

INTRODUCTION TO COMMUNITY DEVELOPMENT FINANCE: *THE MOVEMENT. THE PRACTICE. THE PROMISE.*

Purpose: This five-hour, onsite workshop is designed to provide a broad overview of the industry, with special focus on the fundamentals of making mission-based loans, organizational requirements, certification requirements and funding strategies. The format is highly interactive, with 'hands-on' group exercises curated specifically for the audience.

This workshop is typically paired with a Feasibility Study or Startup Business Plan.

Process: Before the workshop, we'll gather some information about your organization and survey your clients about their needs, challenges, and experiences with access to capital. This information will be used to guide us to personalize the workshop to best meet your organization's needs. After the workshop, we'll deliver a summary of the takeaways, major questions, and next steps that emerged from the workshop.

Learning Objectives: Upon the completion of this course, your team will:

- Discover the history of the 'movement' and the characteristics of CDFIs.
- Understand the 'mindset' behind creating a nonprofit financial institution.
- Understand the process of making loans, managing a community loan fund, and providing client support, based on best practices and industry standards.
- Have a draft of your organization's emerging community development mission and strategy using the CDFI framework and pillars.
- Identify the action steps needed to assess the feasibility of creating a CDFI.

If you are interested in learning more about creating a CDFI, please [complete this brief survey](#). We'll reach out to you after we review to schedule a time to talk.

FEASIBILITY STUDY FOR THE CREATION OF A CDFI

Purpose: The objective of this engagement is to assess the feasibility of launching a successful CDFI. The feasibility study will identify the financial, market, technological, operational, and logistical challenges of creating a nonprofit lender that will eventually obtain certification. It can also serve as a cultivation tool that can help you grow stronger donor relationships.

Through this process, we will look at your organization in terms of the following four foundational criteria to identify the specific opportunities and challenges you will face in creating a high performing and sustainable CDFI:

- Mission Alignment and Impact on Clients and the Community
- Market Assessment and Competitive Analysis
- Technical and Operational Feasibility
- Financial Feasibility

Process: We start with talking to your team about the organization's current financial, market, technological, operational and logistical capabilities as it relates to the creation of a nonprofit lending organization that will eventually obtain certification. This conversation is typically combined with an onsite visit where we facilitate our *Introduction to Community Development Finance* workshop.

From there, we'll move forward with the research component of the study. In addition to independent research and follow-up discussions with your team, this may also include interviews with external stakeholders.

Deliverables: At the end of this process, we'll present a Feasibility Study, including a basic startup budget and Action Plan, to guide you as you begin creating the emerging CDFI.

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CDFI STARTUP BUSINESS PLAN

Purpose: A business plan is a document that defines in detail an organization's objectives and how it plans to achieve its goals. As we guide you through the process of CDFI Business Plan, we will collaboratively map out plans and strategies to achieve your CDFI's business goals, including business development, loan production, revenue generation, capitalization, and marketing strategies, among others.

Process: The development of a CDFI Business Plan is an iterative and collaborative process. It starts with a one-day site visit to interview staff and facilitate a conversation around the framework of the plan (mission, vision, lending philosophy, core values, etc.), structuring the legal relationship between the two entities to meet the CDFI's certification criteria, and other key subject areas. The process will continue off-site through a series of facilitated video conference calls with staff.

Deliverables: The final business plan will cover the following topics:

- Mission
- Background and Entity Structure
- Market Analysis
- Competitive Analysis
- Financial Products and Development Services
- Business Development Strategy
- Operations
- Evaluation and Assessment
- Financial Plan and Projection

We will also work with your team to develop an Action Plan that details next steps.

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