



COMMUNITY LENDING THAT CHANGES LIVES

COMMUNITY DEVELOPMENT
FINANCIAL INSTITUTION

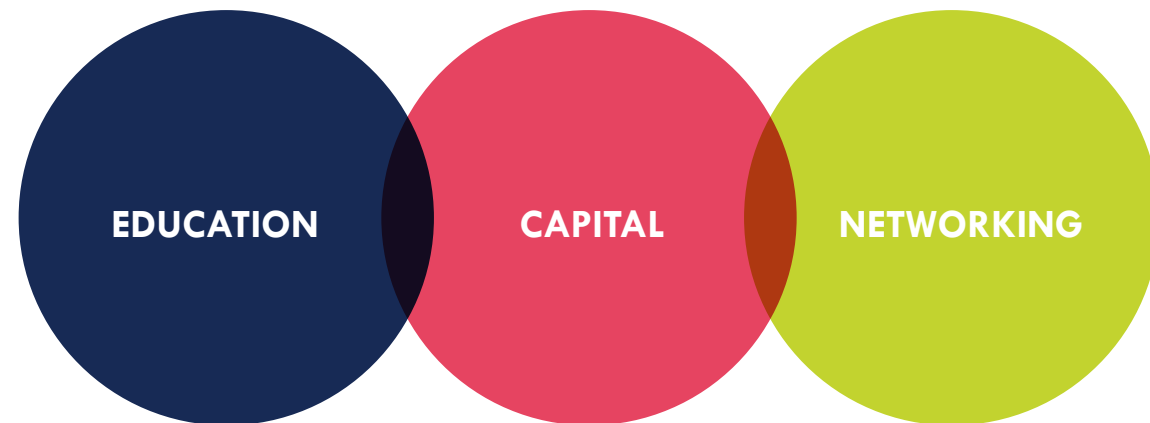


iowacenter

for economic success

OUR PRIORITIES

+ + +



MISSION

Our mission is to empower lowans with the potential to succeed as they pursue opportunities for financial success.

OUR WHY

The Iowa Center is committed to empowering people to strengthen and stabilize their financial futures through business ownership. It is our belief that to be successful in small business, one needs support in three core areas: education, capital, and networking.

We have built key programs that support those core areas and empower individuals to succeed, families to prosper, and communities to thrive. Success to us is people supporting themselves and their families through the execution of their own ideas.

HOW WE DO IT

ASSET DEVELOPMENT

- Loans up to \$100,000 for Iowa businesses (through our CDFI we will increase the max)
- In addition to our own loan fund we have the infrastructure to manage loan and grant programs for other organizations
- Business support during the application process and after loan disbursement
- Pre-loan credit counseling
- Free year-round tax prep and planning and financial coaching

CLASSES + COACHING

- General business and industry-specific courses, one-on-one coaching and business counseling, small business resources, and referrals
- Introductions to niche small business specialists



WHAT IS A CDFI?

COMMUNITY DEVELOPMENT FINANCIAL INSTITUTION (CDFI)

The vision of the CDFI Fund is to economically empower America's underserved and distressed communities.

The CDFI Fund was created for the purpose of promoting economic revitalization and community development through investment in and assistance to CDFIs. The CDFI Fund was established by the Riegle Community Development and Regulatory Improvement Act of 1994, as a bipartisan initiative.



WHAT THE LOAN FUND CAN DO FOR YOU

+ + +

- Donations to the CDFI are tax deductible and can be directed for use as lending capital and/or operating capital to support the fund. In addition to the tax deduction, qualifying financial institutions may receive CRA credit. All donors receive bi-annual updates on the clients and programming their donation has helped serve.
- CDFI investments help fund Main Street America, by providing small business loans, education, credit counseling, small business planning, and technical assistance to entrepreneurs. Investing in CDFIs works for individuals and institutional investors who are looking to invest in long-term community growth, equal opportunity, and social impact while generating return.

“If you need to understand your finances to start or grow your business, you need to know The Iowa Center. They’ve provided a supportive and unbiased perspective and provided the financing needed to support our business model that services people at a scale that activates our mission.”



PERNELL CEZAR, JR

Co-Founder, CEO
BLK & Bold Specialty Beverages
Des Moines, Iowa

CDFIs...

Create strong relationships with their customers and community leaders.

Lead the way as community pioneers in investing in distressed neighborhoods and bringing everyone into the economic mainstream as important contributors.

Enable the economically disadvantaged to become self-sustaining participants in their own future.

THE IOWA CENTER'S LENDING PROGRAM

- The Iowa Center owns a portfolio of funds which we are in the process of transitioning into a CDFI; our research has shown a significant need to increase this fund's capacity. Our portfolio serves three primary types of clients: those ready to start a business and are seeking seed capital to help them launch, those ready to grow their business and capable of taking on debt to do so, and finally those who need to repair or grow credit so they may improve the sustainability of their small business.
- The Iowa Center also provides significant coaching, support, and relevant classes to guide clients through the loan application process and through the life of the loan (and beyond). These services are provided to our own loan applicants as well as those who apply for traditional loans through financial institutions.
- The Iowa Center supports an infrastructure that manages loans or grants for outside institutions. We have a strong history of managing the loan marketing, processing, underwriting, and disbursement for third party entities.
- While much of our portfolio comes through donations, The Iowa Center also seeks and can accommodate loans from other organizations to build our portfolio.

HOW THE IOWA CENTER SERVES CDFI TARGET MARKETS

+ + +

45%
OF CLIENTS ARE NON-WHITE

70%
OF CLIENTS ARE WOMEN

20% OF CLIENTS ARE NONE OF THE ABOVE
THIS INCLUDES MANY MALE/FEMALE EQUAL PARTNERSHIPS, WHITE MEN INCLUDING THOSE OF MIDDLE EASTERN OR BOSNIAN DECENT OR OTHER CAUCASIAN MALE IMMIGRANTS AND REFUGEES

87%
OF CLIENTS ARE AT OR BELOW 80% LMI

7%
ARE PERSONS WITH DISABILITIES

4%
ARE SERVICE MEMBERS/VETERANS

**THE IOWA CENTER
2210 GRAND AVE
DES MOINES, IOWA 50312
515.283.0940**

**INFO@THEIOWACENTER.ORG
FACEBOOK + INSTAGRAM
@THEIOWACENTER**

**GET INVOLVED >>
THEIOWACENTER.ORG**

OUTCOMES FOR FY20

+ + +

641 SMALL BUSINESS CLIENTS PROVIDED **ONE+ONE** SERVICES

97
JOBS CREATED

13 BRAND-NEW BUSINESS STARTS

\$744,205

IN LOANS DISBURSED:

14 (57%) to women

7 (39%) to minorities

1 (7%) to disabled

1 (4%) Military Veteran

3 (9%) to people who fell at or below the HUD Low Income level threshold

1,103 CLIENTS ATTENDED EDUCATIONAL EVENTS

13
FULL-TIME STAFF

This year we are on a trajectory to serve even more than last year

1,983

IN-KIND VOLUNTEER HOURS VALUED AT

\$86,825

17,913

WITH STATE-WIDE SUB-GRANTEES:

17,913 tax returns prepared and filed (2018 tax year) by more than **533** volunteers