



# CDFIs INVEST

**Overview of the CDFI Industry,  
OFN, and the OFN Conference**

Seth Julyan, Opportunity Finance Network

## Agenda

- Conference information
- Opportunity Finance Network overview
- CDFI overview

## Questions

- Why are you at the Conference?
- What is the one thing you hope to accomplish at the Conference?



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## OFN Conference: Highlights

- Plenaries
- CDFIs Invest Tours
- Congressional Welcome and Membership Meeting
- Breakout Sessions
  - 60 breakout sessions across 12 tracks
- Native Awards
- Networking



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## OFN Conference: Networking

- Over 1400 attendees!
  - This is the premiere industry event. It is an opportunity to meet and network with anyone in the industry.
  
- Numerous networking opportunities
  - Plenaries
  - Receptions
  - Breaks between sessions
  - OFN Expo
  - Native Awards
  - App



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## OFN Conference: App

- Easy to use
  - Build your agenda
  - Follow activity feed
  - Send email to other attendees
  - Rate sessions



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## Opportunity Finance Network

Leading national network of CDFIs investing in opportunities that benefit low-income, low-wealth, and other disadvantaged communities across America

- Founded in 1985
- 237 members and 154 allies
- Staff of 38
- 12 person board of directors
- Headquartered in Philadelphia and an office in D.C.



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## Opportunity Finance Network

- **MONEY**
  - \$140mm in total assets
    - \$600mm assets under management
  - Members-only financing fund
  - CDFI Bond Guarantee Program Qualified Issuer
  - CDFI Community Investment Fund
  - New sources of capital for CDFIs
    - Impact Investors



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## Opportunity Finance Network

### ▪ STRENGTH

- Trainings and capacity building programs
  - Opportunity Fellows Program
  - Wells Fargo Diverse Community Capital Knowledge Network
  - New trainings
- Events
  - OFN Conference
  - Small Business Finance Forum
  - Regional meetings
- New online community platform



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## Opportunity Finance Network

### ▪ VOICE

- Advocate for federal programs of importance to CDFIs
- #CDFIsInvest campaign
- Seek to influence public perception of CDFIs through brand, social media, and public relations



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## What is a Community Development Financial Institution(CDFI)?

- Private, mission-driven financial institution benefitting low-income, low-wealth, and other disadvantaged people & communities
- Serves customers that cannot meet conventional collateral or underwriting requirements
- Provides innovative financing products and/or services as well as technical assistance
- Creates economic opportunity in the form of
  - Jobs
  - Affordable housing units
  - Community services
  - Financial services for the underbanked and unbanked



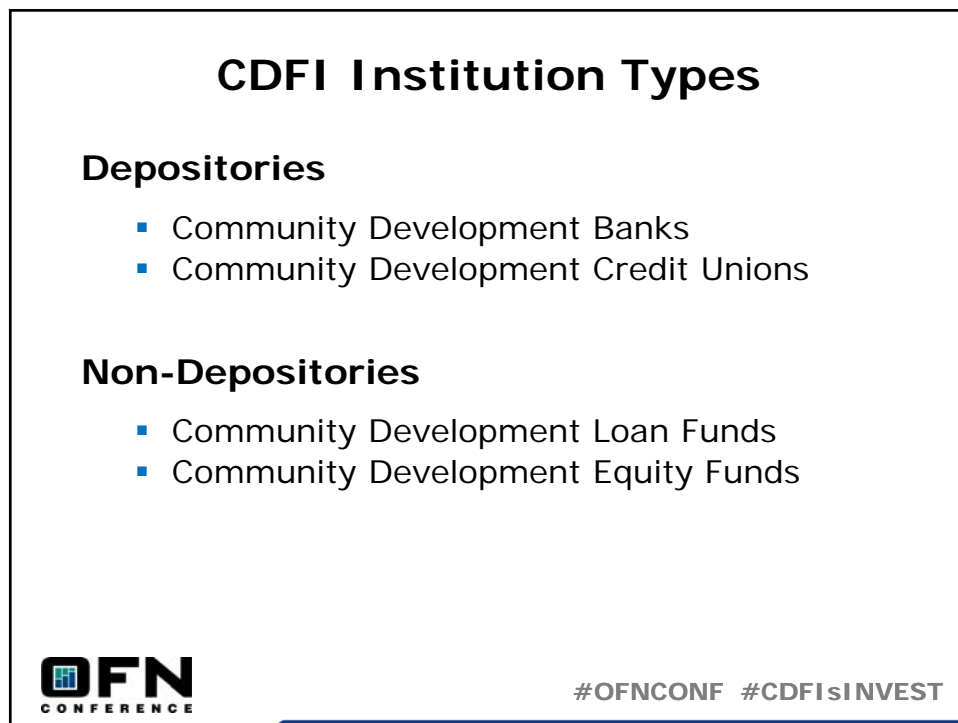
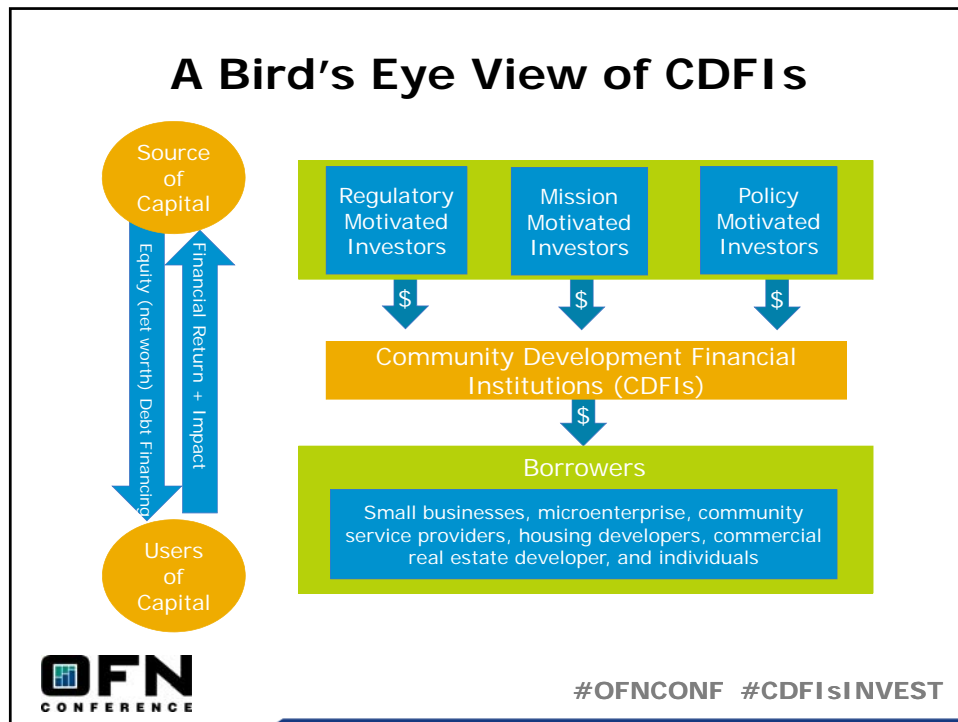
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## About CDFIs

- CDFIs lend to:
  - Community Businesses—including small businesses, microenterprises, nonprofit organizations, commercial real estate, and affordable housing
  - Individuals
- CDFIs are 100% dedicated to delivering responsible, affordable financial products and services that benefit individuals and communities
- CDFIs are profitable but not profit-maximizing. They put community first, not the shareholder



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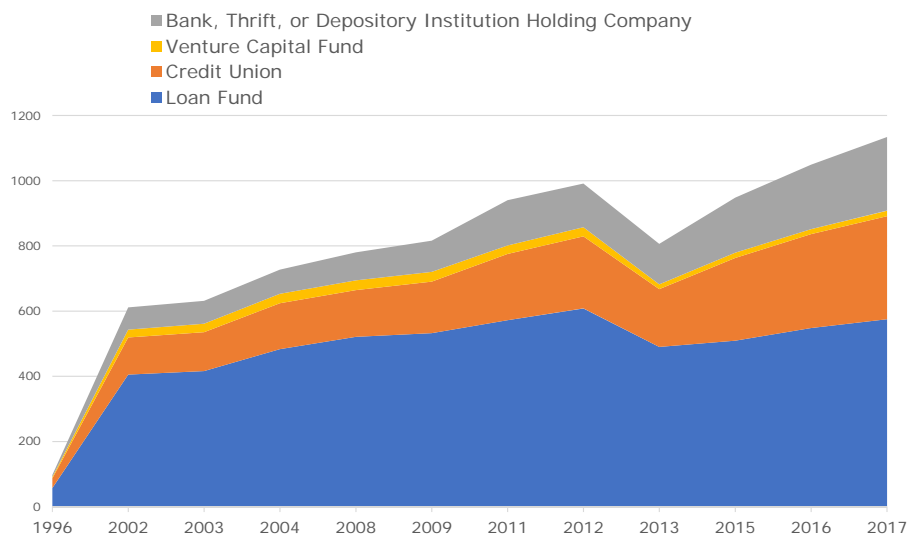
## CDFI Institution Types

Community Development Institution	CD Banks	CD Credit Unions	CD Loan Funds	CD Venture Capital Funds
<b>Structure</b>	For-profit	Non-profit, Cooperative	Primarily nonprofit; some for-profit	Typically for-profit
<b>Regulation</b>	FDIC, Federal Reserve, OCC, OTS, and state banking agencies	National Credit Union Administration	Unregulated	Unregulated
<b>Capitalization Structure</b>	Insured deposits and equity	Insured deposits, secondary capital, and equity	Unsecured and secured debt, EQ2, and equity (grants)	Equity (and potentially debt)
<b>Sectors Served</b>	Loans and depository services for housing, business, commercial real estate, and consumer	Promote ownership of assets and savings for individuals; affordable credit and retail financial services	Loans for housing, microenterprise, small business, community facilities, and commercial real estate	Equity and debt with equity features to mid-sized businesses with high growth potential and social impact



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## Number of Certified CDFIs



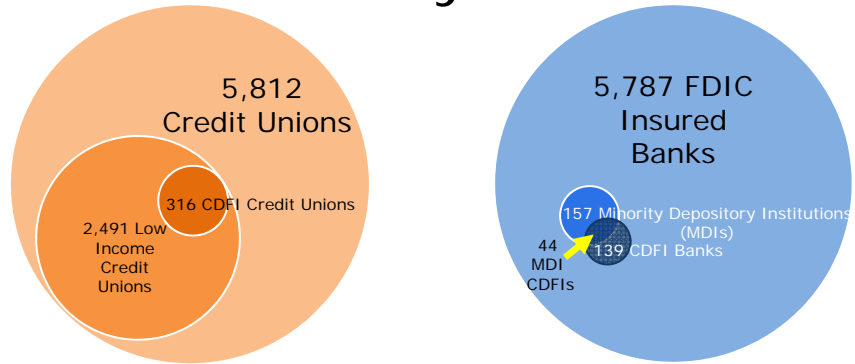
Source: CDFI Fund Lists of Certified CDFIs 2006-2017



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# Regulated Bank and Credit Union Industry Size

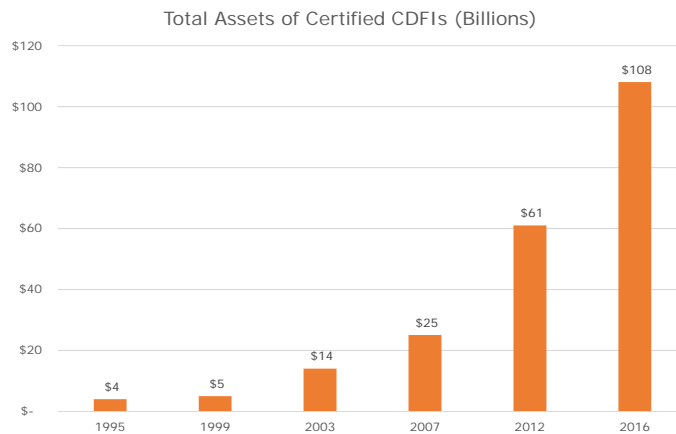


Source: CDFI Fund Lists of Certified CDFIs July 31, 2017, FDIC Institution Directory, NCUA



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# CDFI Asset Growth

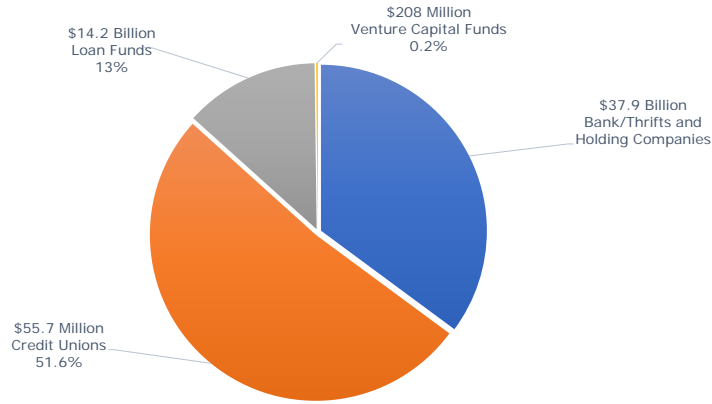


Source: Social Investment Forum, 2012 Report on Socially Responsible Investing Trends in the United States, CDFI Fund Snap Stat January 2016



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## CDFIs by Total Assets



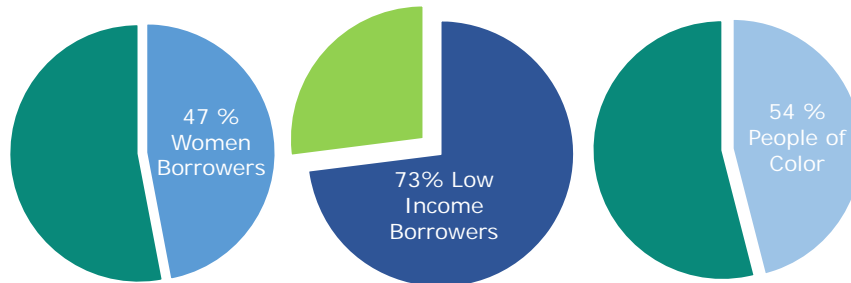
Source: CDFI Fund Snap Stat January 2016.



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## CDFI Customers

Higher percentages than conventional financial institutions to:



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