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**Financial  
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Conference**

# Accessing CDFI Fund Capital: How to Win Once & How to Keep Winning

**Cindy Holler, Chief Executive Officer**, Community Housing Capital  
September 8, 2022 – 3:15-4:30 CST

# Continuing Professional Education (CPEs) Requirements for CPAs

- Please be sure you **SIGN IN at the beginning and SIGN OUT at the end of every session.** We use the sign-in sheets to verify your participation for CPE credits.
- Please **submit all conference evaluations.** Evaluation links are emailed to registrants daily. Please see the session host (the person monitoring the sign-in sheets) if you prefer a paper evaluation.
- For more information on CPE credits, contact Lindsay Wells at [consult.lwells@gmail.com](mailto:consult.lwells@gmail.com).

# Accessing CDFI Fund Capital: How to Win Once & How to Keep Winning

## Description of the Session

The CDFI Fund has become a “BIG” player in providing funding for housing and community development. Understand the CDFI Fund Programs and what you need to know and prepare for to win the competition for Financial Assistance Funds, Capital Magnet Funds, NMTC Allocations and more

## Learning Objectives

Obtain a better and practical understanding of the CDFI Programs and how they fit your organization from an actual user’s perspective

Be able to prepare (and be prepared) for CDFI Applications and complete them for a successful win without stressing the whole organization in the process.

# Questions

- We will pause during the presentation and again at the end for Q&A.

# **POLLS: Raise Your Hand**

**Who Knows What...**

**SAM is? A CAGE Code is?**

**Grants.gov is?**

**AMIS is?**

**Who has won an award before?**

**Who plans to apply in the future, but never won?**

# Accessing CDFI Fund Capital: How to Win Once & How to Keep Winning

**Case Study Presented By:**



**Cindy Holler** – CEO Community Housing Capital (CHC) – Business Planning  
**Arif Rizvi** – CFO Community Housing Capital (CHC)- Application Financial Plan  
**Debra Turner** – Chief Loan Administrator, Compliance

**Community Housing Capital Inc.**  
402 East Howard Ave, Decatur, Georgia

# Accessing CDFI Fund Capital: How to Win Once & How to Keep Winning



## Agenda:

1. Introduction of All Presenters
2. Case Study: CHC and Track Record in “Winning” CDFI Awards
3. Rule One: Business Plan for Your Organization and the CDFI Fund
4. Rule Two: Filling Out the Application and Financial Projections
5. Rule Three: Impact Measurement and Compliance – Keep Winning!
6. Q&A

# CHC Profile

**History:** Community Housing Capital, Inc (CHC) was created by NeighborWorks America in 2000 as an affiliated 501©3 nonprofit to provide direct loan capital to service the early-in-the-transaction credit needs of the NeighborWorks Network® in both the affordable Single Family and Multi-family space. In 2018, its product line has extended to construction to permanent financing and equity products.



**Community Housing  
Works, San Diego, CA**



**Comite, San Luis, AZ**

- CHC is guided by 16-member board of directors, one-third of which are CEO's of NeighborWorks organizations, and with solid representation from lenders, investors, regulators and experienced CDFI professionals.
- Professional Staff of 16 people with extensive community development, banking, capital markets and affordable housing finance experience.
- \$132 million in third-party lending capital, \$50 million in own equity.
- Certified CDFI and CDE by U.S. Treasury since 2001, and a member of the FHLB of Atlanta since 2014, (the second CDFI to become a member of the FHLB of Atlanta).

# Success in Winning CDFI Fund Awards



CHC CDFI Fund Awards	11 awards, 12 applicatons, FA/NMTC Apps Pending	
Financial Assistance (FA) Grants Awarded	5.2MM	2001, 2004, 2010, 2012, 2019, 2020, 2021
Capital Magnet Fund (CMF) Grants Awarded	\$6.25MM	2016 and 2020 Award
Rapid Recover (ERP) Program Awarded	\$1.8MM	2021
New Market Tax Credit (NMTC) Awards	\$30MM	2020



# Rule One: Know the CDFI Fund Program and Make Sure It Fits Your Business Strategy If You Have One – Get One if you Don't

- Know the difference between FA, CMF, NMTC, RRP, ERP – read NOFA and attend/review webinar on CDFI Fund Websites
- Be able to articulate in concise writing your business plan and have it be consistent throughout the application
- Understand the threshold requirements and the compliance rules up front
- Don't chase the money – if it doesn't fit you, don't apply

# **Rule Two:** Fill out the application with numbers you would use in a business plan and carefully think about projections

- Get started early - SAM, Grants.gov, SF-424, AMIS, and entering financial historical data, and resumes of key staff should happen early – and don't wait till the last day to hit send!
- You will be held to some level of your financial projections, think about them carefully and like you would in a business plan to your board.
- Write the application in word and edit outside of AMIS, drop it in when you are ready, and watch those character counts!
- If you apply again, the data you enter the second time must be consistent with the data you entered in prior applications

# Rule Three: Be ready to report impact and compliance data in a timely fashion

- Have an internal controller that masters the AMIS System and guides staff to comply
- Be ready to help shape the application with impact measurement data
- Provide templates to staff to report on compliance
- Learn the lingo: Service Requests, TLR Reporting, GEO Coding

# Questions

- We will pause during the presentation and again at the end for Q&A.

# Questions and Small Group Breakouts by Three Rules

- We will do general Q&A at the end of the presentations and in breakout sessions if the attendance is big enough

# Evaluation Reminder

- Please submit all conference evaluations. Use the electronic evaluation link in your email.
- Contact [consult.lwells@gmail.com](mailto:consult.lwells@gmail.com) if you do not receive the link.

# CONTACT INFORMATION

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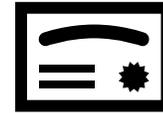
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