



The Social Investment Forum and Co-op America's Community Investing Program

In 2001, the Social Investment Forum and Co-op America launched an ambitious effort to add billions of dollars into community investments. These increased community investing dollars will enable economically disadvantaged communities to meet vital needs in terms of job creation, child care, infrastructure, education, and more!

The Community Investing Program is playing an important role in bringing the industry to scale through increased investment. Our work has focused on educating the socially responsible investing industry about community investing, building consumer demand, and overcoming hurdles within the industry that impede the growth of community investing. We are currently focusing on meeting the needs of diverse portfolios to increase their community investments. Our aim is to make it possible for all investment portfolios to meet or exceed the goal of having 1% of their assets in community investments.

Successes of the Program:

- ❖ **Over \$1 billion in new investments into community investing institutions by Social Investment Forum members over the past four years.**
- ❖ **Our 1% or More in Community Campaign is on track to surpass its goal of helping the community investing industry grow to over \$15 billion in 2005.**
- ❖ **In spring 2005, we launched the Community Investing Center, located at www.communityinvest.org, a one-stop resource to help all investors place assets in community investing institutions. The Center provides the most extensive database of community investing institutions and products available, as well as numerous resources to help investors overcome barriers to community investing.**
- ❖ **Our media campaign has put community investing on the radar screen for thousands of investors and investment professionals. We are showing how everyone can integrate community investments into their portfolio to produce major social impact.**

THE FOUR TYPES OF CDFIs -- ASSETS AND GROWTH		
CDFI Institution	Current Assets	Growth Since 2001
Community Development Banks	\$7.2 billion	+130%
Community Development Credit Unions	\$2.7 billion	+50%
Community Development Loan Funds <i>(includes Micro-Enterprise Development Funds)</i>	\$3.6 billion	+50%
Community Development Venture Capital Funds	\$0.5 billion	+58%
Total Community Investment Assets	\$14 billion	+84%

Challenges and Next Steps:

- ❖ Encourage a growing range of investors to adopt the 1% or More in Community goal and channel increased dollars into community investing products, ranging from loan funds, to banks and credit unions, to venture capital.
- ❖ Continue to increase assets directed by Social Investment Forum members to community investing by \$250 million per year.
- ❖ Help overall community investing assets grow to \$25 billion by 2007.
- ❖ Increase the range of community investing products available on Communityinvest.org to include a greater range of market rate products.
- ❖ Further promote the concept and practice of community investing to increasingly incorporate it into a broader range of portfolios.
- ❖ Further promote the new Community Investing Center, www.communityinvest.org, to a growing range of investors.
- ❖ Provide additional resources and services to professional and institutional investors. We continue to create new primers and other resources to help a broad range of investors.

Fundraising:

- ❖ The promotion and expansion of our Communityinvest.org web site, as well as outreach to investors on community investing in general, will cost \$500,000 over the next two years.
- ❖ We currently have \$200,000 in funding, and are looking to raise an additional \$300,000 over the next year.
- ❖ Funding currently comes from foundations, most recently the F.B. Heron and Ford Foundations, as well as from Social Investment Forum members.
- ❖ Donations to the Community Investing Program are tax deductible.

Get Involved:

Community Investing Initiative • www.communityinvest.org • 202/872-5335
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