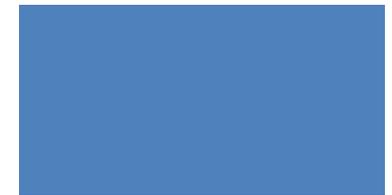
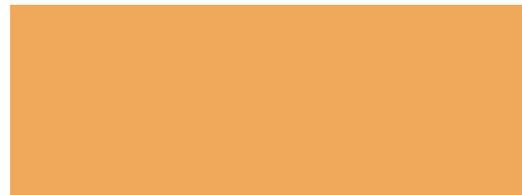


Investments in Rural America: Create Jobs for USA Initiative



Lina Page and Beth Lipson,
Opportunity Finance Network
David R. Dangler,
National Alliance for Rural Policy network

Jessica Hiemenz & Beverlie Sopiop
National Consumer Law Center

April 18, 2013





Working together to promote a vibrant rural America.

Experience Works · First Nations Development Institute · Housing Assistance Council · Indian Country Conservancy · National Association of Community Health Centers · National Association of Development Organizations Research Foundation

National Consumer Law Center · National Trust for Historic Preservation · National Rural Health Association · National Youth Leadership Network · NeighborWorks America · Save the Children · United Farm Workers Foundation

Presenter –Lina Page



- **Lina Page, Executive Vice President, Strategic Communications.**
- Lina joined OFN in 2004, and plays a critical role in developing OFN's strategic communications plan, branding, and marketing to support organizational growth.
- Lina has more than 20 years experience building brand awareness in dynamic fields such as financial services, biometric security, information technology, and publishing.
- Her expertise includes branding, leadership positioning, marketing strategy, and integrated marketing programs to support business objectives.
- Prior to OFN, she was the Director of Global Marketing for biometric security company Iridian Technologies.
- Lina also worked as Vice President for Corporate Communications at Paytrust, an Internet-based financial services organization.
- She also conducted marketing for the publisher Random House, Inc.



Presenter – Beth Lipson



- Beth joined Opportunity Finance Network in 1997. She worked on the Financial Services team for nine years, took on the role of CFO in 2006, and moved into a newly-created position of EVP, Strategic Initiatives in 2012.
- In her current role, she manages OFN's significant cross-functional initiatives, including the NEXT Awards and Create Jobs for USA.
- In her history with OFN, Beth has touched many of the organization's financial programs and initiatives – managing OFN's data collection and publications, OFN's managed assets services relationships with CDFI investors, and OFN's Financing Fund, including underwriting and monitoring loans and investments in CDFIs.
- Beth has a MBA from the Wharton School, and her previous experiences include valuing businesses at Coopers and Lybrand and researching trends in savings and loans at the Federal Reserve Board.





**National Partnership Provides Model
for New Visibility & Capital:
Create Jobs for USA**

Lina Page, EVP, Strategic Communications
Beth Lipson, EVP, Strategic Initiatives



How Did Create Jobs Come About?

- August 8, 2011: Message from Howard Schultz
- Pizza night at Howard's
- October 3, 2011: Public announcement





What Is Create Jobs for USA?

- Create Jobs for USA Fund raises donations from individuals and small and large corporations.
 - Americans helping Americans create jobs
- The Fund provides capital grants to CDFIs in rural and urban communities
- CDFIs will leverage capital grants to provide loans to Community Businesses to create and retain jobs



Progress to Date

- **Donations :** \$15 million
- **Supporters:** 800,000, including individuals, small business, and corporations
- **Expected Job Creation/Retention:** 5,000 jobs supported by \$105 million in loans to Community Businesses
- **Capital Grants Disbursed:** to 110 CDFIs, including 27 rural CDFIs



Why Did Starbucks Choose CDFIs & OFN?

Performance

- Performance-based network of CDFIs
- CDFIs make every \$1 do the work of \$7

Impact: CDFIs deliver measurable impact

- Jobs created and retained to diverse community businesses

Marketing / Visibility

- Industry had capacity to support visibility campaign
- Borrower Stories
- Statistics & Industry Information



\$15 Million in Donations

- Create Jobs for USA is an open platform providing corporations and individuals an opportunity to support job creation and retention efforts across the U.S.
- **Founding Members:** Starbucks & OFN
- **Headline Supporters:** Google Offers, Banana Republic, Citi
- **Contributors:** Mastercard, NASDAQ, Marriott International, Facebook, Speck, Blast Radius, TakePart.org; Kroger
- **Individuals:** Donate \$5 to Create Jobs for USA and get a wristband www.createjobsforusa.org



JobRaising Challenge with Huffington Post

■ Crowdfunding

Growing source of fundraising for non-profits

THE HUFFINGTON POST | skell FOUNDATION | With special thanks to our knowledge partner McKinsey & Company | @crowdrise | LOGIN or SIGN UP | Login

JOB RAISING CHALLENGE

OVER \$1.2 MILLION RAISED TO PUT AMERICA BACK TO WORK

OPPORTUNITY FINANCE NETWORK'S FUNDRAISER: **CREATE JOBS FOR USA**

FUNDRAISER INFO | DONATIONS | THE TEAM

TURN DONATIONS INTO LOANS

CREATE Jobs for USA

★ ★ ★ ★ ★

BENEFITING: Opportunity Finance Network
EVENT: JobRaising

THE STORY:

Create Jobs for USA harnesses the power of the American people to create jobs. We have a simple, but proven, solution to the jobs crisis: we turn your donations into loans to community businesses so those businesses can grow and create jobs.

In one year, Create Jobs for USA has turned \$15 million in donations into \$105 million in loans to community businesses—creating or maintaining 5,000 jobs.

United, we are indivisible. Join us!

Help us make a job-creating loan by clicking the "Donate" button on the right. Every \$1 we receive will become \$7 in loans that help put more Americans back to work.

[See More](#)

DONATE TO THIS FUNDRAISER

\$4,770
MONEY RAISED

Trellist Marketing and Technology	\$100
Lisa Lyons	\$25
HOLly & Andy	\$20
Sabina	\$25

CREATE YOUR FUNDRAISER



Power of Brand

- Re-branding to OFN
- It wasn't an overnight success
- It wasn't easy: only 8 weeks to launch





INDIVISIBLE COLLECTION





Mainstream media coverage





HuffPost: Jalen Rose and Gina Woods blogs



Jalen Rose
ESPN/ABC studio analyst

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Jalen Rose Leadership Academy: Bringing a Quality Education and Jobs to Detroit

Posted: 02/01/2013 4:28 pm



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74

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I grew up on the northwest side of Detroit. My mother, a factory worker for Chrysler, raised me to be the man I am today. Although there were times we went with no heat, I remember how hard she worked to provide for my brothers, sister and me. There seemed to be plenty of jobs back then in the Motor City. Times sure have changed.

What most of you remember from my days at Michigan happened on the basketball court. Very few realize that I was actually a good stud also made the Dean's List. Education was important to me and that's why despite le



Create Jobs for USA

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Starbucks and Opportunity Finance Network: Taking Action to Reduce Unemployment in America

Posted: 02/05/2013 6:18 pm



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20

28

2

Since its launch in November 2011, Create Jobs for USA has mobilized more than \$15 million in donations and helped create and sustain more than 5,000 American jobs. I'd like to share the story of Jimmy Griffin and Vince Berg, who created 19 of those jobs.



Progress to Date: Visibility

Over 1 Billion Media and Advertising Impressions

- Media: 3,600 placements, yielding almost one billion impressions
- Advertising: 190MM impressions
- Stories: Community Business stories used in media, with partners, and on website.



**Frechette's
Sales & Service**

Buckfield, ME

2 jobs created





Brookford Farm

Canterbury, NH

15 jobs retained





Lessons Learned

- A new driver of visibility and capital for the field
- Brand matters
- Power of a simple message
- Importance of stories
- Corporations want to provide solutions to problems

www.opportunityfinance.net

www.createjobsforusa.org