

Accessity Marks \$100M Milestone

NONPROFITS: Appoints New CEO; Plans Northward Expansion

By

[Madison Geering](#)

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This July, former COO Mar Diteos was appointed as nonprofit business lender Accessity's new CEO. Photo courtesy of Accessity

SAN DIEGO – Last month, nonprofit business lender Accessity marked \$100 million in small business loans. The milestone is both an achievement and a signal of growth, said CEO Mar Diteos, who was appointed to her role this July.

"We offer access to capital and resources for entrepreneurs who have faced barriers, mainly financial barriers, into the traditional banking or financial system here in the U.S.," Diteos said. "That's what we do, but it goes beyond the lending — we offer training and resources."

The group provides economic opportunity to entrepreneurs through access to small business loans plus a strong network of regional businesspeople who can advise them on building credit history, financial planning and more.

Accessity's 2025 budget is \$6.5 million.

Diteos comes from a robust background in consulting strategy and finance. She joined Accessity in 2022 and most recently served as the organization's COO, contributing to the scaling of lending and educational programs.

Supporting small business owners is a cause close to Diteos' heart, and the reason why she joined Accessity's team. Marking \$100 million lent to small businesses is a source of pride, empowerment and motivation to continue growing, she said.

"We take their hands and guide their path to financial success," Diteos said, discussing the impact of Accessity's programs.

A Milestone of Collective Success

Accessity's focus is on opening doors of financial opportunity to those with historically less access to capital and business support — entrepreneurs of color, women, immigrants and low-to moderate-income entrepreneurs. The hope is to help those who are underserved build prosperous businesses and livelihoods for themselves and their families, while also strengthening communities.

"We're super proud of that," Diteos said. "It's beyond the dollars. It's beyond the \$100 million mark. It's huge, but it's a milestone that goes beyond the financials. It's about the dreams, the communities, how we are strengthening those communities through entrepreneurship and how we have been able to serve communities facing some barriers."

The \$100 million lent by the organization represents about 6,600 loans, over 5,000 businesses and about 22,000 jobs created or sustained.

Some target industries for Accessity's support include restaurants, retail, trucking, childcare and beauty.

Women-owned businesses represent about 42% of the nonprofit's loans. Minority-owned businesses represent about 75% of its loans and low-to-moderate income entrepreneurs represent about 63%.

As Accessity's new CEO, Diteos plans to continue to embrace the values of equity and diversity.

"I was born in a low-income community in Mexico. My mother was my first teacher in entrepreneurship," Diteos said. "She didn't have wealth or connections, but she had creativity

and determination. She opened small businesses, always finding ways to create opportunity for me and my siblings. And because of her, I never grew up feeling lack, I grew up feeling possibility.

“Her example opened my wings,” Diteos said. “It carried me all the way to Harvard, and to becoming a CEO by the age of 30. And today, it drives my mission to empower other families and communities through entrepreneurship and financial education.”

Cultivating Opportunities for Small Businesses

All of Accessity’s services are provided in both English and Spanish, and the organization has team members who speak other languages as well. Accessibility is a key facet of the nonprofit’s approach, and will be central to its growth efforts.

Available in both English and Spanish, the Accessity Academy for Entrepreneurial Success (AAES) program is an eight-week series of hands-on training accompanied by one-on-one business counseling. The English version of AAES has been around for 25 years.

This year, Accessity launched a free online platform entirely in Spanish available year-round, unlike the traditional AAES, which has a limited annual application period. The platform includes resources from AAES and is intended to increase educational opportunities for new entrepreneurs.

Diteos said that Accessity is considering adapting an English version of the online platform but wanted to maintain a balance of live and online sessions for programs in both languages.

“Through those programs, we serve those who have the dream, are getting started or have already started, but cannot figure some things out by themselves,” Diteos said. “It also creates a lot of discipline and accountability in this initial phase, which becomes a super important foundation for them to start growing after the program.”

Accessity currently serves San Diego, Los Angeles, Riverside, San Bernardino, Imperial and Orange Counties. Diteos said the organization is planning on expanding to two to five more counties north of Los Angeles, growing “intentionally” while preserving the organization’s “high-touch” nature.

“Right now, Los Angeles represents 18% of our portfolio, so it’s delivering significant growth,” Diteos said. “Thanks to our high-touch approach, we don’t want to be just lending money. We want to really listen to the community and be exactly where they are, understanding each necessity in the community.”

Improving the efficiency of the organization's technology is also a high priority, according to Diteos. By implementing technological improvements, Accessity doubled production from 2023 to 2025.

"[Accessity] is really close to my mission and my vision about small business owners," Diteos said. "In this nonprofit, I'm able to follow my dreams and work at the same time. I'm so passionate about our work, and so happy to be sharing it."

Accessity

FOUNDED: 1994

CEO: Mar Diteos Rendon

HEADQUARTERS: San Diego

BUSINESS: Nonprofit

EMPLOYEES: 31

REVENUE: 2025 Budget: \$6.5M

WEBSITE: accessity.org

CONTACT: news@accessity.org

SOCIAL IMPACT: Each small business loan disbursed by Accessity creates or maintains three jobs in the community.

NOTABLE: Accessity has more than doubled its loan portfolio since 2020 and now manages a \$22M active portfolio.

<https://www.sdbj.com/nonprofits/accessity-marks-100m-milestone/>