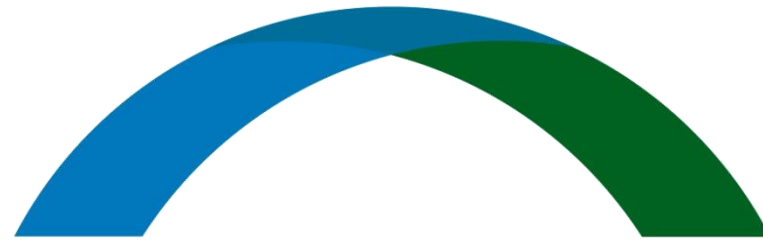


Grant Fundraising for Credit Unions

Building Block Workshop

Detroit, Michigan

May 12, 2014



Federation

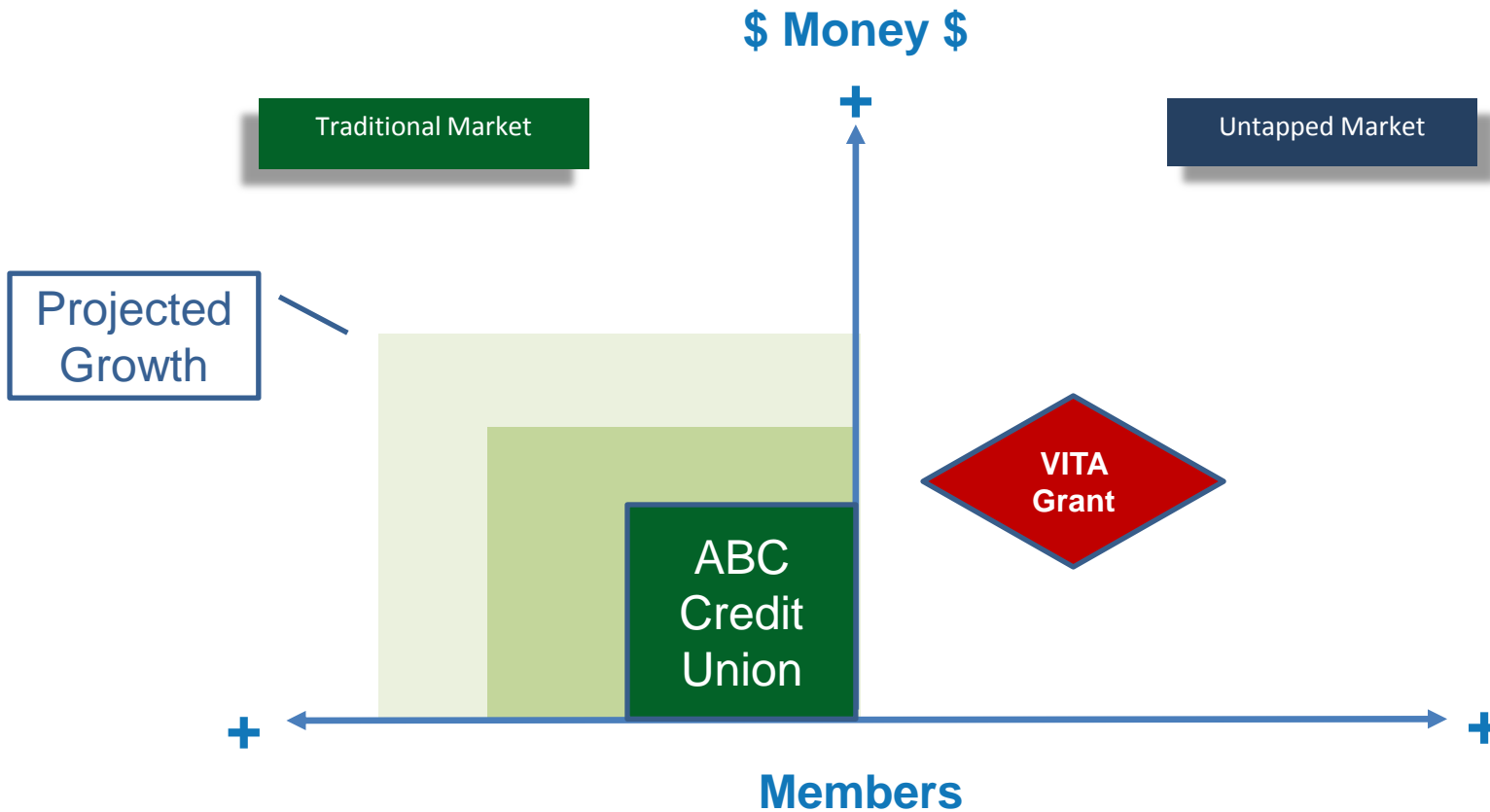
Credit Unions United to Serve the Underserved

What Comes Naturally...

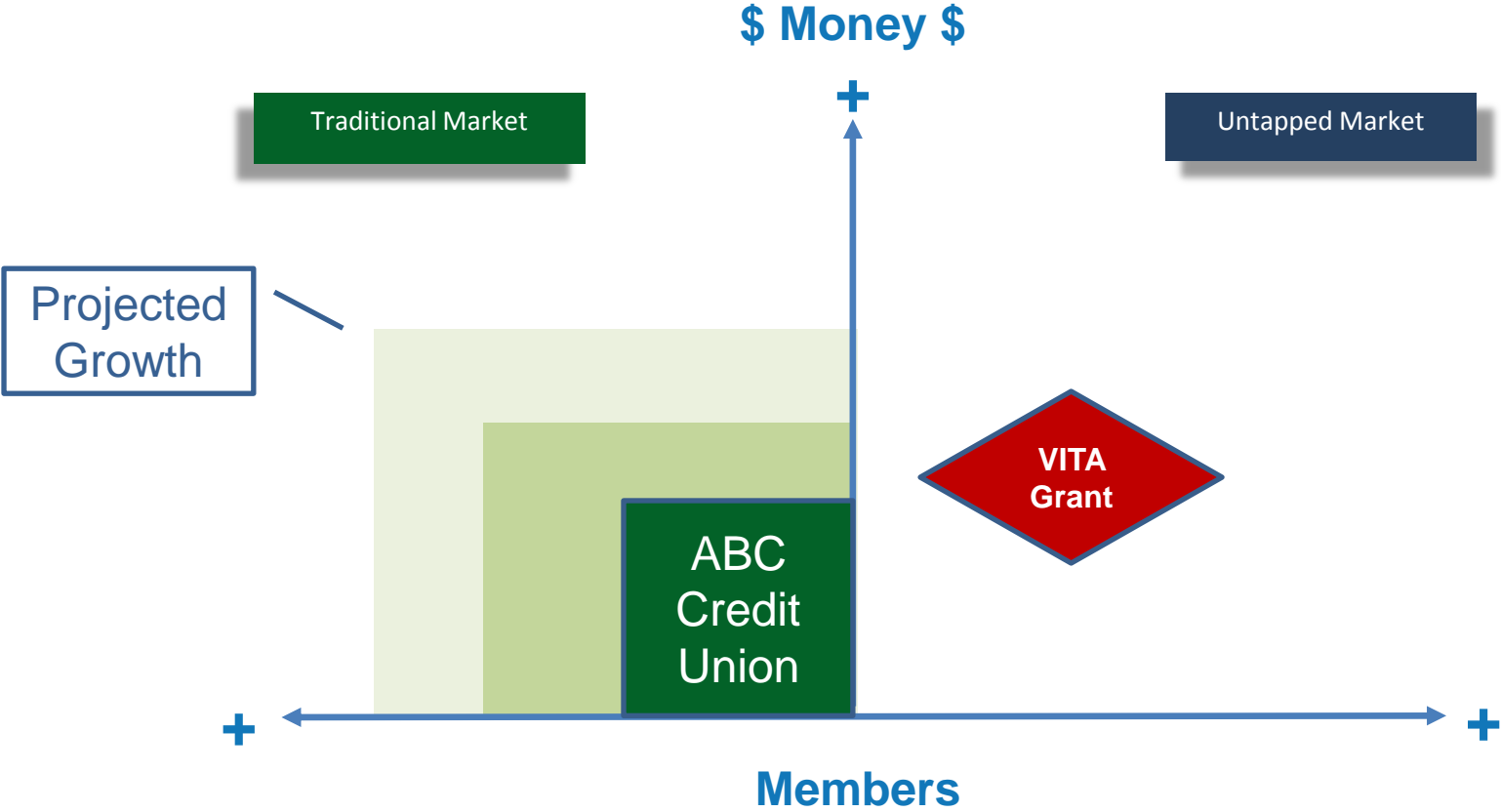
Every day credit unions -

- Enroll members
- Mobilize deposits
- Make loans
- Deliver financial services
- Ensure safety and soundness
- Put members first
 - *Credit unions do not depend on grants*
 - *Credit unions rarely seek grants*

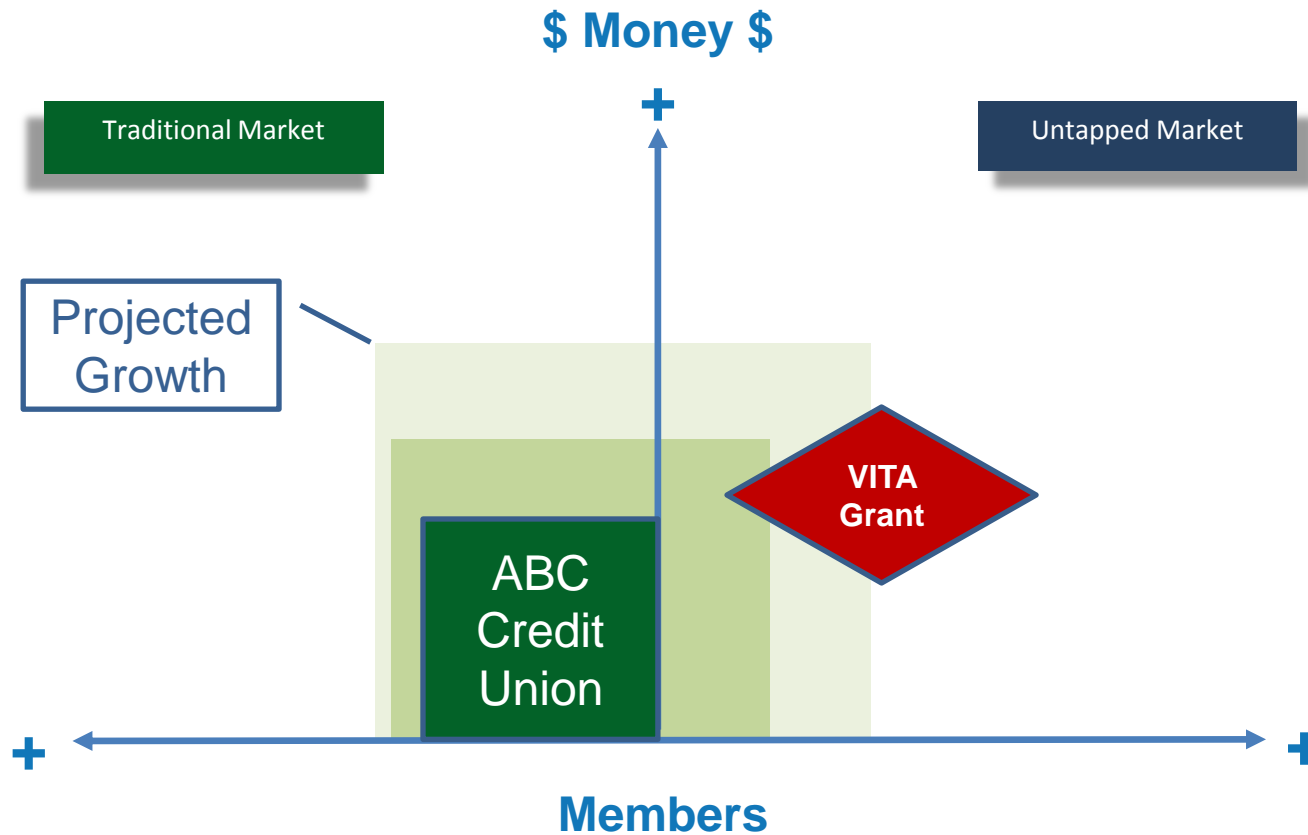
How Fundraising Fits



Poor Fit



Better Fit



Stats

- 10% of all credit unions reported grant income in 2013
- 1,438 grants
- \$118 million total amount of grant income
 - \$95.6 million reported by CDFI credit unions
- Approximately 18% of total from CDFI Fund
- 82% from sources other than CDFI Fund

Main Types of Grants

- Program or Project
 - Tied to specific activities, outputs, objectives
 - Reports based on financial compliance and program performance
- Core or Operational
 - Covers recurring administrative or operational expenses
 - Reports based on financial compliance and organizational performance
- Equity
 - Serves as permanent capital
 - Reports focus on organizational performance

Main Federal Sources

- CDFI Fund
 - Biggest single source of permanent capital grants
- NCUA Community Dev. Revolving Loan Fund
 - Technical Assistance and Capacity Building grants
- DHHS Assets for Independence
 - Individual Development Account Matching Grants
- HUD Housing Counseling
- Community Development Block Grants (CDBG)

Main Non-Federal Sources

- Banks
 - Focused on CRA footprint
- Community Foundations
 - Asset-building, economic empowerment
- Corporate Foundations
 - Business links with local community, CU field of membership
- Regional and National Foundations
 - Local innovations that may be nationally replicable
- Non-Profit Intermediaries
 - Aggregate funding from multiple sources to test, replicate and expand innovations