Mission as a money motivator

- Mission reaches people emotionally – just like money!
- Mission stories demonstrate you believe in them
- Mission gives your bankers heart….not coming across as just a ‘sales pitch’
- Mission gives you a story….not just a technical product pitch

So, how do we sell VCC - partnership and impact!
OVERVIEW OF VCC
VCC’S Vision

To be the first choice for **innovative capital** and **collaborative leadership** promoting vibrant local communities and enhanced quality of life.
Benefits of VCC’s Structure:

- Non-profit Holding company eligible for grants
- Leverage ‘for-profit’ banking model for greater mission lending & advisory services
- Lower overhead than traditional banks – wholesale, not retail
- FDIC insured deposits
- B Corp at the bank – ensuring perpetual mission focus
VCC received national B Corp honors four years in a row

- 2012-2015 – ‘Best for Community’
Founded in 2006, then Governor Mark Warner privatized $15M state loan funds to create VCC

**VCC is a non-profit community development financial institution (CDFI) loan fund**
- $218 million in assets under management
- $132 million loan portfolio
- Lending $60-65 million per year in Virginia

**Community Capital Bank of Virginia (CCB) is a for profit CDFI bank**
- State chartered bank subsidiary
- B certified corporation and Benefit corporation – mission driven
- $113 million in deposits
- Business focused vs. consumer focused
VCC’S Offices

- 64 full time employees
- 3 offices
- 56% women
- 18% minority
- Banking, nonprofit, housing, lending backgrounds
VCC’S Focus Areas

- **Lending**
  - Housing

- **Impact Investing**
  - Small Business
  - Local, Fresh Foods
  - Clean Energy

- **Advisory Services**
  - Healthcare
VCC’S Impact across Virginia

Energized Places
Job Creation
Quality of Life
VCC’s Social & Financial Impact Across Virginia (Through August 31, 2016)

### Social Impact

<table>
<thead>
<tr>
<th>Social Impact</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs created / retained</td>
<td>5,974</td>
</tr>
<tr>
<td>Affordable housing units financed</td>
<td>5,881 units</td>
</tr>
<tr>
<td>Healthcare facilities financed</td>
<td>11</td>
</tr>
<tr>
<td>Hours of free advisory services to over 1700 orgs</td>
<td>Over 15,000</td>
</tr>
</tbody>
</table>

### Financial Impact

<table>
<thead>
<tr>
<th>Financial Impact</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loans originated</td>
<td>$389 million</td>
</tr>
<tr>
<td>Project Impact</td>
<td>Over $900 million</td>
</tr>
<tr>
<td>Leverage factor</td>
<td>$1 : $1.35</td>
</tr>
<tr>
<td>Total loans</td>
<td>595</td>
</tr>
</tbody>
</table>
Banks – 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
Social Deposits

- Socially Motivated Depositors
- Impact CDs (Solar CD)
- CRA deposits
- Local Impact deposits
HOW BLENDED INVESTMENTS IN VCC CAN MAKE A DIFFERENCE
VCC’s Community Impact Across Virginia

- Increase affordable housing
- Improve access to health care and community facilities
- Improve access to fresh foods
- Increase job creation and retention through small businesses
- Enhance community vibrancy

Hotel Blue (Cape Charles)
Southeast Community Assistance Project Inc. (Roanoke)

Let’s do more, together.
Real Estate Projects – Vibrant Places

- Mixed Use
- Affordable Rentals
- Community Facilities
- Low Income Housing Tax Credits (LIHTC/HTC)
- Predevelopment Dollars
- Acquisition Finance
- Construction Loans
- Mini-Perm Loans

Ponce de Leon Apartments (Roanoke)
Bolling Wilson Hotel (Wytheville)
Craddock Terry Hotel (Lynchburg)
Small Businesses – job creation

- Healthy Food Financing
- Tourism
- Solar & Energy Efficiency
- Working Capital
- Expansion Financing

J.R. Caskey, Inc. (Oilville)

Solar at University of Richmond

Fresh Food Lending
Lending: Enhanced Quality Of Life

Piedmont Access to Health Services (PATHS), Danville

- Expanded Danville facility
- 40% of patients uninsured
- Established pediatric behavioral health services
- Expanded the center’s pediatrics, pharmacy, OB/GYN
- Created 6 new jobs
Advisory Services

- Pre-development Consulting
- Financial Feasibility & Packaging
- Capital Financial Consulting
- Project Planning & Design
- Small Business & Fresh Food Consulting
- Tax Credit Strategies
B-corps are social enterprises who have businesses organized for both profit and community benefit. It is a legal structure declaring both goals – thus protecting the organization from law suits claiming that “maximizing shareholder wealth” is the only valid mandate for a corporation. B-corps attract socially-conscious capital, often from local investors. The B-corp movement is growing throughout the US and abroad. B Financial Institutions: Benefit, Sunrise, New Resource, VCC, Spring Bank, Albina, Amalgamated, Capital Plus Financial, and City First.
Mission helps when projects struggle

- **Savoy** – failed construction project in Norfolk, VA – a downtown revitalization area
  - *City of Norfolk brought $625,000 to the defaulted project, giving the grant money to VCC to help get a new developer into the project*

- **Local Grocery Store** – struggling to stay open in a NMTC project
  - *Local EDA paying off the equipment loan for the operator*
  - *Local foundation paying one year of payments on the operating line while the store regroups*

- **Failed Section 8 rehab multi-family rehab in Hopewell, VA**
  - *City willing to donate extra land and issue a 10-year tax abatement for a qualified new developer who will take over the project*
THANK YOU!