Who is VCC?

- Non-profit bank holding company AND a for-profit bank
- $50-65 MM / year lending volume (80-85 transactions)
- Servicing approx. 225 relationships
- No consumer lending. Loans are Commercial Real Estate, Small Business (including health care and grocery stores) and Energy Efficiency
Impact Focus: Places & People

- Retention and growth of living-wage jobs
- Affordable housing and revitalization
- Access to essential community services: medical care, healthy food, quality child-care, education and an environmentally sustainable community
Social “Return on Investment” for Virginia

Social returns for Virginia

- 7.0 million square feet business and housing spaces created or rehabbed
- 4,719 affordable housing units financed
- 4,997 jobs created and retained
- 9 health care facilities funded
- 7,242 MWh of clean energy produced
- 11 loans addressing food access
- 14,344 hours of free advising
- 1,269 organizations impacted
VCC’s Impact across Virginia

VCC Loan Originations
As of March 31, 2016

- **Job Creation**
  Small Business + Economic Dev

- **Energized Places**
  Affordable Housing + Mixed Use

- **Enhance Quality of Life**
  Healthcare + Fresh Food + Energy
Impact Data Tracked - Loans

- Geographic location
- LMI penetration
- Regional/Political subdivision
- Housing units financed
  - New & rehab
  - Total & affordable
- Sq. ft. renovated (housing vs. commercial)
- Jobs created/retained
- Living wage jobs created/retained
Impact Data Tracked – Service Activity

- CDFI’s provide financial consulting – VCC is for organizations, not individuals
- We track:
  - activity
  - to whom
  - focus area
  - # of participants
  - geographic impact
- Done through monthly electronic service reporting from all employees
VCC Efforts in Three Rural Communities and Accelerant Model of Community Revitalization

Virginia Community Capital
Let’s do more, together

FARMERS MARKET
GLADE SPRING

VCU Center for Urban and Regional Analysis
July 16, 2014
Staffing/Software/Cost

- 2 staff people (part-time IT, full-time impact office)
- Database driven now, but migrating to Salesforce
- Cost: approximately $100,000/yr. for staff support
- Benefits:
  - Increased Investors & Funders
  - Brand Enhancement
  - Employee Recruiting and Engagement
  - Customized Community Reporting for more business leads
Who We Report to

- CDFI
- B-Corp
- Aeris
- Local Impact Opportunity Notes (LION)
- GIIRS
- Board of Directors
- Politicians
- Funders
- Communities