Industry Analysis and VCC’s Deposit Standing

- Rising rate environment: Federal Funds Rate currently at 1.75% with possible future rate hikes this year
- Trending upward in use of technology to gather deposits and customer expectations of mobile banking

Deposit Growth is $150,647,768
Goal for 2018 - $172,198,000

Deposit Sources as of 04/30/2018

- Relationship: 36.6%
- Internet: 32.9%
- Brokered: 30.5%

Deposits by date:

- 12/31/12: $20,000
- 12/31/13: $40,000
- 12/31/14: $60,000
- 12/31/15: $80,000
- 12/31/16: $100,000
- 12/31/17: $120,000
- 12/31/18: $140,000
- 12/31/19: $160,000

Deposit Growth in 2018: $150,647,768

Goal for 2018: $172,198,000
VCC’s Deposit Products

- VCC offers regular products (Checking, Savings, DDA, MMA)
- VCC also offers niched products (i.e. Solar CD and Fresh Foods CD)
VCC’s Target Market: Impact Investors

Banks – CRA compliance & financial returns
  • Grants, deposits, loans, mission investments

Foundations – financial & social returns
  • Grants, PRI, equity, deposits, loan guarantees, LION notes

Public Sector – social returns
  • Grants

High Net Worth Individuals – financial & social returns
  • Grants, LION notes, deposits
Marketing Strategy

• VCC does not advertise (we do list rates in local paper)

• Internal Campaign (2015) - all employees are sellers to create synergy and energy around raising deposits
  - 28/45 employees created new deposit relationship
  - 12 employees exceeded goal
  - Campaign goal of $12M was 95% achieved

• External Affordable Housing Campaign (2018)
  - $10 M campaign goal
  - Leverage $7M from existing depositors
  - Targeting housing organizations

• Reporting to Deposit Holders
  - Annual Mailing
  - Report social impact metrics
Connect with Us
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LET’S DO MORE, TOGETHER.
THANK YOU!