

Strengthening Small & Emerging CDFIs

A CDFI Fund Capacity Building Initiative

RURAL GATEWAY PEER-TO-PEER CONFERENCE CALL

May 29th at 2 pm EST



Presenters



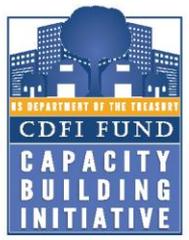
Pam Porter,
OFN



Tabitha Atkins,
OFN

Agenda

- About OFN
- Overview of *Strengthening Small & Emerging CDFIs*
- Training
 - Audience
 - Dates and Locations
 - Content
- Technical Assistance
- Virtual Resource Bank
- How to Apply



About Opportunity Finance Network

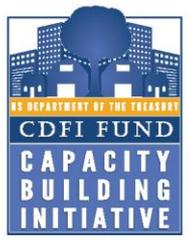
National Trade Association of opportunity finance institutions or CDFIs serving urban, rural, and Native communities in all 50 states

- Advance the mission of the Opportunity Finance Industry
- 200 CDFI members
- Focal point for connections with investors, other Community Development Partners, Governmental Parties



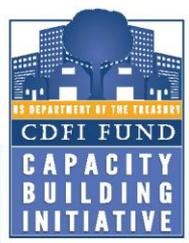
OFN's Expertise

- **Strategic Consulting**
 - Expertise for investors, partners and CDFIs
- **Financing Fund**
 - \$100 million in OFN financing to CDFIs
- **Policy**
 - Advocate for Opportunity Finance
- **Knowledge Sharing**
 - Industry conferences and research
- **Strategic Communications**
 - Brand development and marketing tactics



Overview:

Strengthening Small & Emerging CDFIs Initiative



Training Partners

OPPORTUNITYFINANCE  TM
NETWORK



Consulting
for Change



The
**SUPPORT
CENTER**

Serving | Strengthening | Sustaining Our Communities

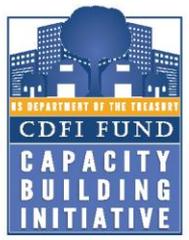
**CARSEY
INSTITUTE**

Building Knowledge for Families and Communities



What is the *Strengthening Small & Emerging CDFIs Initiative*?

- This training and technical assistance program will benefit CDFI loan funds, credit unions, and venture capital funds that have a strong ambition to serve their target market with greater impact
- CDFIs serving specific regions of persistent poverty that are traditionally underserved by financial institutions, such as Appalachia, the Colonias along the U.S.-Mexico border, and the Mississippi Delta, are especially encouraged to participate
- Some funds are available to reimburse travel expenses



Three Components of *Strengthening Small & Emerging CDFIs*

Training Workshops

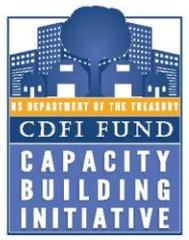
Technical Assistance

Virtual Resource Bank



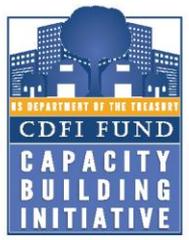
Training Workshops

- Each training workshop will provide content focused on four key areas:
 - Drivers of Growth and Sustainability
 - Overcoming Barriers to Growth
 - Building Effective Partnerships
 - Geographic and Product Expansion
- All five workshops will present the same training curriculum



Training Workshops

- Audience:
 - CDFIs with less than \$25 million in total assets;
 - CDFIs with a strong ambition and desire to better serve their target markets; and
 - CDFIs serving areas of persistent poverty such as Appalachia, the Colonias along the U.S.-Mexico border, and the Mississippi Delta
- Attendance:
 - 30 participants at each workshop
 - Up to 3 representatives from 10-12 CDFIs
 - Leaders and Board members encouraged to attend



Training Workshops

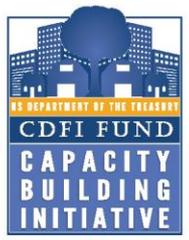
Day 1

1. Models for Growth – What Works

- **Objective:** An overview of innovative CDFI business models (i.e., collaborations, networks, and shared service platforms) and the primary factors that can contribute to long-term growth and sustainability.

2. An Introduction to the Logic Model - A Planning Tool for CDFIs

- **Objective:** To introduce a basic project planning tool that will serve as a roadmap to assist CDFIs with identifying impediments to growth and developing solutions to address such concerns.



Training Workshops

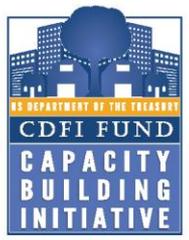
Day 2

3. Organizational Growth Diagnostic Model

- **Objective:** An overview of the CDFI's *Four Stages of Organizational Growth Model* that will allow participants to conduct an internal assessment of their CDFI's current growth stage. The primary topics covered will include leadership development, staffing models, capitalization, risk management, and strategic planning.

4. Business Models: External Environment

- **Objective:** An overview of inward and outward business models that will allow CDFIs to strengthen their capacity and long-term sustainability. The training will include six critical action steps for growth: clarifying your value proposition, building effective partnerships, identifying key stakeholders, assessing potential for geographic and product expansion, analyzing your market, and fine-tuning your pricing strategies.



Training Workshops

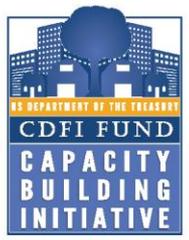
Day 3

5. Managing and Negotiating Change

- **Objective:** An overview of some key internal and external impediments that may impact a CDFI's organizational effectiveness. The workshop will offer tools that target good governance and the role of the governing board; identifying strategic partners both inside and outside of the community; engaging political partners and influencing policy; and improving negotiation skills.

6. Formulating CDFI Action Plans

- **Objective:** To develop a preliminary *CDFI Action Plan* that will integrate the key learning from the three day workshops to help address the CDFI's key impediments to growth and scale. The Action Plan will be revised throughout the 6-month training experience.



Benefits of Training Workshops

- Gateway to accessing **one-to-one technical assistance** and to participating in one of the **mentored cohorts**
- Participants receive tools and coaching to **develop Action Plans** to address impediments to growth and impact
- Exposure to the **latest trends and best practices**
- **Build collaborative networks** with other small and emerging CDFIs
- Opportunities to **interact with larger CDFIs** and other stakeholders serving the same target market
- **Training and travel costs** supported by the CDFI Fund



Mentored Cohorts Follow Training Workshops

- Each Training Workshop will serve as the kick-off for mentored cohorts that will work together for the following 6 months
- Mentored cohorts allow a group of CDFIs to work together to support the implementation of their Action Plans
 - Peer support and accountability
 - Expert mentors and TA providers
 - Travel scholarships to gather in person



Technical Assistance Available

- Mentored Cohorts
 - 5 geographically oriented cohorts
 - Eligibility: CDFIs that attended a training workshop
- One-to-One Technical Assistance
 - Up to 40 hours for 15 small and emerging CDFIs
 - Eligibility: CDFIs that attended a training workshop
- Technical Assistance Webinars
 - 10 webinar topics offered twice
 - Eligibility: All CDFIs



Training Workshops

Five Workshops

- Federal Reserve Bank of Houston | June 19-21
- Federal Reserve Bank of Nashville | July 3 1-August 2
- Compuware Headquarters in Detroit | August 14-16
- Federal Reserve Bank of Los Angeles | September 25-27
- Federal Reserve Bank of New Orleans | October 2-4

All workshops provide the same content.



Overview of the Training and Technical Assistance Offered

Technical Assistance Webinars

500+ Participants

One-to-One
Technical Assistance
15 CDFIs

Mentored Cohorts

40-50 CDFIs

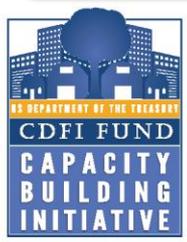
Training Workshops
50-60 CDFIs/150 participants

Drivers of Growth
and Sustainability

Overcoming Barriers
to Growth

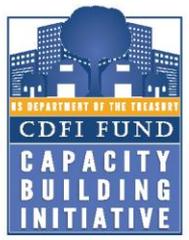
Building Effective
Partnerships

Geographic and
Product Expansion



Virtual Resource Bank

- Soon to be available on the CDFI Fund's Website
 - Archived TA Webinars
 - Training Materials
 - Portal to Existing Resources



How to Apply

www.opportunityfinance.net/SmallandEmerging

Strengthening Small & Emerging CDFIs



Training Information & Registration

Partners

Capacity Building Initiative

Strengthening Small and Emerging CDFIs

Register below for *Strengthening Small and Emerging CDFIs* training workshops.

Summary of Training Workshops

Opportunity Finance Network invites CDFIs with less than \$25 million in assets to participate in the CDFI Fund's Strengthening Small and Emerging CDFIs Capacity Building Initiative. This training and technical assistance program will benefit CDFI loan funds, credit unions, and venture capital funds that have a strong ambition to serve their target market with greater impact. CDFIs serving specific regions of persistent poverty that are traditionally underserved by financial institutions, such as Appalachia, the Colonias along the U.S.-Mexico border, and the Mississippi Delta, are especially encouraged to participate.

Each training workshop listed will provide content focused on four key areas:

1. Drivers of Growth and Sustainability
2. Overcoming Barriers to Growth
3. Building Effective Partnerships
4. Geographic and Product Expansion

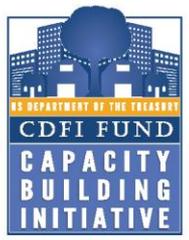
Eligibility for Training

These workshops will provide intensive training for certified CDFIs and those organizations that are certifiable with a track record of lending. Class size is limited to 30 participants from 10-12 organizations. Three people per CDFI or certifiable organization may attend the training workshops. Senior leadership staff and one board member are encouraged to attend.



Notes about Training

- Space is limited
 - 12 CDFIs per training workshop
 - Each training is capped at 30 participants
- Up to three staff persons may apply to attend the training
 - Executive director, mid- to senior-level staff person, & board member
- OFN will notify you 2-3 weeks after application regarding selection to attend
- Eligibility Criteria:
 - Certified CDFIs given priority; certifiable entities are encouraged to apply
 - Total assets less than \$25 million
 - Track record of lending
 - Strong ambition and commitment to better serve target market
 - Serve an area of persistent poverty



Questions?



Contact Information

Ginger McNally, Senior Vice President

Strategic Consulting

gmcnally@opportunityfinance.net

215-320-4314

Tabitha Atkins, Vice President

Strategic Consulting

tatkins@opportunityfinance.net

215-320-4323

