



Investing for Community Impact

Jefferson Education Society
Erie, PA

September 29, 2015



30
YEARS

THE
REINVESTMENT
FUND

TRF Profile

The Reinvestment Fund builds wealth and opportunity for low-wealth people and places through the promotion of socially and environmentally responsible development.

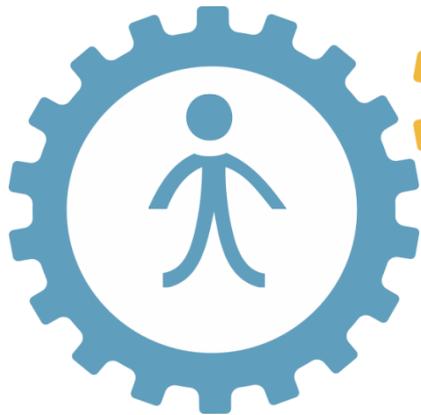
- **More than \$1.5 billion** in cumulative investments and loans throughout the mid-Atlantic.
- Currently manage **\$839 million** in capital, with more than 850 investors.
- Maintained the **top AERIS score of AAA+1**. (received 2015)

Business Lines



How We Work

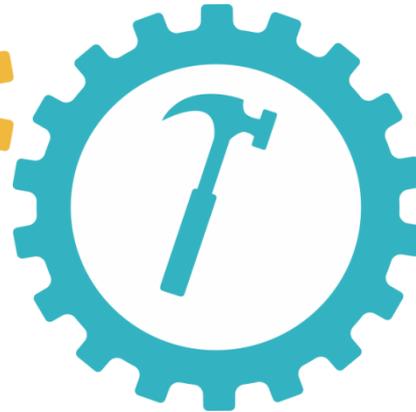
ORGANIZED
PEOPLE



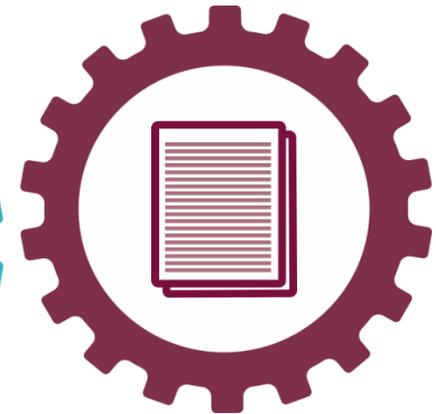
ORGANIZED
MONEY



ORGANIZED
CAPACITY



ORGANIZED
DATA



What is a CDFI?

- A certified Community Development Financial Institution (CDFI) is a specialized financial institution that works in market niches that are underserved by traditional financial institutions.
- CDFI certification is a designation conferred by the US Treasury's CDFI Fund and is a requirement for accessing financial and technical award assistance from the CDFI Fund.

TRF is a Trusted Investment Option

TRF has 850 investors and manage more than 50 separate credit facilities. We have been underwritten by many institutions (financial, government and philanthropic), including:

- U.S. Department of the Treasury
- Commonwealth of Pennsylvania
- Federal Home Loan Bank of Pittsburgh
- JPMorgan Chase
- Bank of America
- Goldman Sachs Bank, USA
- MacArthur Foundation
- Rockefeller Foundation
- Robert Wood Johnson Foundation
- William Penn Foundation
- The Johns Hopkins University
- Catholic Health Initiatives
- Calvert Social Investment Fund

Accountability

- TRF is community accountable, values financial transparency and diligently tracks social outcomes
- US Treasury certified CDFI – assessed for our mission, financing activity and accountability
- Aeris (formerly CARS) rated – One of only 6 CDFIs in the country with the top rating of AAA+1

TRF Boards, Committees and Advisory Boards

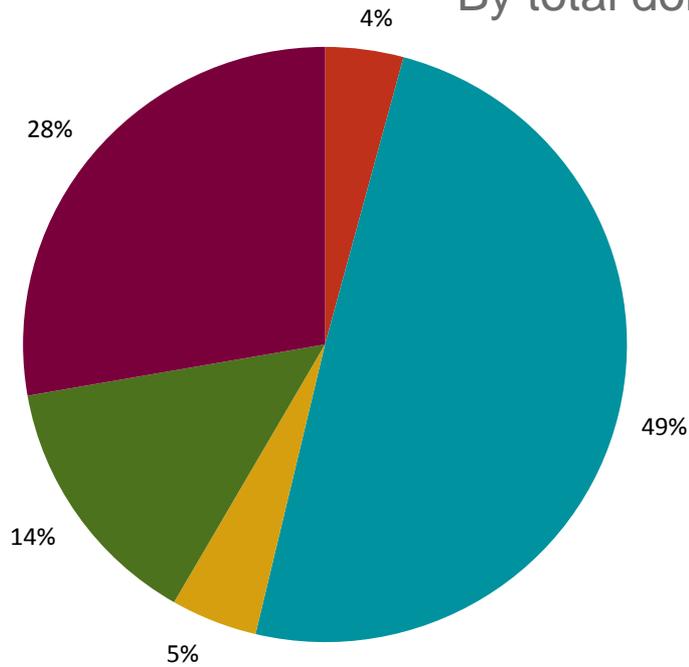
- TRF Board of Directors (w/various committees)
- TRF DP Board(s)
- Community Advisory Board
- SDF Board
- TRF Lending Loan Committee
- PolicyMap Advisory Board
- Policy Advisory Board

Importance of Protecting Investments

- Prudent capital reserves
- Strong (for- and not-for-profit) borrower relationships
 - Extensive due diligence including site visits
 - Understanding the project and local community
 - Expertise in the sector
 - Adequate collateral
 - Capacity building support throughout term of loan
- Committed to using smart data to support investment decisions

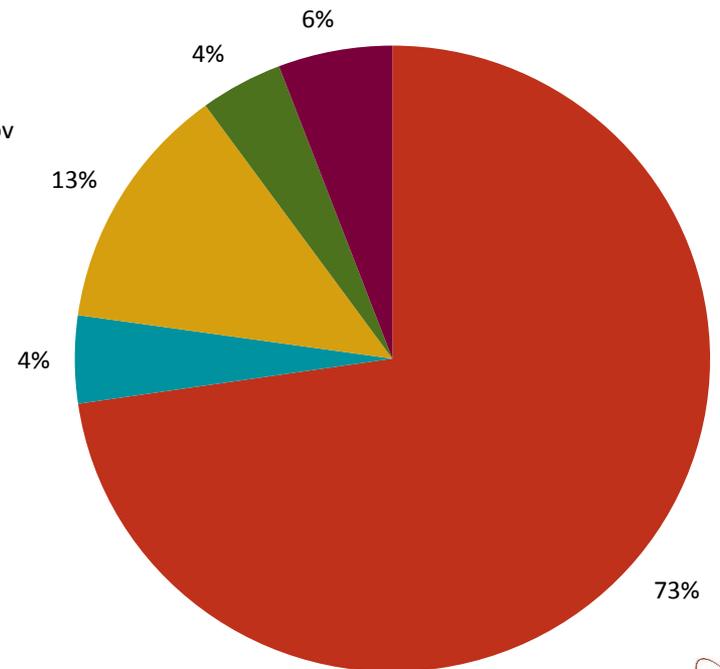
Current Investor Profile

By total dollars

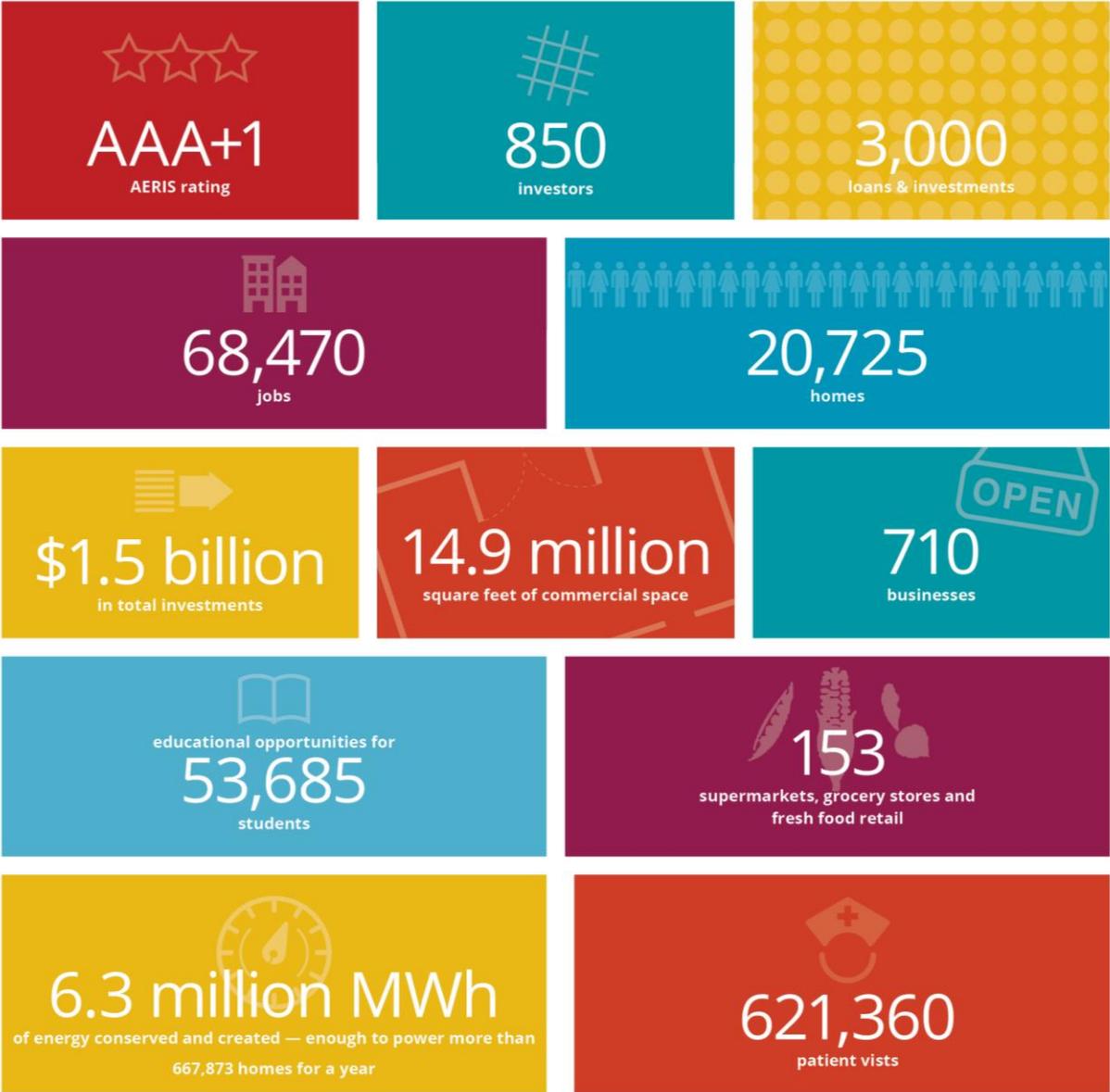


- Individuals
- Banks
- Religious
- Foundations
- Org, Civic, Gov

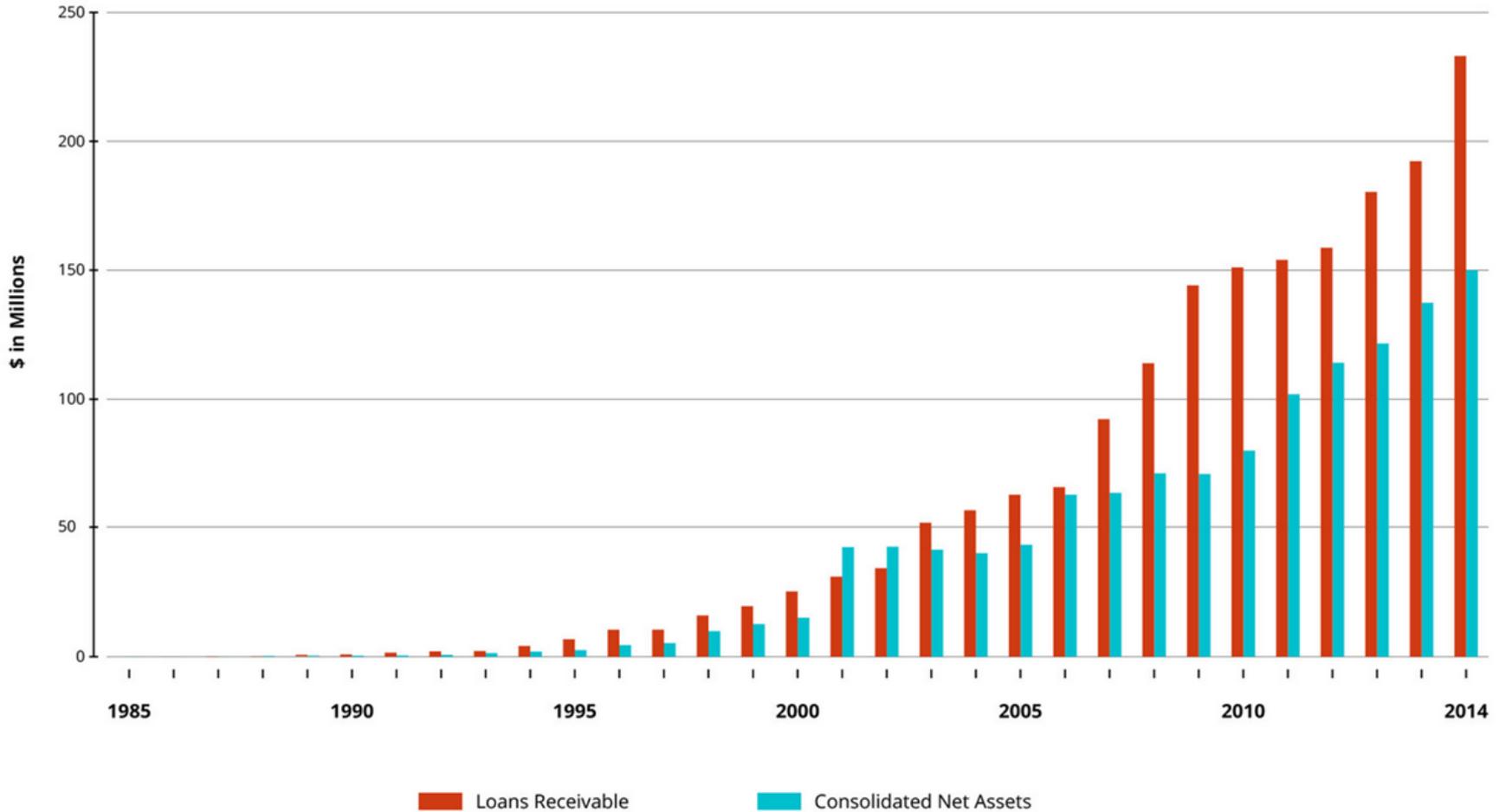
By investor category



Headline Numbers: TRF's Cumulative Impacts



30 Years of Investment

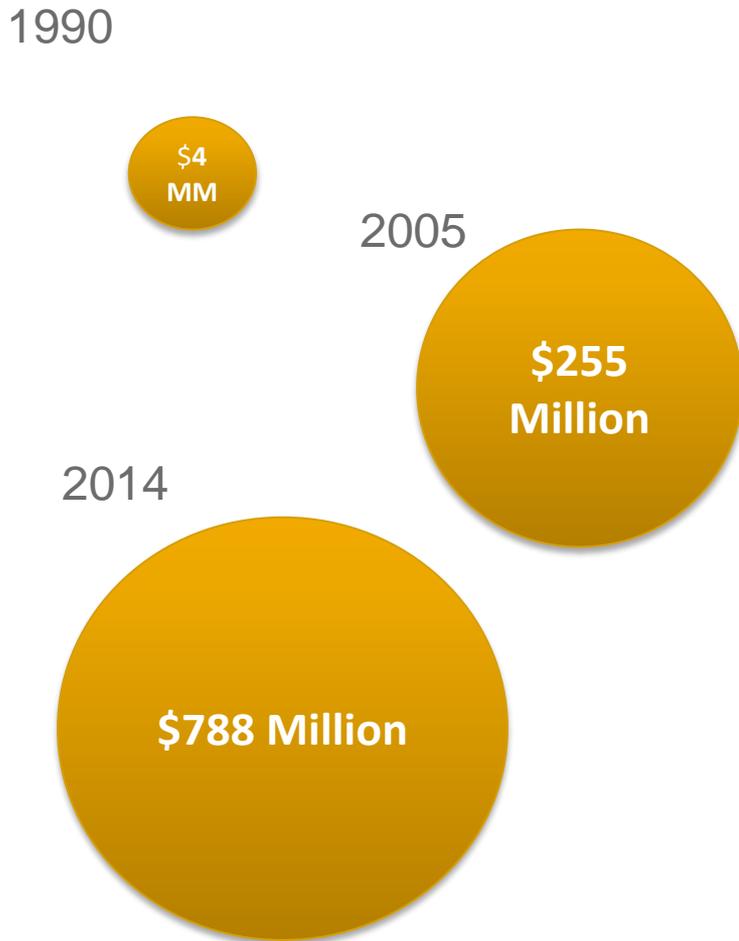


TRF received 8 NMTC awards; \$474 million



Historic Overview

Capital under management



Total loans and investments

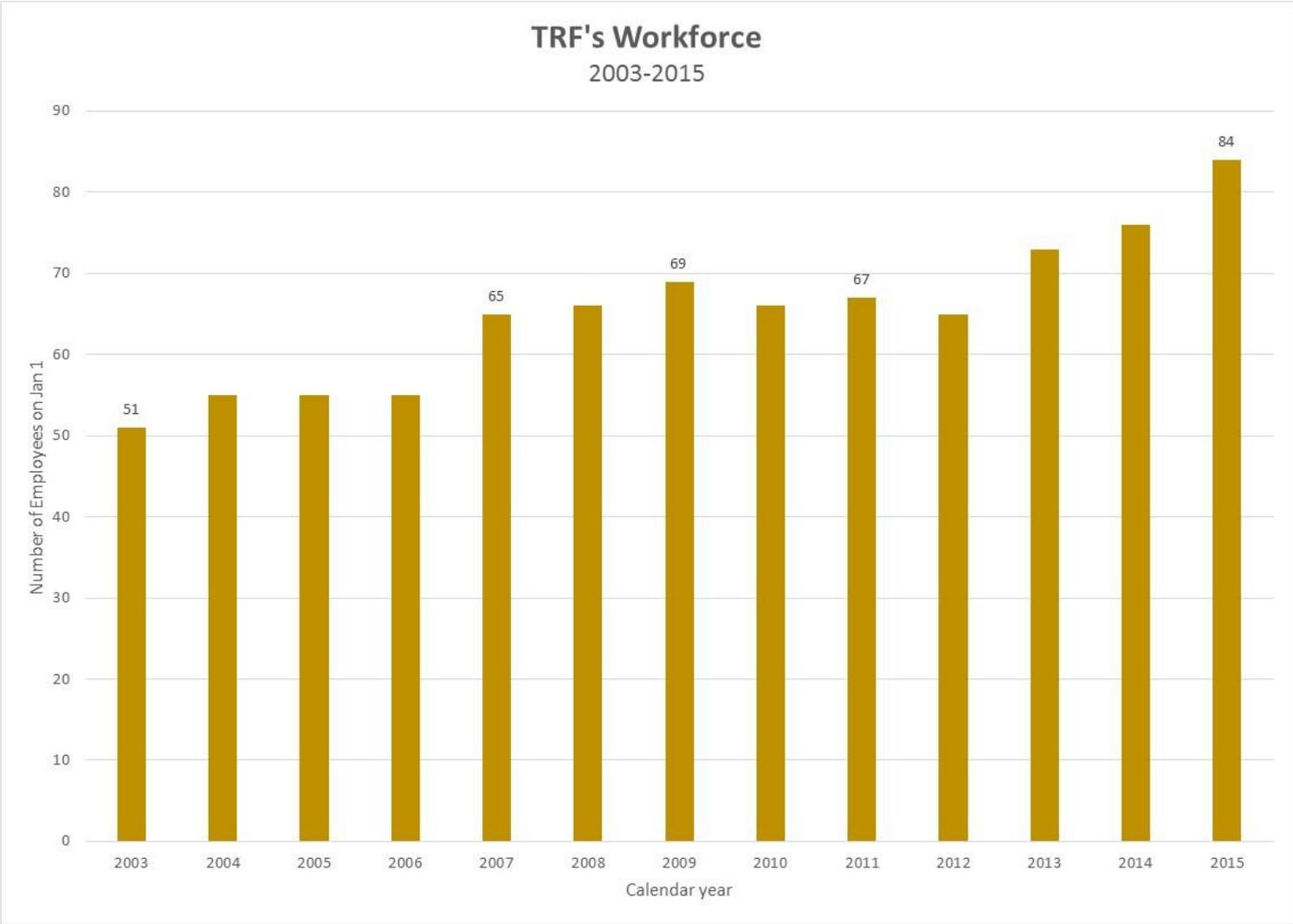
First 5 years



Last 5 years



TRF's Workforce



Lines of Business

Lending and Investing

TRF finances a variety of projects and activities including:

- Food Access
 - Grocery retail
 - Distribution centers
 - Value chain businesses
- Health Care
 - Community health centers
- Education
 - Charter schools
 - Early childhood education centers
- Housing
 - Single-family homes
 - Multi-family homes
 - Vulnerable populations

TRF's investments in these asset classes build healthy communities in under-invested places.

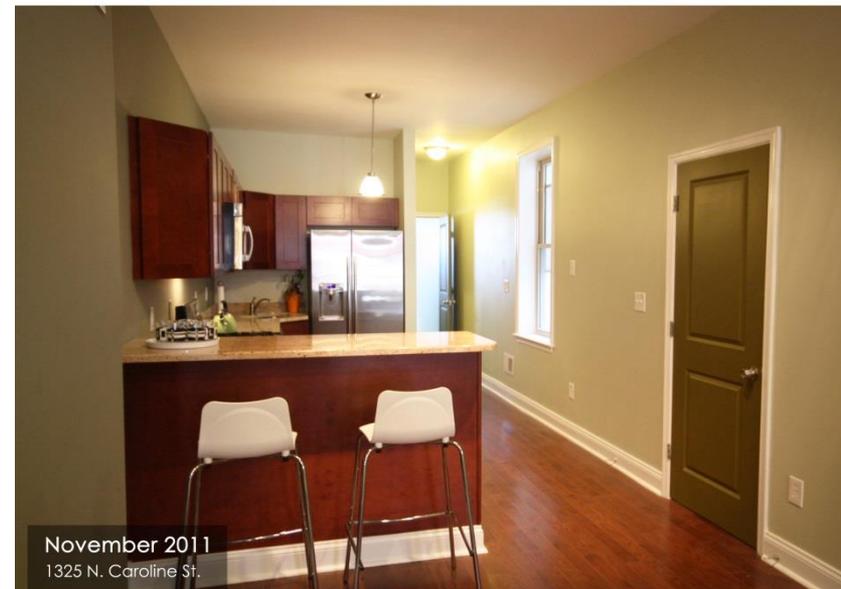


Real Estate Development

TRF Development Partners works in distressed neighborhoods across the mid-Atlantic.

TRF DP's housing investments are based on three tenets:

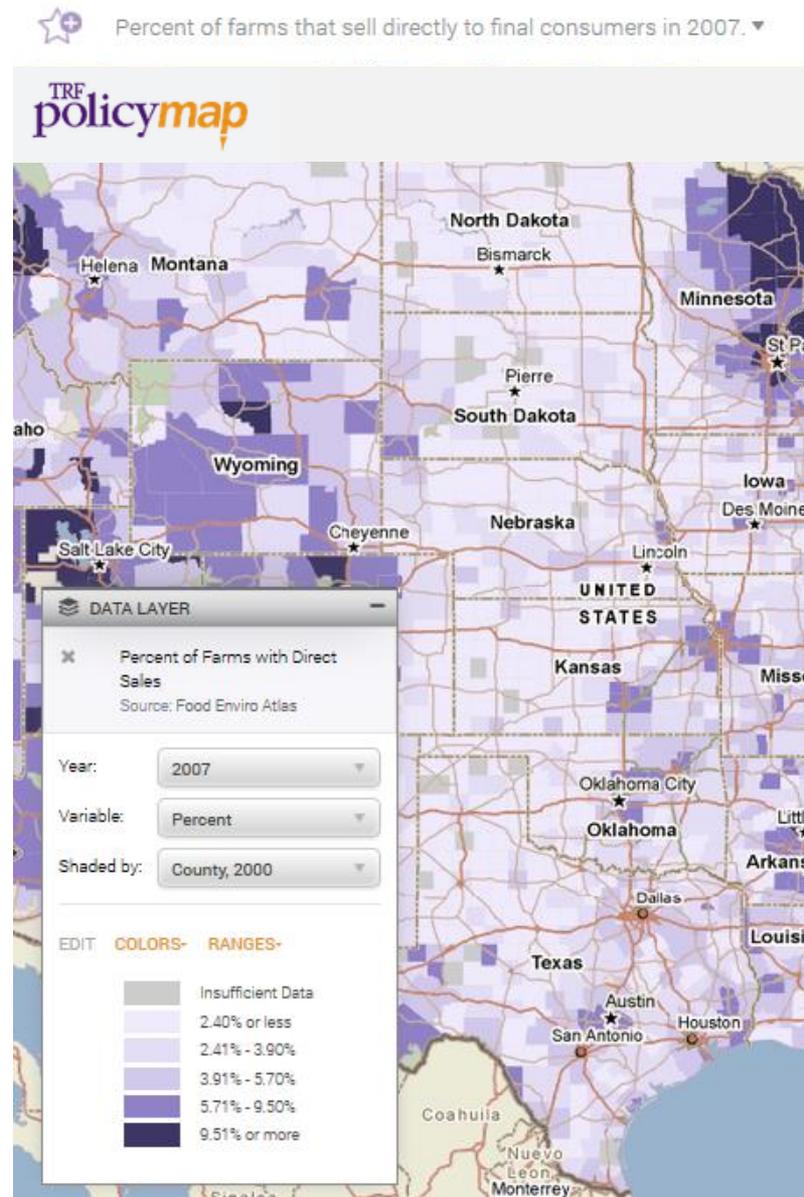
1. Building from strength
2. Development with an understanding of the existing built environment
3. Homes that are designed with eye towards quality and high design standards



PolicyMap

TRF's PolicyMap enables government, commercial, non-profit and academic institutions to access data about communities and markets across the US.

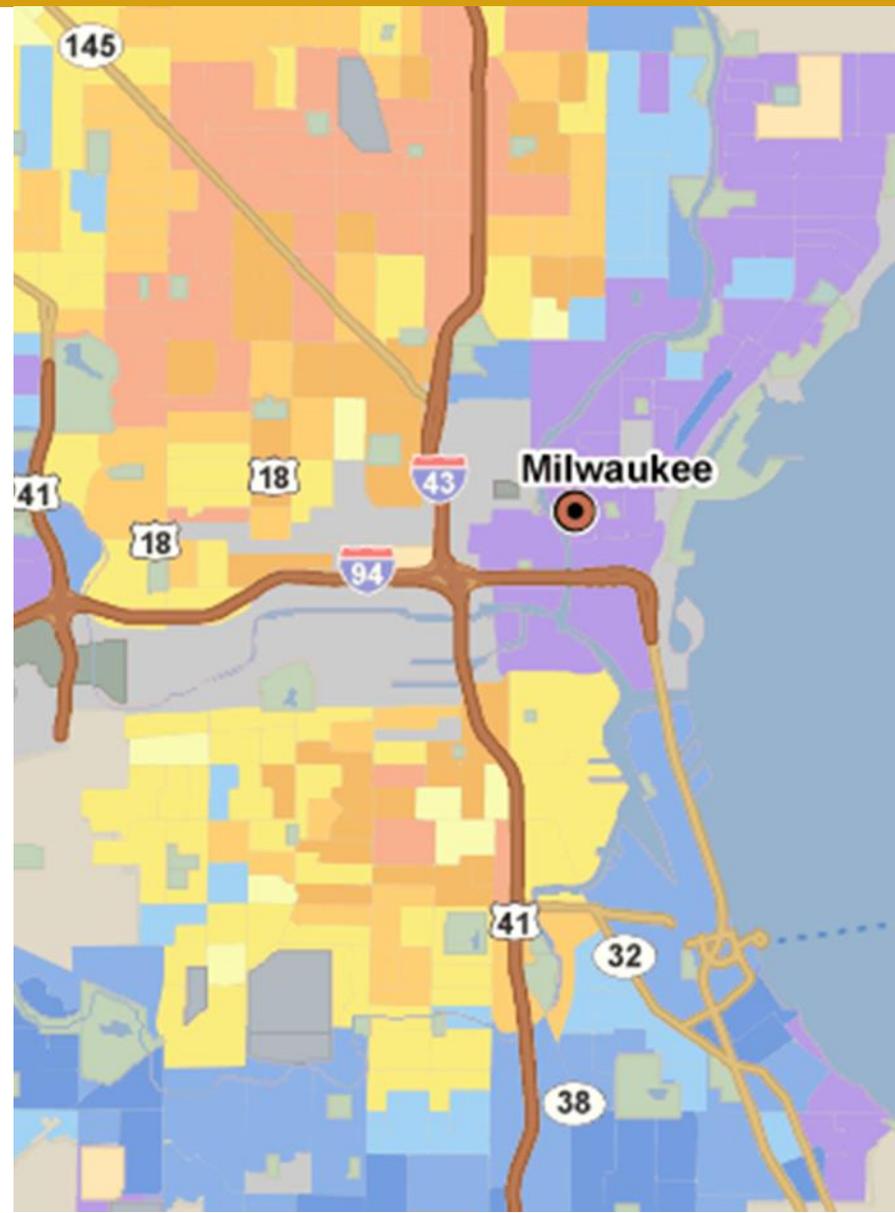
- National data mapping and analysis tool
- Easy, online access to data and analytical tools in a sophisticated yet user-friendly web platform
- Over 37,000 data indicators as well as proprietary TRF analytics, with frequent additions
- CNET award winner for best of location-based services Web 2.0 products



Policy Solutions

A division of The Reinvestment Fund that combines rigorous data analysis with a distinctive ability to help clients think spatially.

- Real Estate Market Analysis
 - Market Value Analysis (MVA)
 - Limited Supermarket Access (LSA)
 - Commercial corridors analysis
 - Foreclosure analysis and prevention strategies
- Program & Social Impact Assessment
 - Estimating Supermarket Access, School Lunch Analysis, Grantmaker Advisory

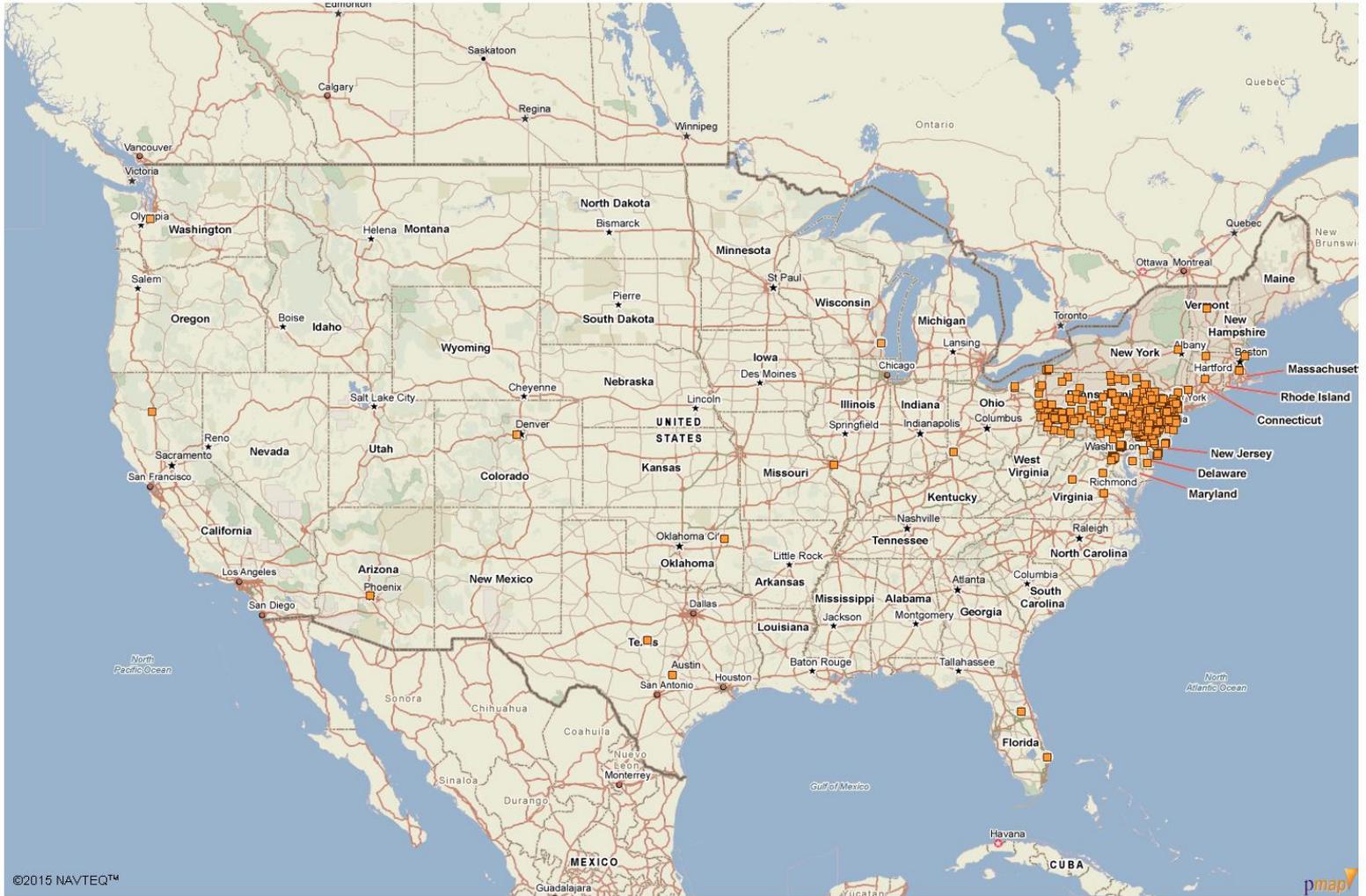


Geography of TRF's Investments

Map with The Reinvestment Fund (Internal)

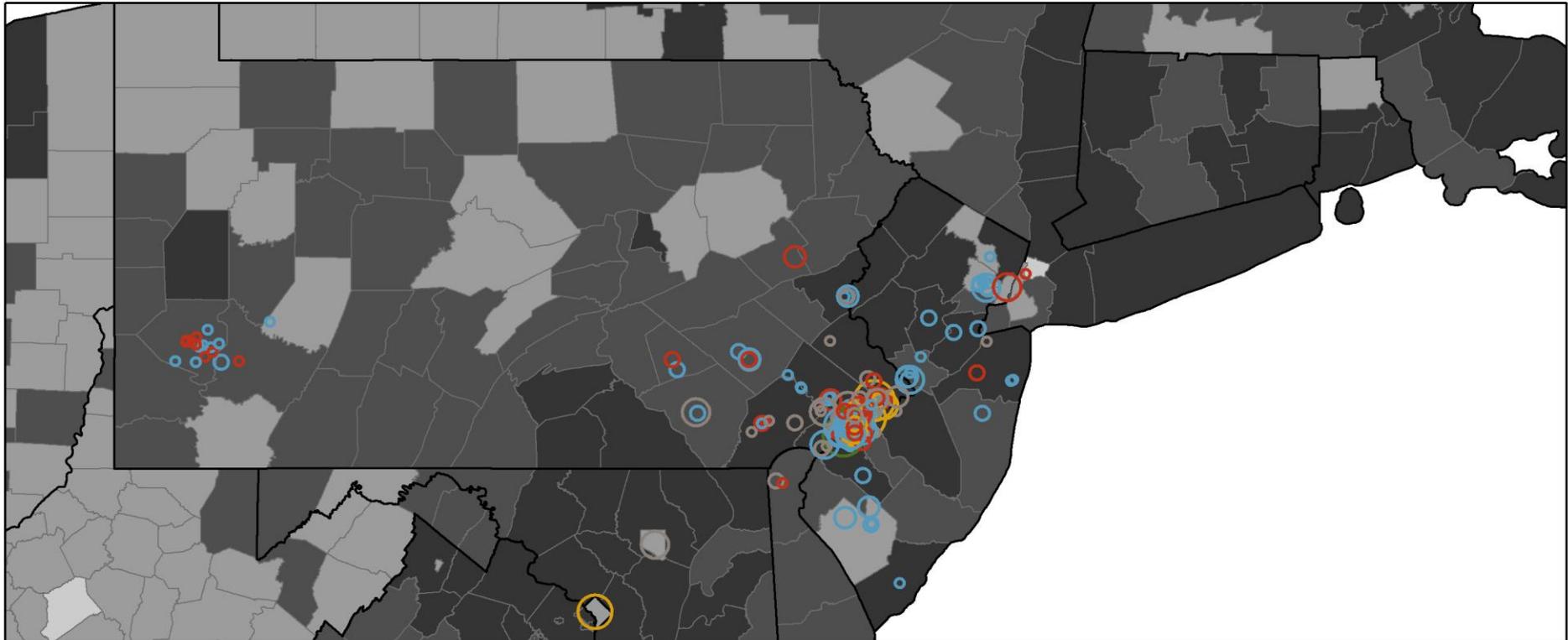
Sites

- The Reinvestment Fund (Internal)



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TRF's Investments : 2000-2004



- Housing
- Commercial Real Estate
- Charter Schools
- Development Partners
- Community Facilities
- Food Systems
- FQHC
- Other

County Population Below Poverty (2012)

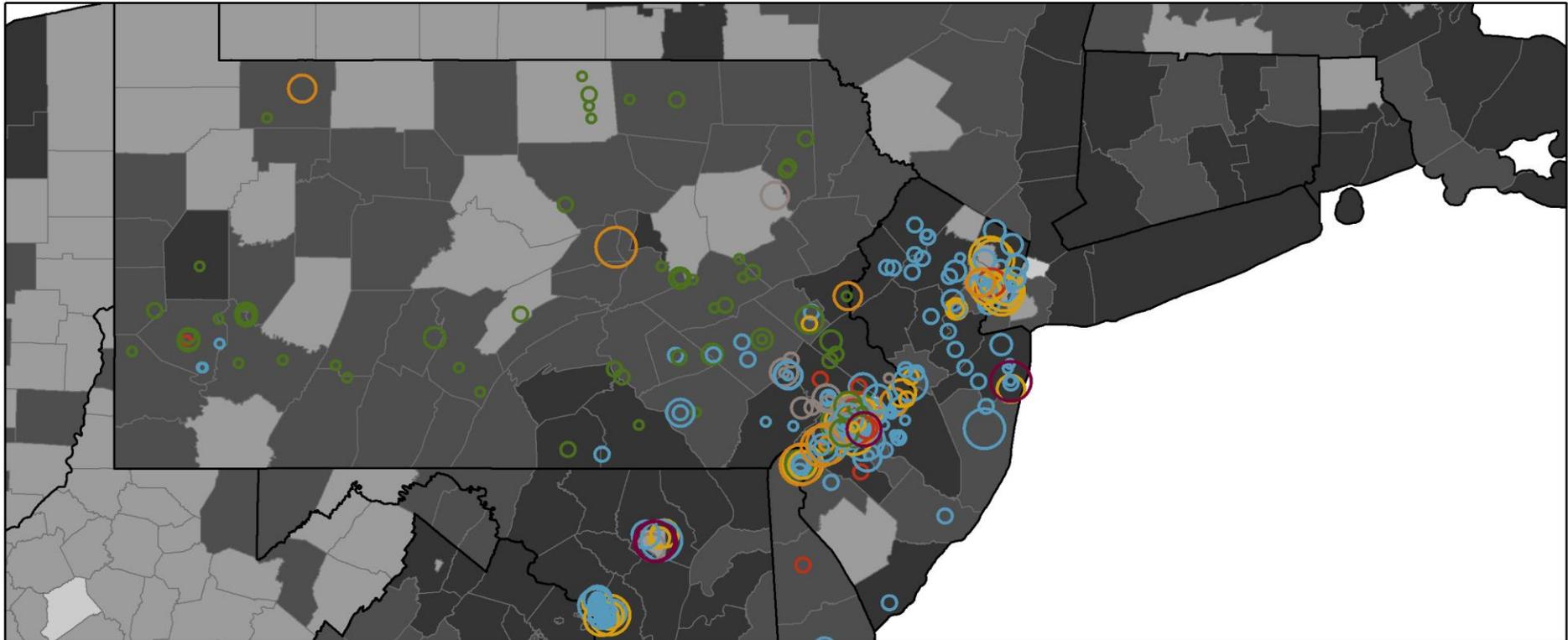
- 0% - 10%
- 11% - 15%
- 16% - 25%
- 26% - 40%
- 41% - 62%

Investment Size

- < \$100,000
- \$100,000 - \$500,000
- \$500,000 - \$1,000,000
- \$1,000,000 - \$3,500,000
- \$3,500,000 - \$5,000,000
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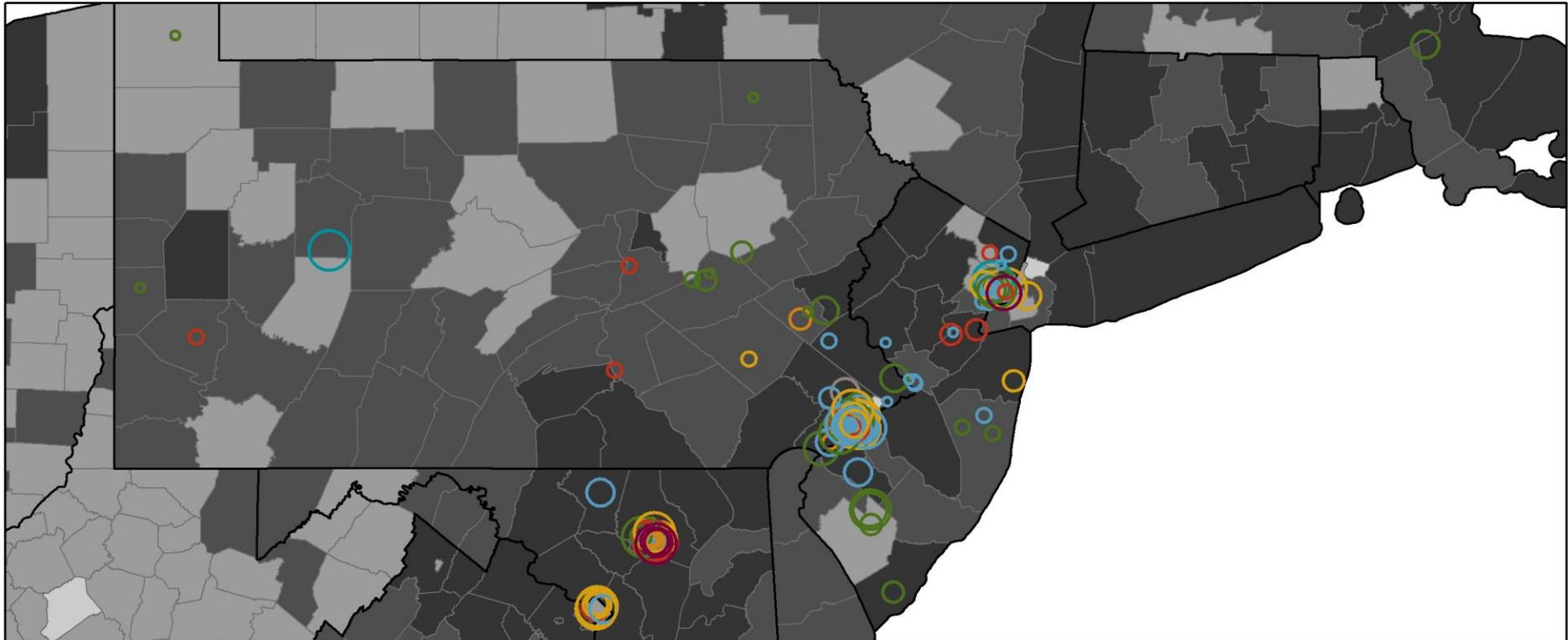
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TRF's Investments : 2010-2014



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County Population Below Poverty (2012)

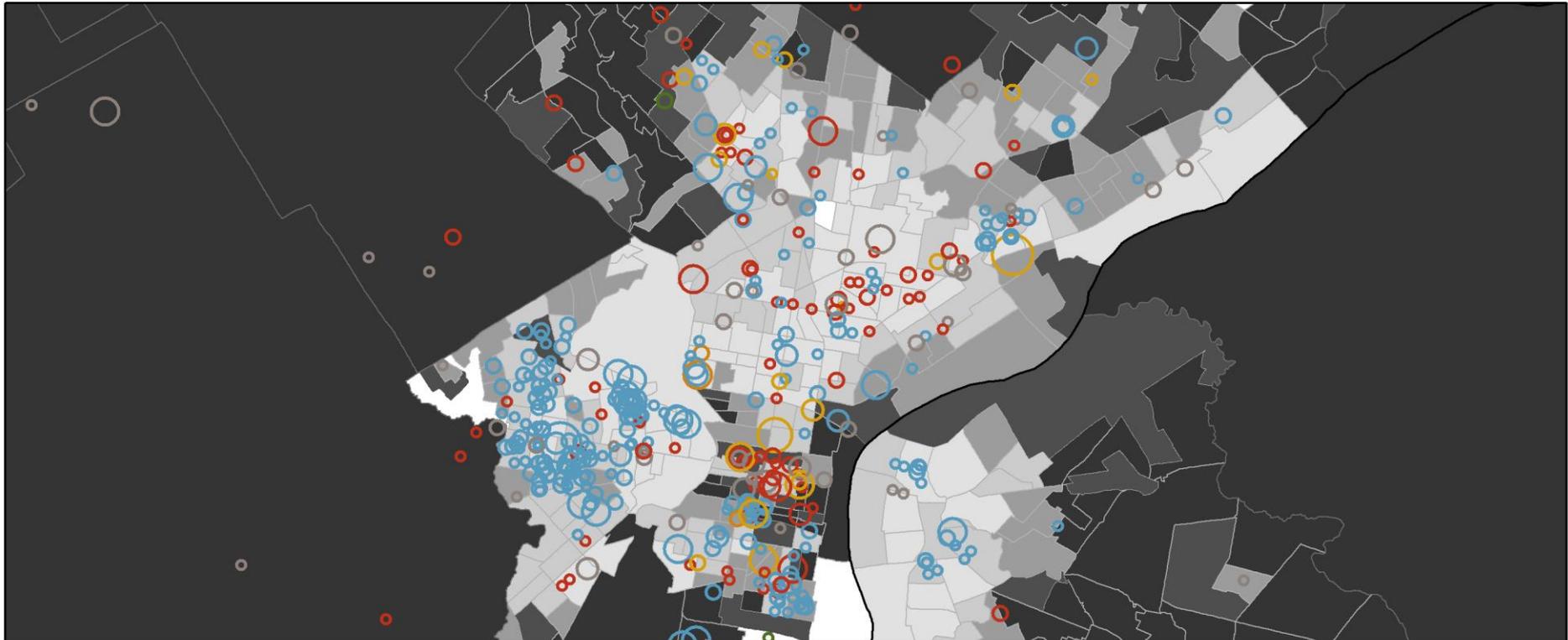
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TRF's Investments in Philadelphia, PA and Camden, NJ: 2000-2004



- Housing
- Commercial Real Estate
- Charter Schools
- Development Partners
- Community Facilities
- Food Systems
- FQHC
- Other

Tract Population Below Poverty (2012)

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County Population Below Poverty (2012)

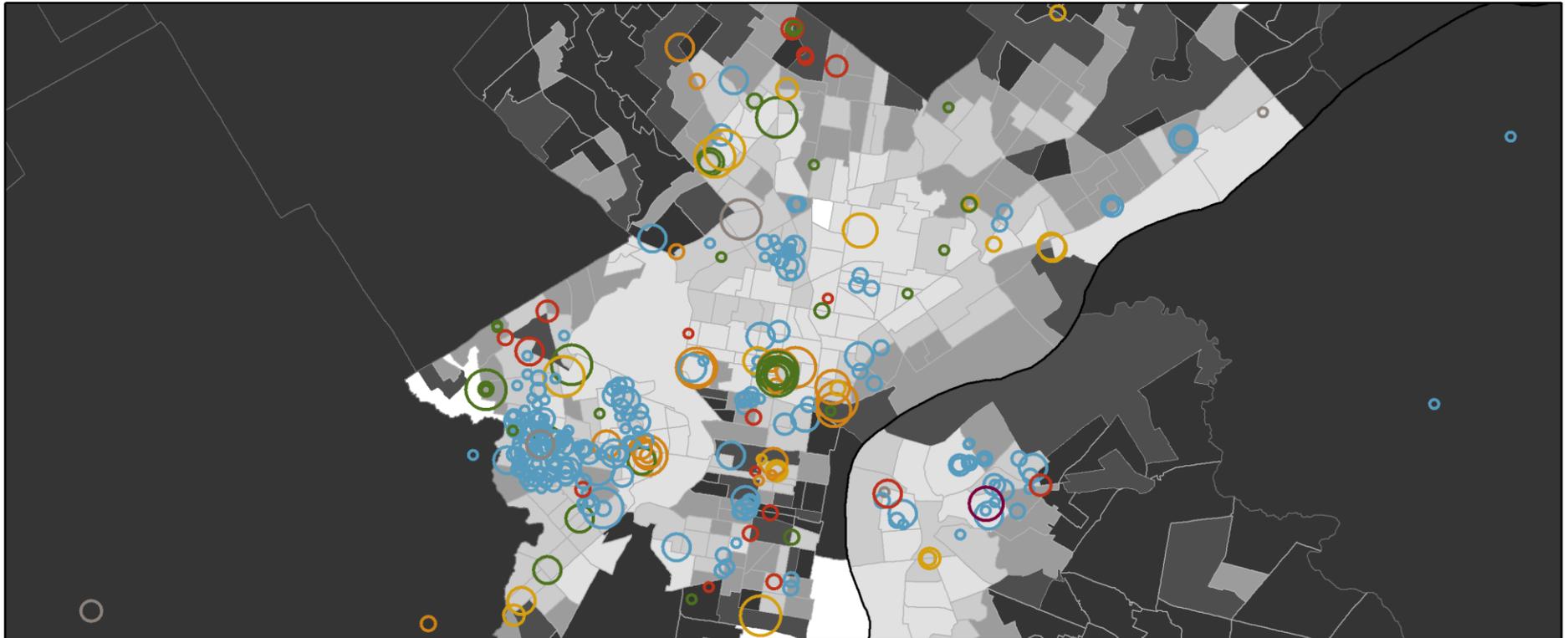
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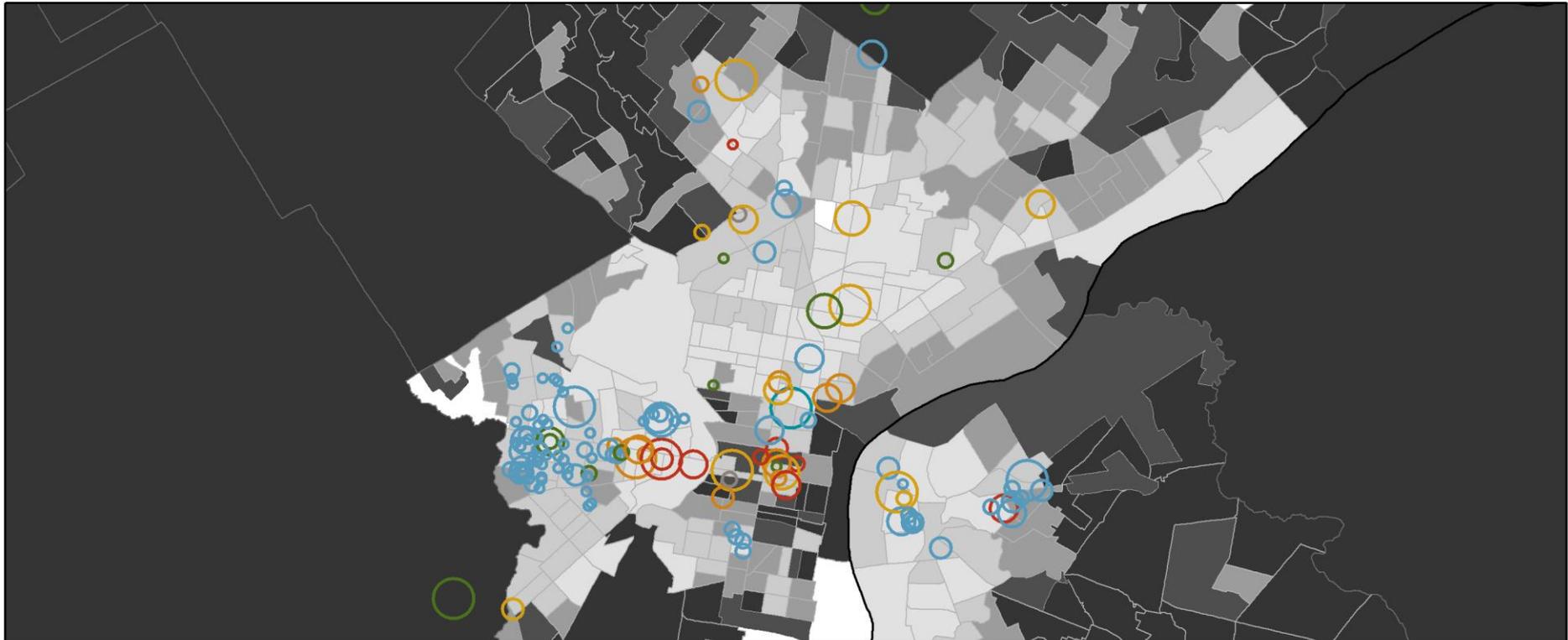
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County Population Below Poverty (2012)

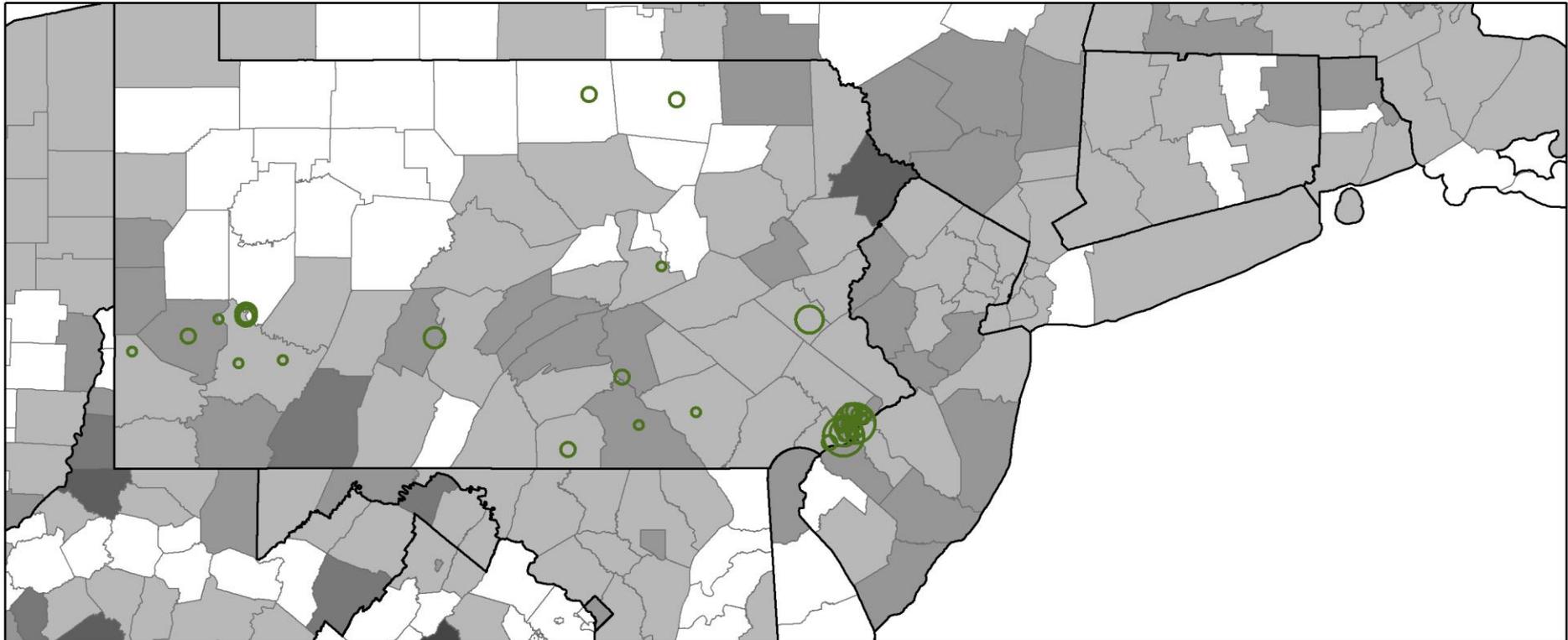
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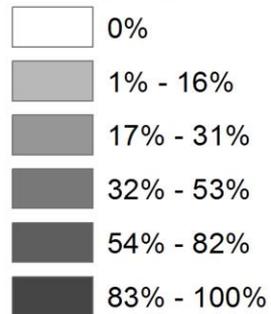
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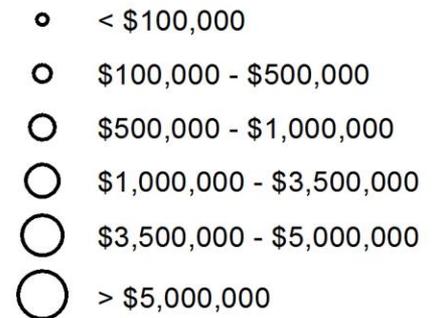
TRF's Investments in Food Systems : 2000-2007



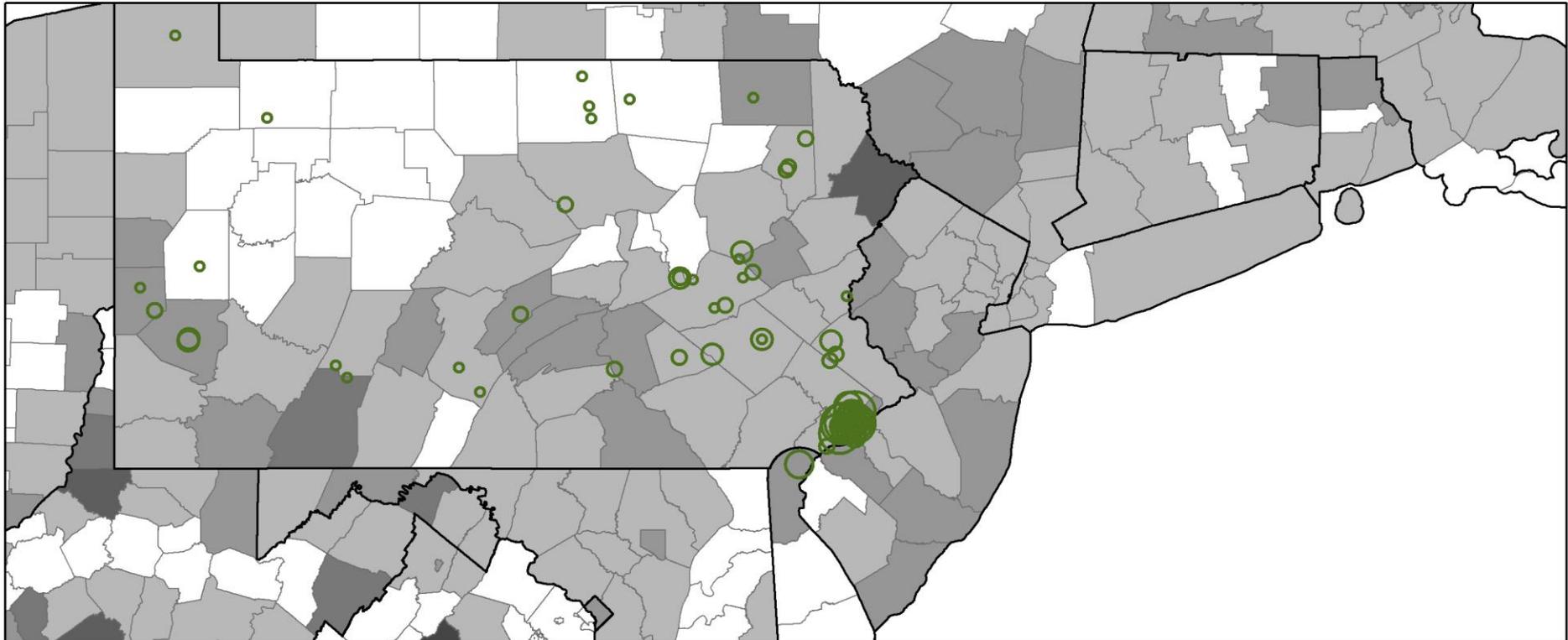
County Population within an LSA



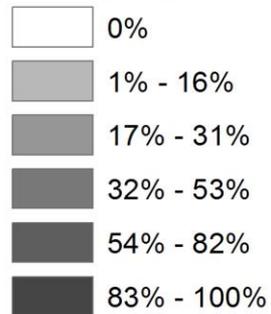
Investment Size



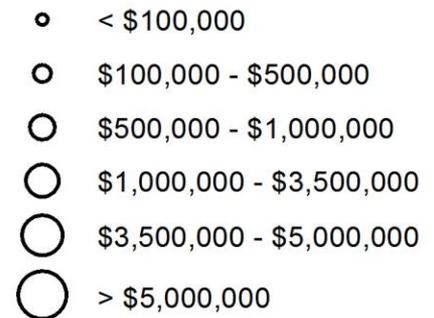
TRF's Investments in Food Systems : 2008-2010



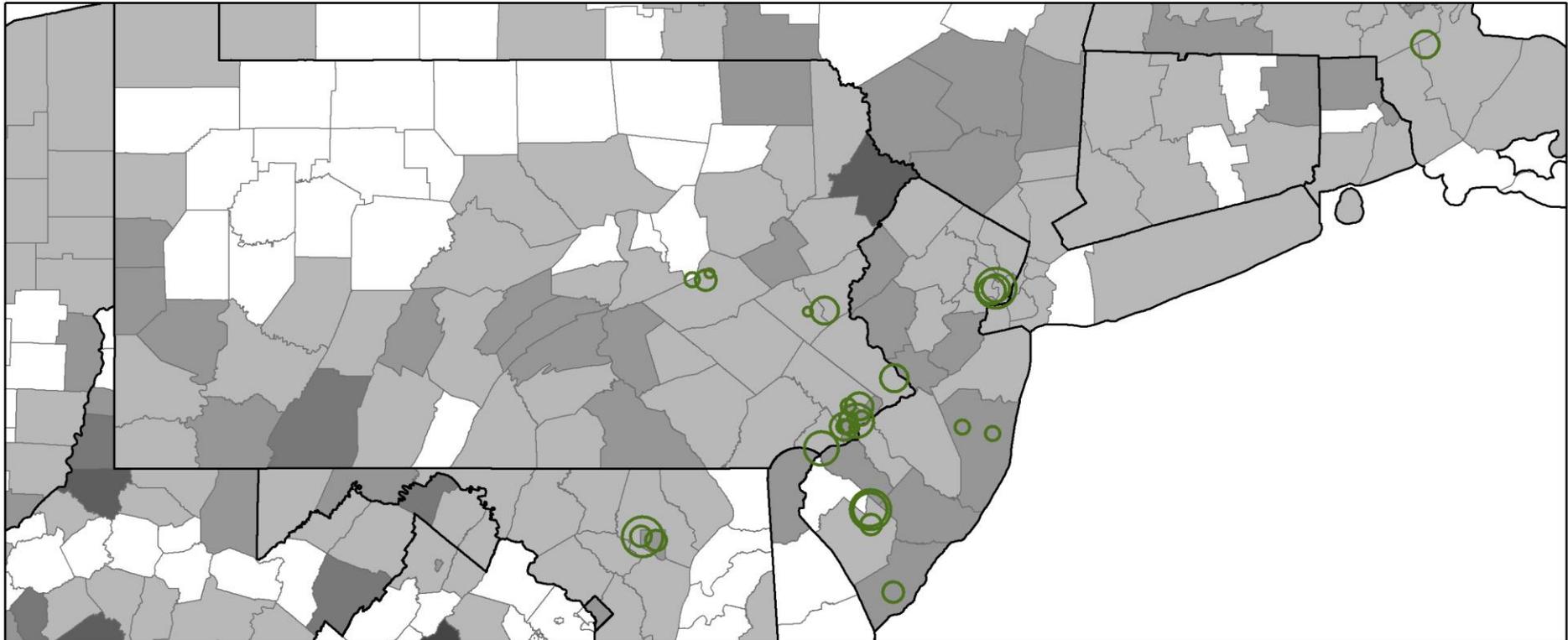
County Population within an LSA



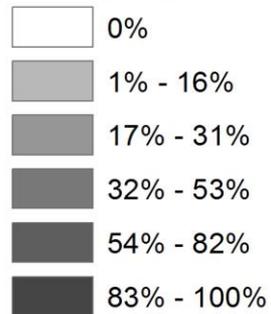
Investment Size



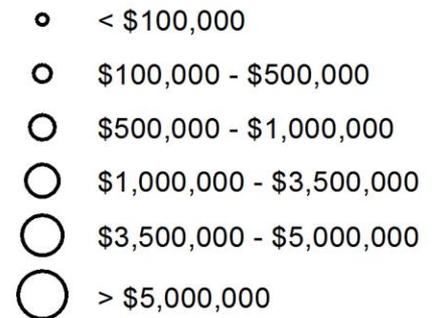
TRF's Investments in Food Systems : 2011-2013



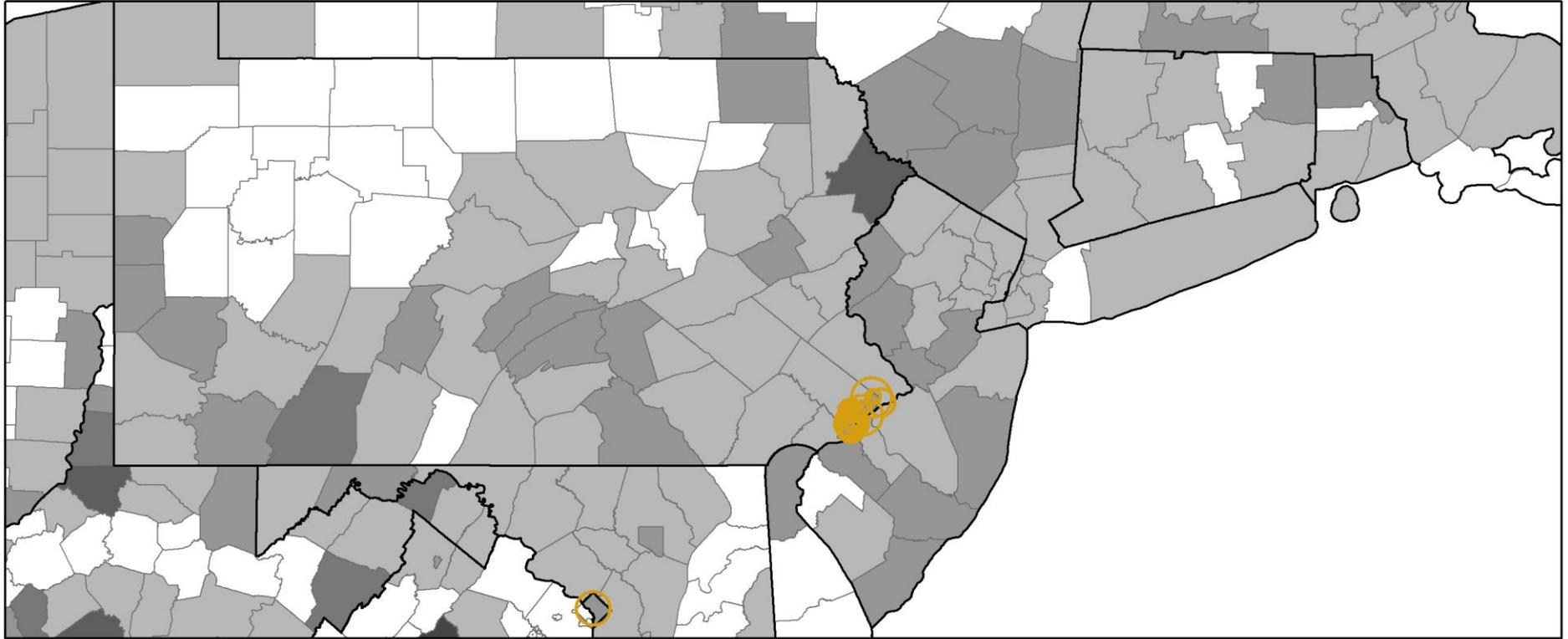
County Population within an LSA



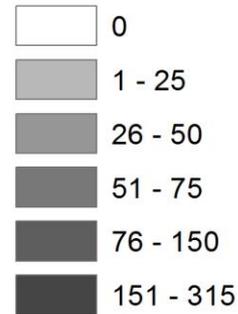
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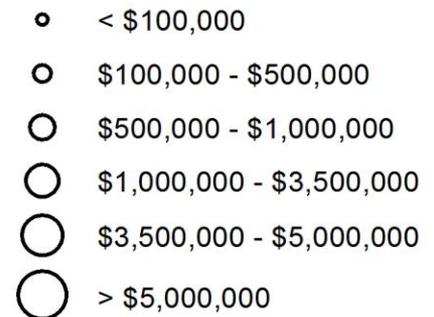
TRF's Investments in Charter Schools : 2000-2004



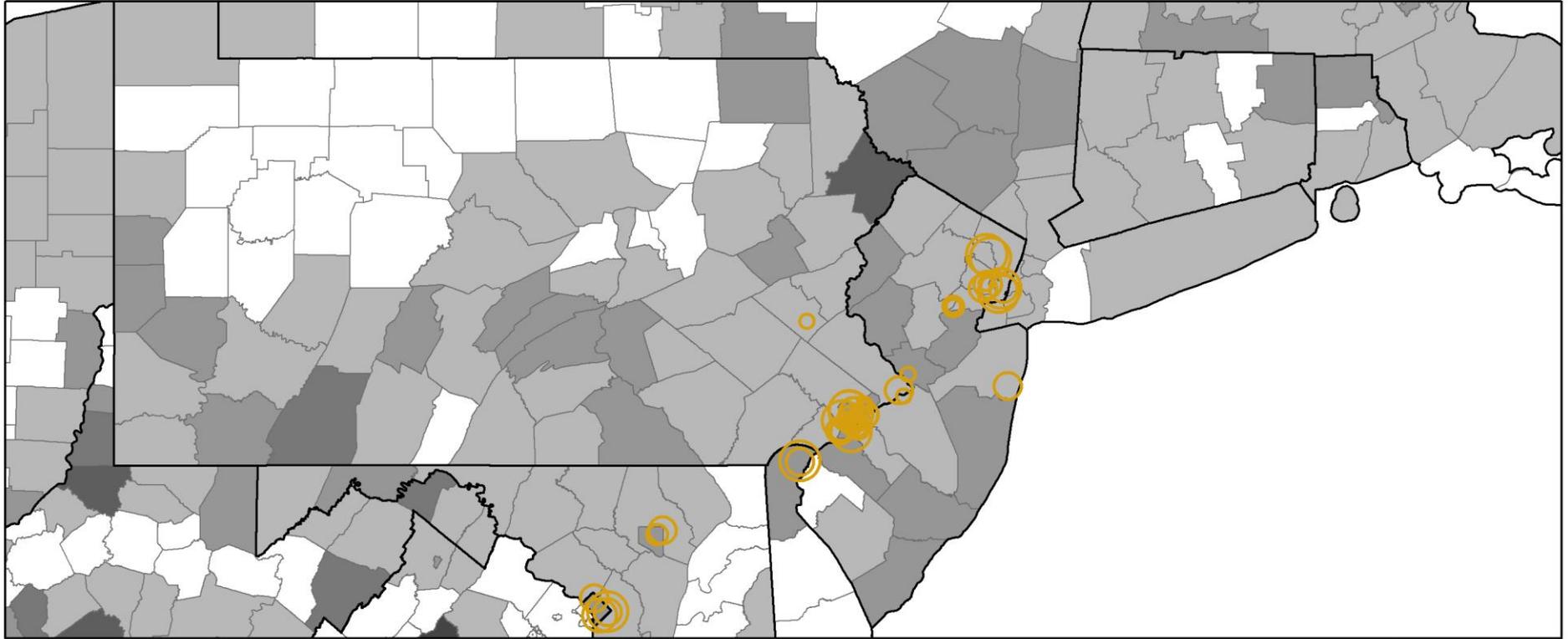
Charter Schools in County (2013)



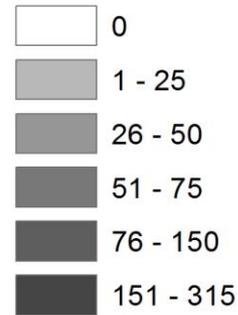
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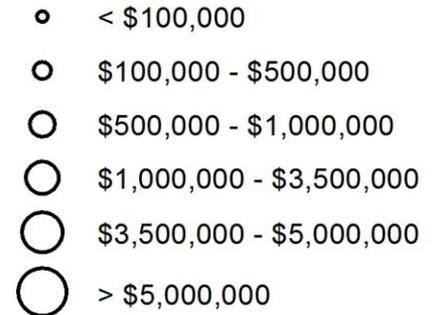
TRF's Investments in Charter Schools : 2005-2009



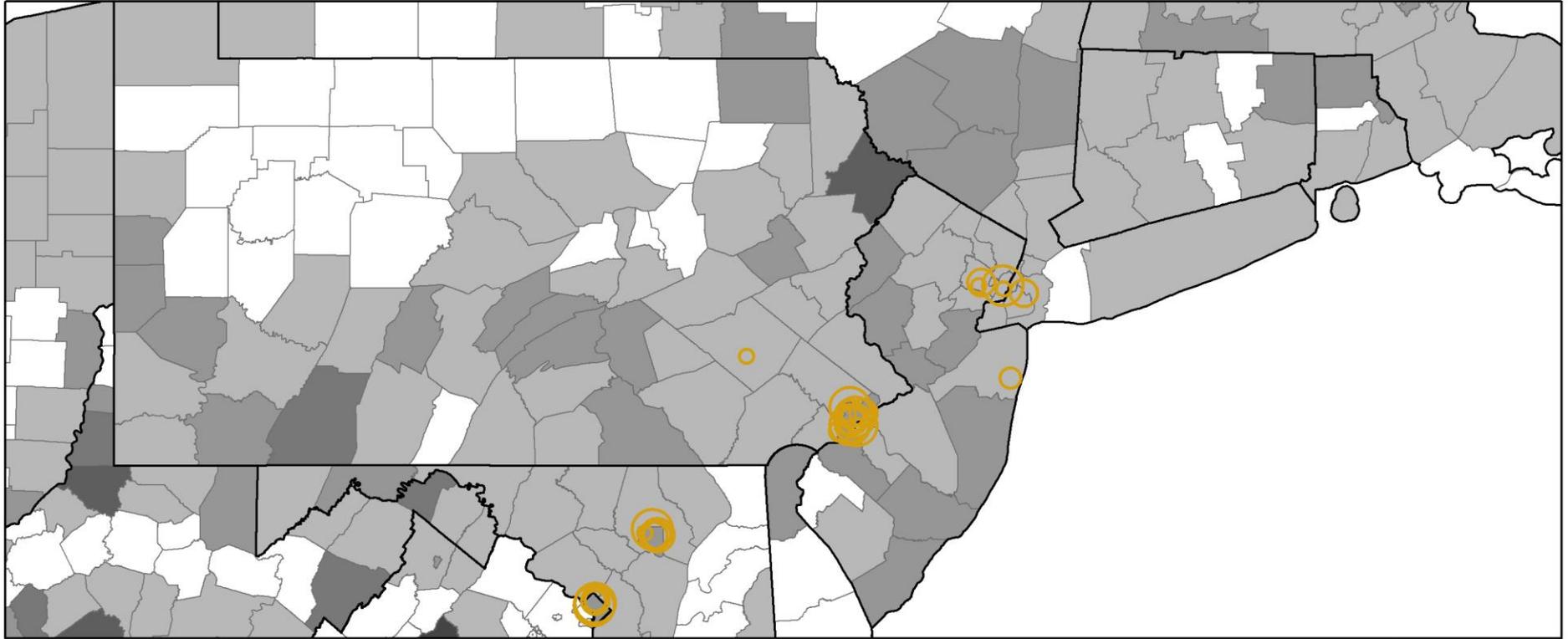
Charter Schools in County (2013)



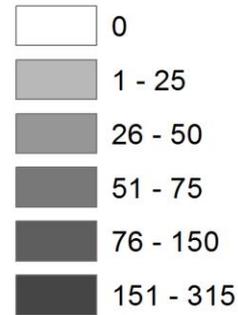
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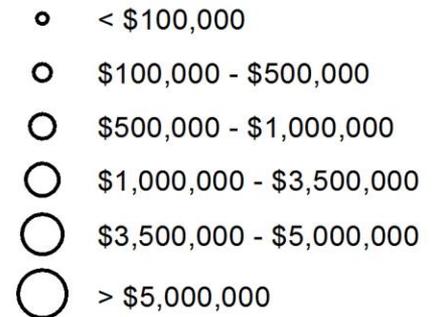
TRF's Investments in Charter Schools : 2010-2014



Charter Schools in County (2013)



Investment Size



Examples of Measuring Impact

Measuring Impact of Food Investments

- TRF's Limited Supermarket Access (LSA) provides a deeper understanding of the characteristics of areas with inequitable and inadequate access to healthy food.
- The LSA is continually updated and identifies areas of greatest need and market potential within low- and moderate-income communities. In 2014, TRF updated this analysis for the nation, adding data for nine years beginning in 2005.
- According to TRF's study, 133,019 people in Philadelphia lived in areas without easy access to healthy options in 2013, a decrease of 56% from 2005, when 301,397 people struggled to find healthy foods in their neighborhoods.
- Philadelphia also saw a net increase of 48% in the number of full-service stores between 2005 and 2013, outpacing Pennsylvania and the nation (38% and 31%, respectively).

Store Location is Critical for Increasing Access

Table 6: Impact of TRF-Financed Supermarkets in Philadelphia on Nearby Populations by Year Stores Opened (as of June 2013)

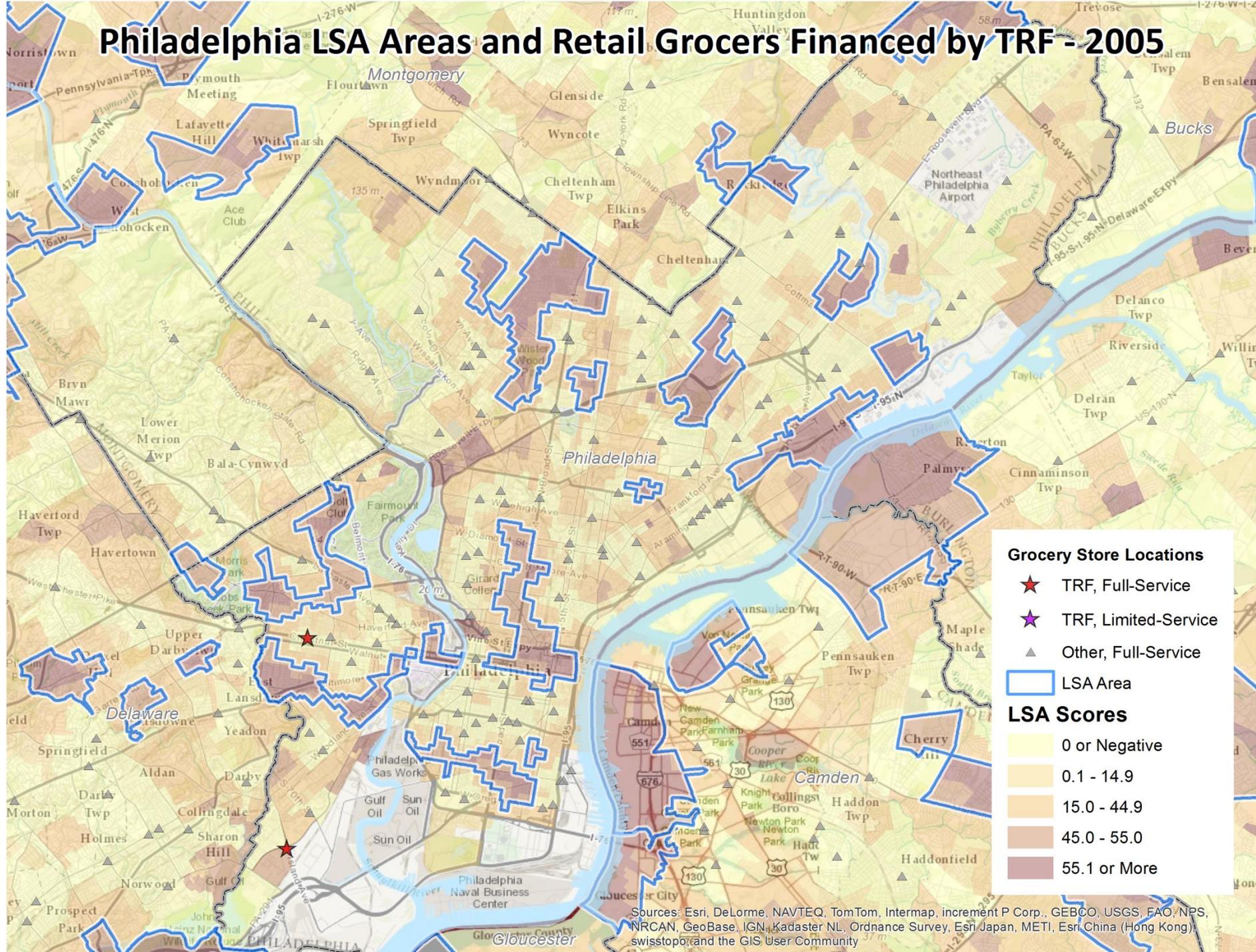
<i>Year Stores Opened*</i>	<i>Population for which TRF Stores are Nearest Option</i>	<i>Population that would Live in an LSA Eligible Block Group but for TRF-Financed Store(s)</i>	<i># TRF-Financed Stores Opening</i>
2005	38,596	14,066	2
2006	40,925	15,536	3
2007	4,936	2,470	1
2008	12,512	4,933	1
2009	26,219	12,495	1
2010	18,090	9,129	1
2011	20,285	3,330	2
2012	25,253	4,917	2
2013	-	-	-
All Years	186,816	66,876	13

*Existing stores financed by TRF that were open prior to 2005 are reflected in the 2005 figures. TRF did not finance any stores that opened during 2013.

Source: TRF, 2014

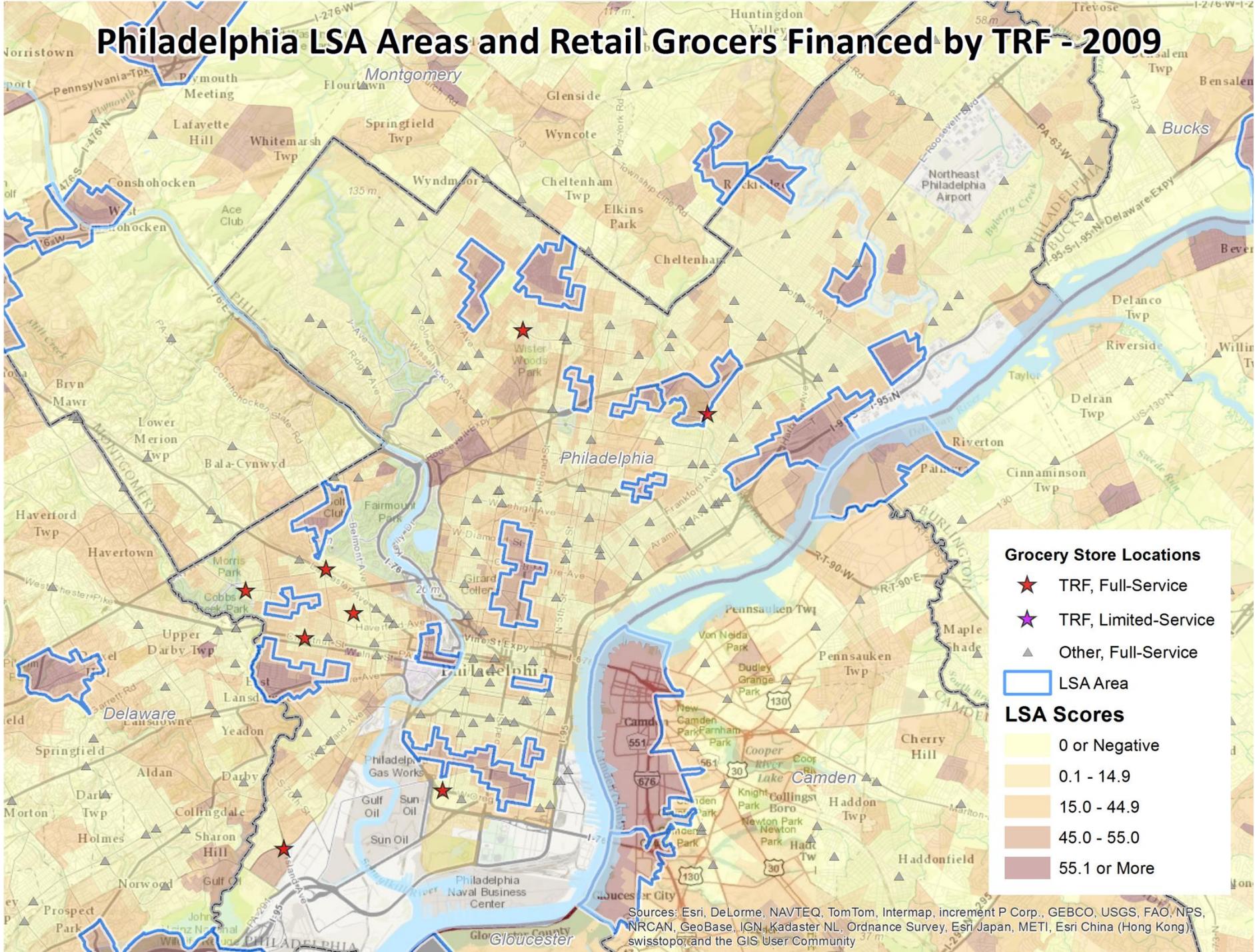


Philadelphia LSA Areas and Retail Grocers Financed by TRF - 2005

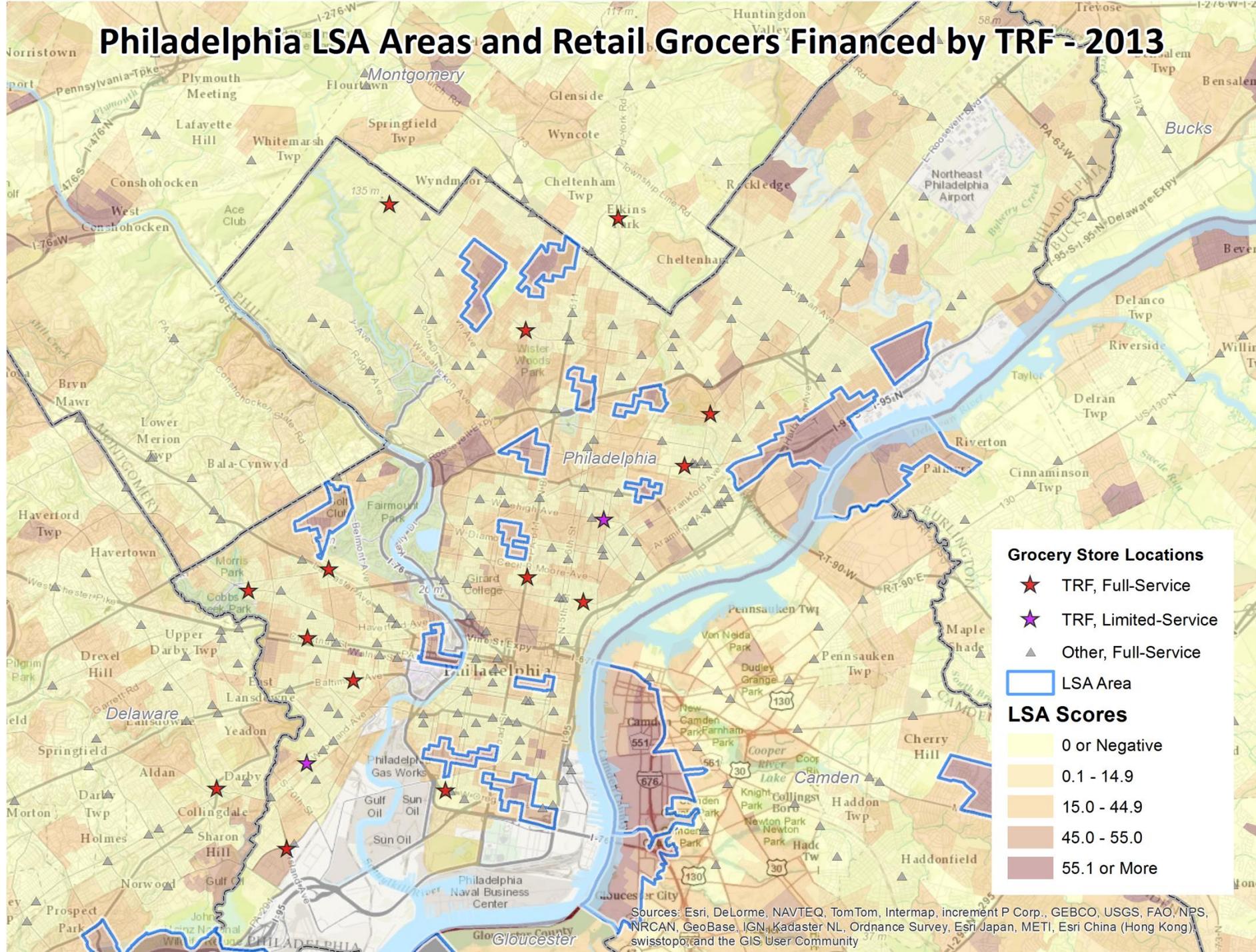


Sources: Esri, DeLorme, NAVTEQ, TomTom, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, and the GIS User Community

Philadelphia LSA Areas and Retail Grocers Financed by TRF - 2009

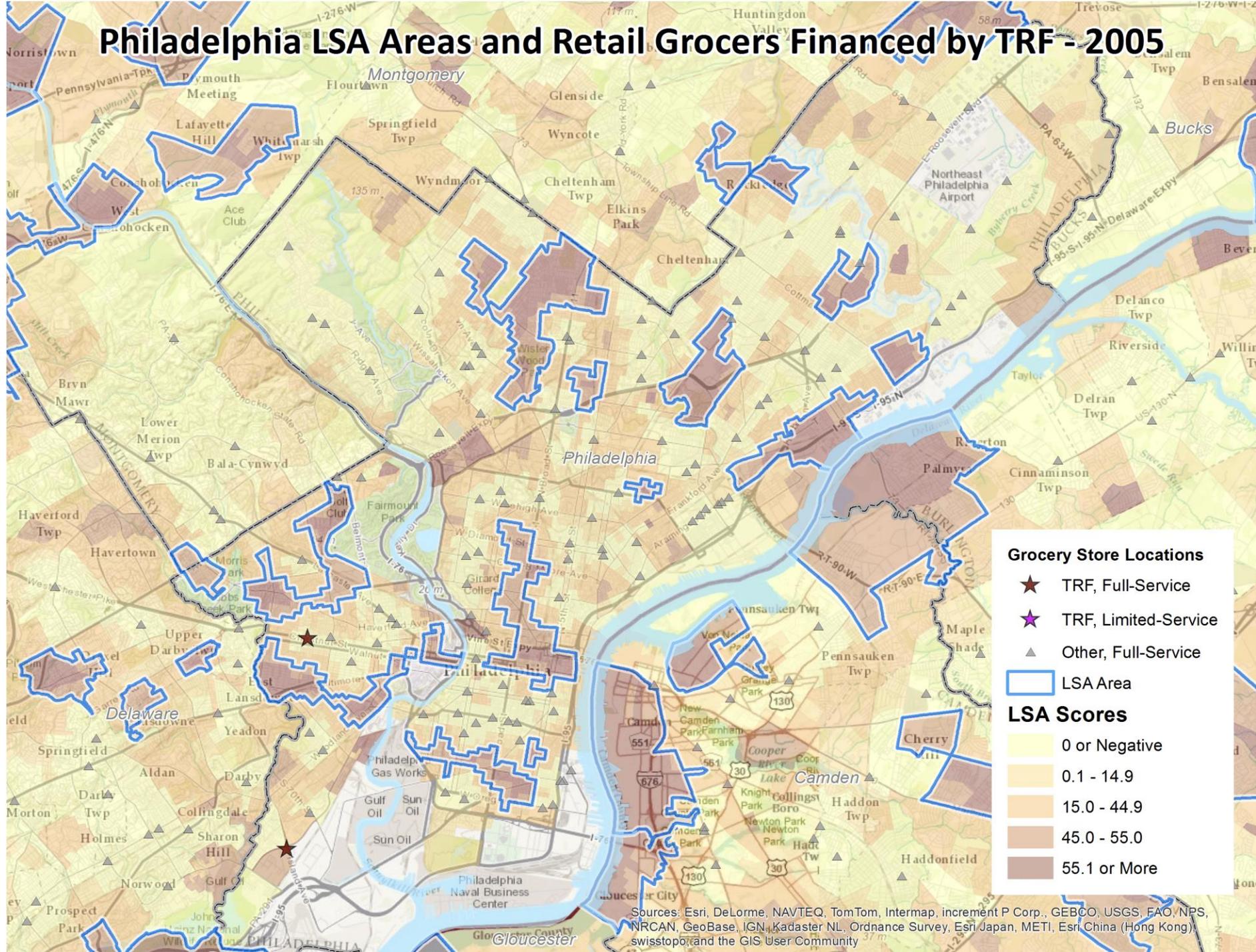


Philadelphia LSA Areas and Retail Grocers Financed by TRF - 2013



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TRF in Baltimore – Outcomes

226 homes

620,000 sq. ft. of
commercial space

1,017 charter school seats

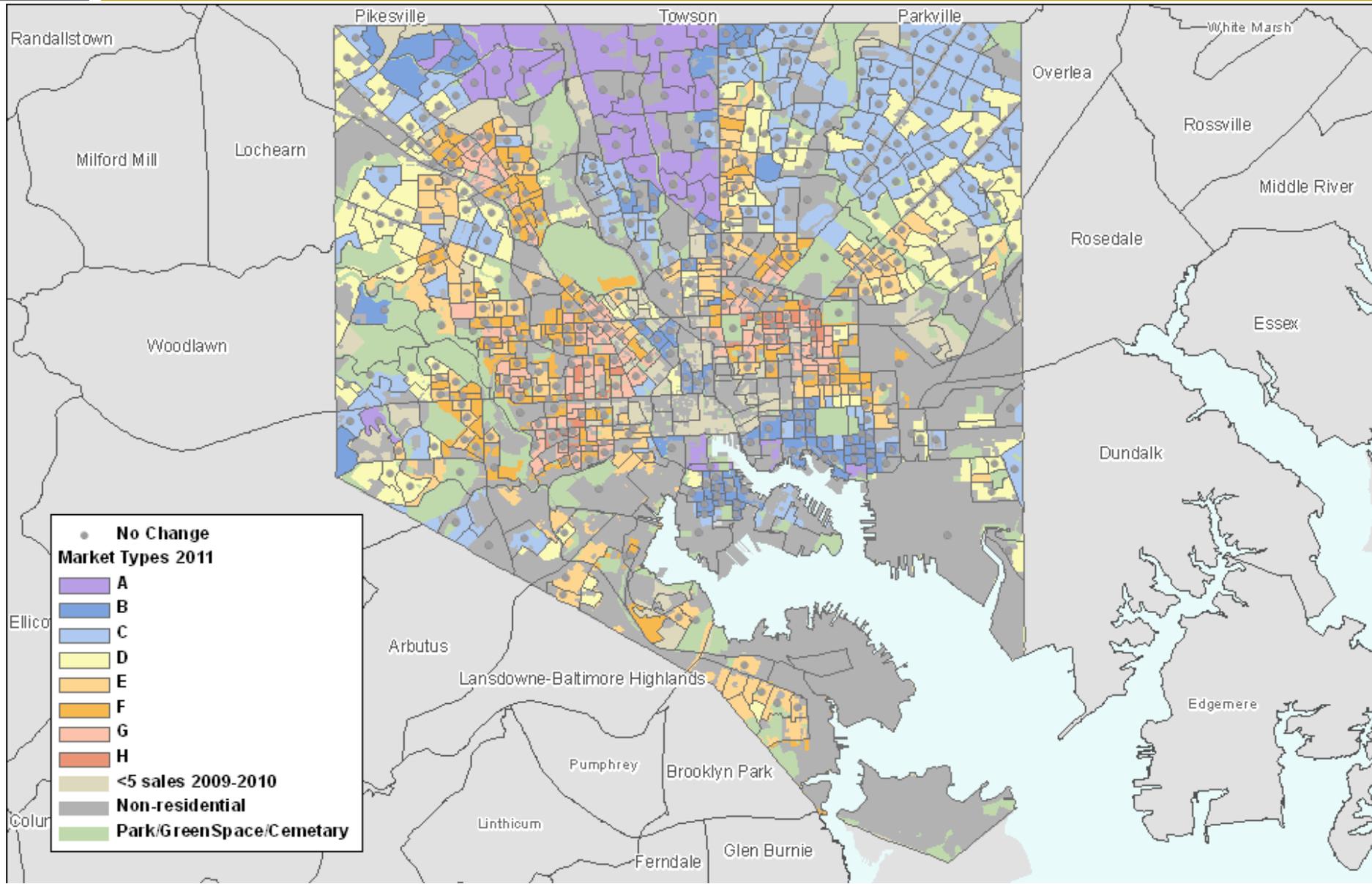
740 FTE jobs and 3,390
construction jobs

35% drop in total vacant homes
in Oliver neighborhood

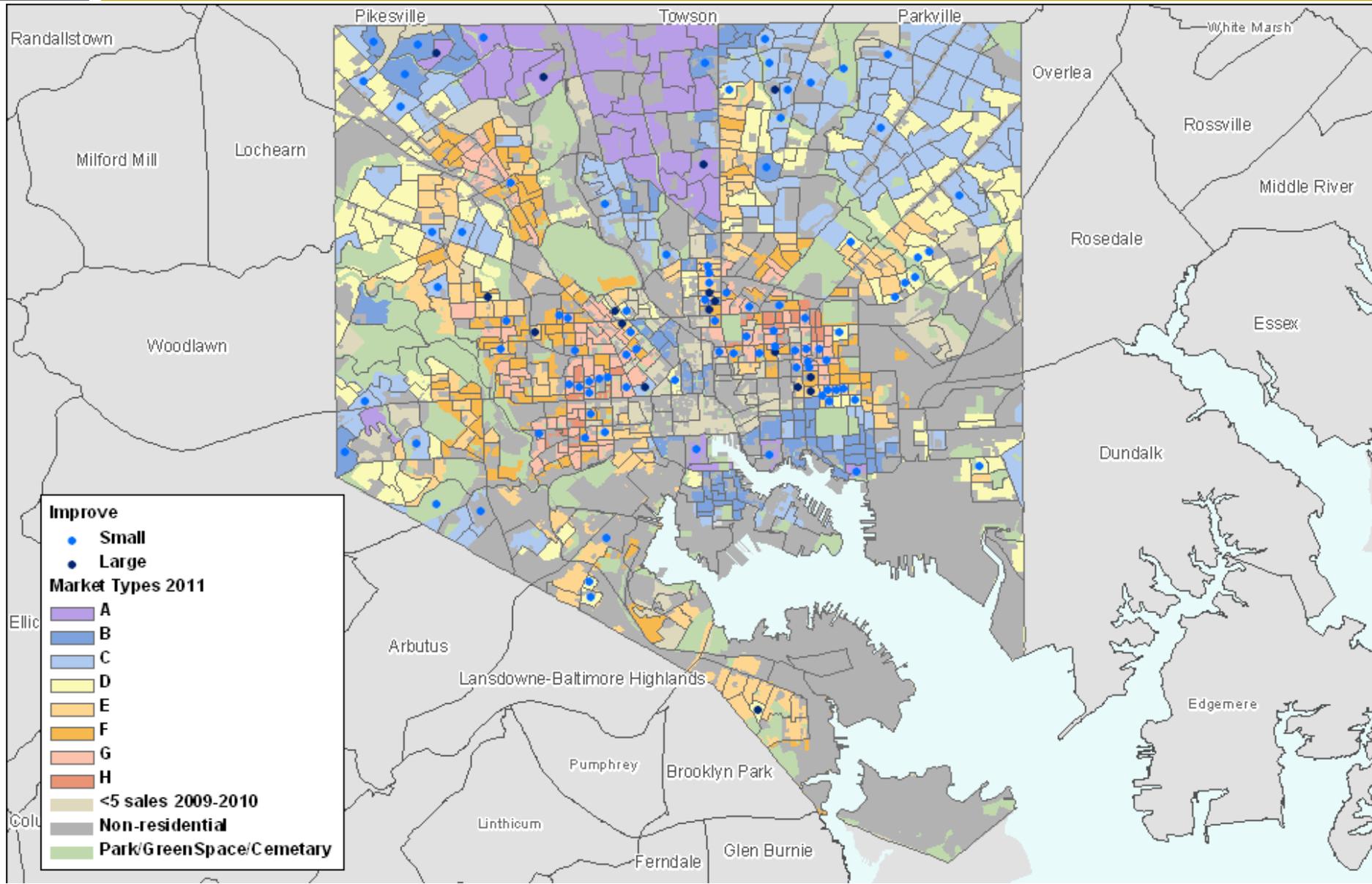
Now: Conducting household
surveys to understand the impact
on residents



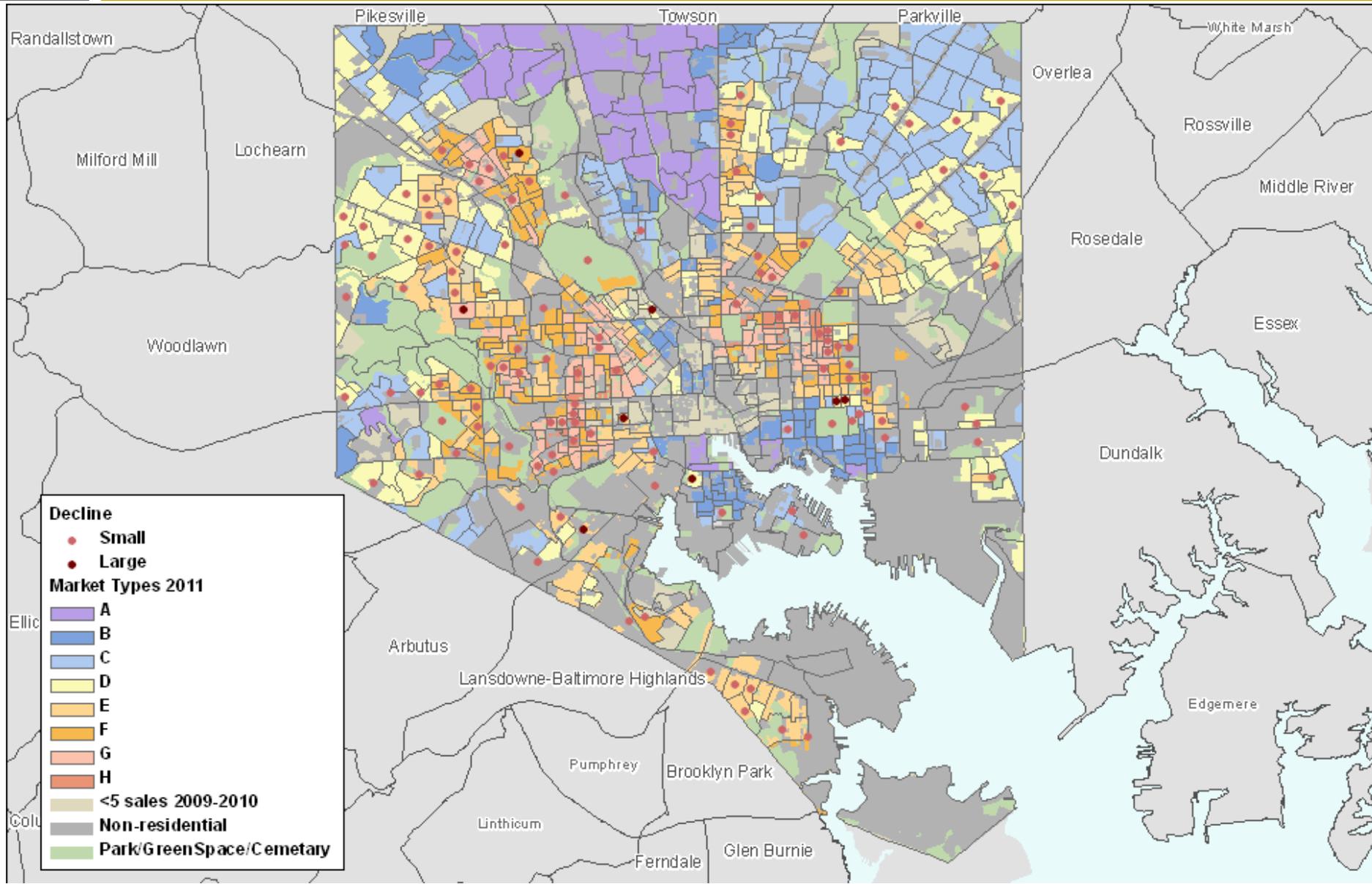
Baltimore: Areas that Did Not Change



Baltimore: Areas that Improved



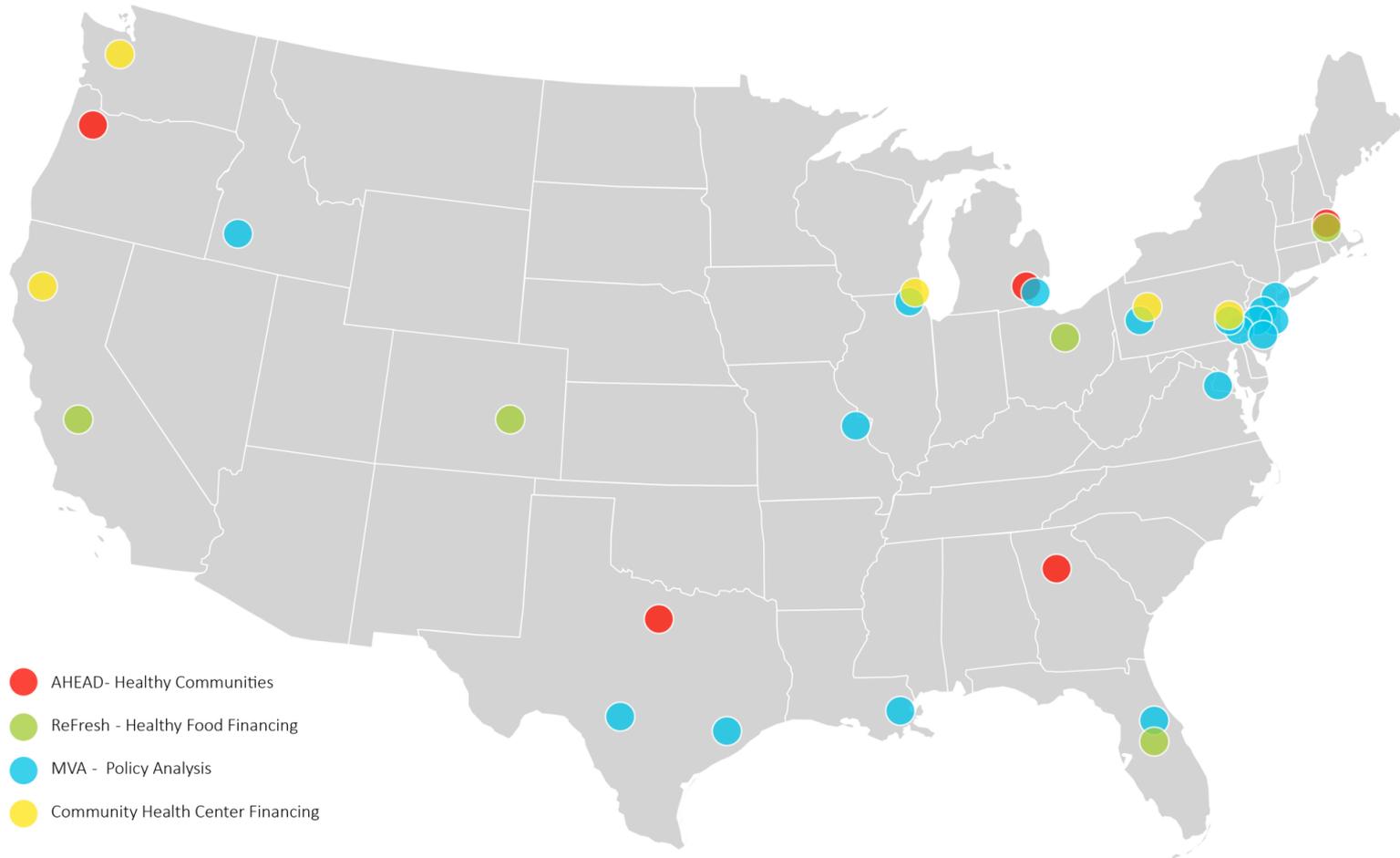
Baltimore: Areas that Declined





Looking Forward

Widening Geography and Impact



TRF's activity now spans the US, strategically aligning our capital structuring and data expertise to build on community strengths. Also critical is delivering the complement of investments needed to help make a community a healthy community of opportunity for its low wealth residents.

Widening Geography and Impact

30 **MVAs** for cities across the country. Recently completed MVAs include Milwaukee, WI, St. Louis, MO, Houston, TX, Jacksonville, FL, Atlantic City, NJ, Wilmington, DE and a 4th update to Baltimore's MVA. Under way are Indianapolis, IN, New Orleans, LA, Prince George's County, MD and Allegheny, County, PA.

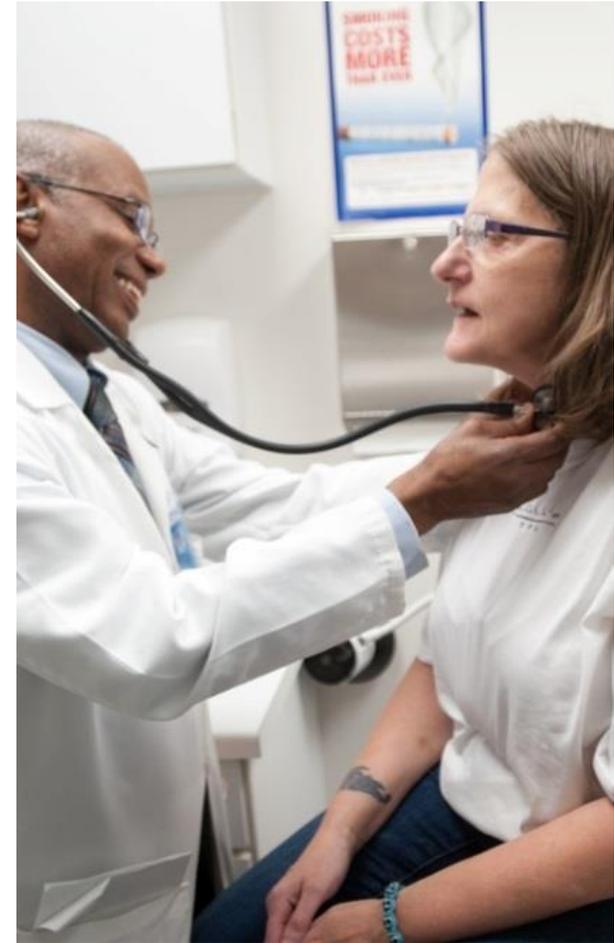
TRF's **healthy food financing** work is a national model for others embarking on similar financing efforts. With support from the JPMorgan Chase Foundation, TRF began working with CDFIs in Ohio, Colorado, Florida and Northern California, to build their capacities to establish or expand local healthy food financing efforts. We have recently added CDFIs in Massachusetts, Virginia and Native American communities, with more coming on board soon.



Widening Geography and Impact

TRF is part of the **Collaborative for Healthy Communities**, a national initiative to provide capital for community health centers. Through the Collaborative we have financed FQHCs in the mid-Atlantic as well as Milwaukee, WI, Tacoma, WA & Redding, CA.

We have partnered with the Public Health Institutes to **align health and community development**. The AHEAD initiative will pilot in neighborhoods where both health and social inequities are concentrated in 5 cities—Atlanta, Dallas, Boston, Portland and Detroit.



Data-Driven Capital Strategies

TRF completed a pilot in Philadelphia that uses data to strategically target investments in quality early childhood education.

Funded by the William Penn Foundation, TRF used data to identify areas where high-quality care is most scarce and where investments are most needed.

Building on this analysis, the William Penn Foundation seeded the Fund for Quality, to provide the resources and capital necessary to help quality providers expand their services. The pilot supported 14 providers who will add 850 new seats for children in Philadelphia.



Location Enter Address, City, County, State, or Zip

Export map Clear map

Map Report

The extent to which the difference between total supply and demand matches the expected shorta...

Boundaries

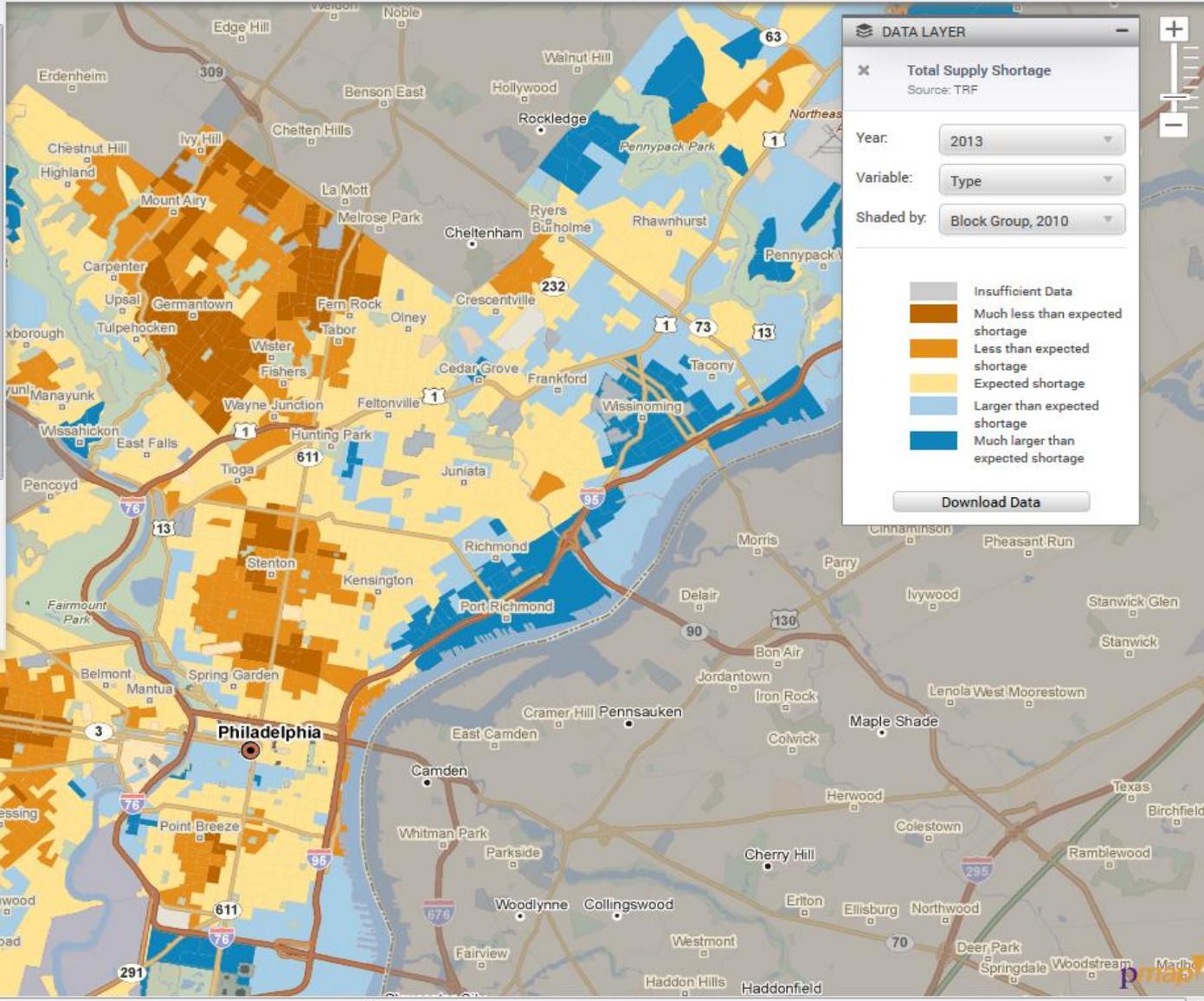
Use the set location bar to find your area of interest or start by adding data to the map.

Layers

Points, Lines, Polygons

- Childcare Supply
- Childcare Demand
- Childcare Shortage
 - Total Relative Shortage
 - Certified Relative Shortage
 - High Quality Relative Shortage
 - Total Absolute Shortage
 - Total Absolute Shortage (Buffered)
 - Certified Absolute Shortage
 - Certified Absolute Shortage (Buffered)
 - High Quality Absolute Shortage
 - High Quality Absolute

- Childcare Supply
- Transportation
- % Families in Poverty
- % African American Population
- % Hispanic Population
- City Resources



DATA LAYER

✕ Total Supply Shortage
Source: TRF

Year: 2013

Variable: Type

Shaded by: Block Group, 2010

Download Data

Ira J. Goldstein

ira.goldstein@trfund.com
www.trfund.com

@trfund

www.trfund.com

www.policymap.com



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