



***CDFI Friendly America** is on a mission to bring the \$190 billion CDFI industry to underserved communities in towns and small cities across the nation.*

CDFIs create opportunities by providing financing and expertise to people and communities outside the economic mainstream. They are private financial institutions working for public purposes, using flexible, affordable financing and decades of experience to produce inclusive, equitable, and sustainable results. CDFIs are profitable but not profit-maximizing.

CDFIs deliver true impact but they are not everywhere they are needed. Today most communities in the United States do not benefit from CDFI financing. We think they should. And can. And will.

Introducing **CDFI Friendly America**.

CDFI Friendly America is bringing CDFIs and communities together to benefit underserved people and places across the United States. And we are connecting flexible, affordable financing with vital investments — in small businesses, in affordable housing, in healthy foods — creating more opportunity for all.

We organize CDFI Friendly markets—matching supply and demand to make it easier and more productive for CDFIs and communities to partner. CDFI Friendly strategies are already working in Bloomington, IN, and South Bend.

We help community, civic, business, philanthropic, financial, and public leaders learn how to attract and use CDFI financing. And then we help them build and implement strategies that create new opportunities.

- We educate communities about the unique work that CDFIs do and how they make new opportunities possible.
- We help communities identify potential financing opportunities and introduce them to matching CDFIs.
- We mine the national CDFI industry for innovative solutions that are already working in other communities.
- We advise community leaders how to structure and complete transactions that are true to their needs while, at the same time, helping CDFIs understand and work with local market conditions.
- We set realistic goals based on fresh awareness of your community's potential and we chart success.

Together, the founders of CDFI Friendly America, Mark A. Pinsky and Adina Abramowitz have been helping CDFIs extend their coverage for more than 30 years. We are strategic advisors with more than 60 years of combined experience leading and working in and around the CDFI industry. We have seen—and contributed to—its remarkable growth, its outstanding performance, and its unparalleled track record of high impact in housing, small business, and community facilities.

- **Mark** led the CDFI industry from 1993 to 2016. He created the CDFI Friendly model in 2017 with Bloomington, IN, the first CDFI Friendly Community. He is a national expert on public purpose finance.
- **Adina** has worked with and around CDFIs for more than 30 years. She is an experienced CDFI executive, an innovative trainer and consultant, and a leading authority on CDFI strategy and operations.

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