



## Introducing CDFI Friendly America

CDFI Friendly America is an innovative strategy to connect under-financed people and communities to the \$250+ billion CDFI network. Led by CDFI industry veterans Adina Abramowitz and Mark Pinsky, it solves a critical problem.

CDFIs can not be everywhere. Although 81% of U.S. census tracts have seen at least one CDFI loan over the past 40 years, a significant majority of census tracts are either underserved by CDFIs or not currently served by CDFIs at all.

The solution is that we help communities work with CDFIs and find new financing opportunities for CDFIs. We help communities better understand their financing needs and significantly reduce customer acquisition costs for CDFIs.

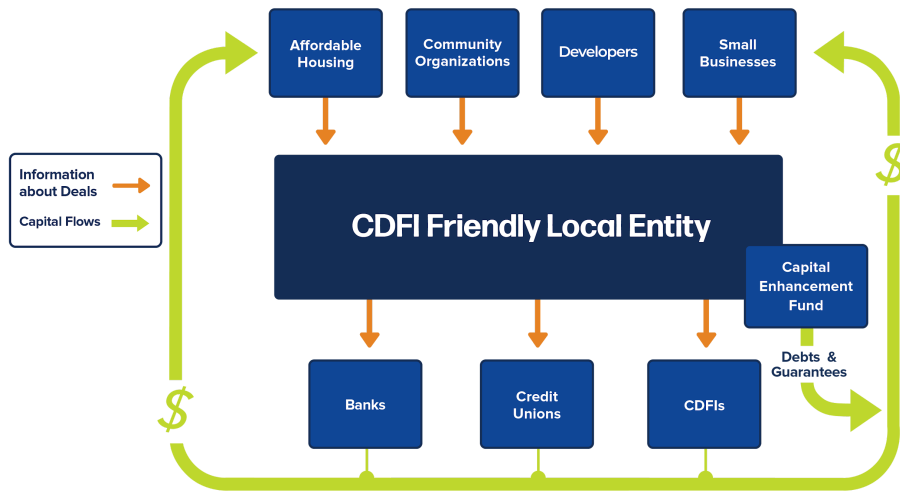
*CDFI Friendly America targets communities where (1) per capita CDFI financing over the past 15 years is significantly lower than neighboring communities, its home state, and the nation and (2) the percentage of local census tracts experiencing economic distress is higher than its neighboring communities, its state, and the nation—known as “eligible” census tracts.*

We prioritize historically under-financed people and places, particularly people and communities of color.

Our goal is to organize and implement a CDFI Friendly local organization (i.e., CDFI Friendly Clark County) that understands and identifies financing opportunities and matches them to CDFIs. At the same time, the CDFI local finds prospective CDFI borrowers and supports them through the CDFI financing process.

A CDFI local entity must be community-centered and community-controlled. It also operates a small Enhancement Fund that lends *pari pasu* with CDFIs when the CDFIs ask for its participation. This mitigates risk for non-local lenders.

A typical CDFI Friendly local works like this:



CDFI Friendly locals are now operating in Fort Worth, TX; Bloomington, IN; and South Bend, IN. In 2023 both Tulsa, OK, and Evansville, IN, will come online.

In all operating CDFI Friendly communities, annual financing is significantly higher than the averages of the prior 15 years. See <https://www.cdfifriendlyamerica.com/results> for more detail.

### What does CDFI Friendly America Do?

CDFI Friendly America, a B Corporation structured as a limited liability corporation, develops CDFI Friendly communities. Based on deep experience in the CDFI sector, it uses a four-phase work process over 14-18 months:



CDFI Friendly America's clients include local governments, public-private partnerships, philanthropies, and private institutions such as banks. Because every community has a unique history of community development and different experiences with community development finance, each CDFI Friendly America engagement is customized.

The work over the four phases amounts to identifying, organizing, and jump-starting a CDFI financing system benefitting the communities where we work. More information is available at <https://www.cdfifriendlyamerica.com/what-we-do>.

## **Who We Are**

Founding Partner **Mark Pinsky** and late Managing Partner **Adina Abramowitz** each brought more than 30 years of leadership experience in the CDFI industry in creating CDFI Friendly America. Mark leads a team of five consultants, all with at least 15 years of CDFI industry experience, and a core staff of two.

Read more about us at <https://www.cdfifriendlyamerica.com/who-we-are>.