital platforms, and community engagement, advancing TAP's next generation of leadership.
- Integrated AI into our staffing model, shortening the time from client intake to service delivery.
- Launched a redesigned website with refreshed branding, professional photography, and compelling client video stories that strengthened TAP's visibility and storytelling power.
- Expanded software capabilities to enable more effective deployment of resources for stronger returns.

Leadership & Governance



- This year TAP welcomed 1 new Board member, 3 new President's Council members, 5 new Young Professionals Council members, and 1 new West Coast Advisory Board member.

