



LEVERAGING CAPITAL FOR CHANGE

Introduction to BankImpact Dashboard Benefits and Updates

Leveraging Data to Support Mission-Oriented Banks

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Introductions and Logistics

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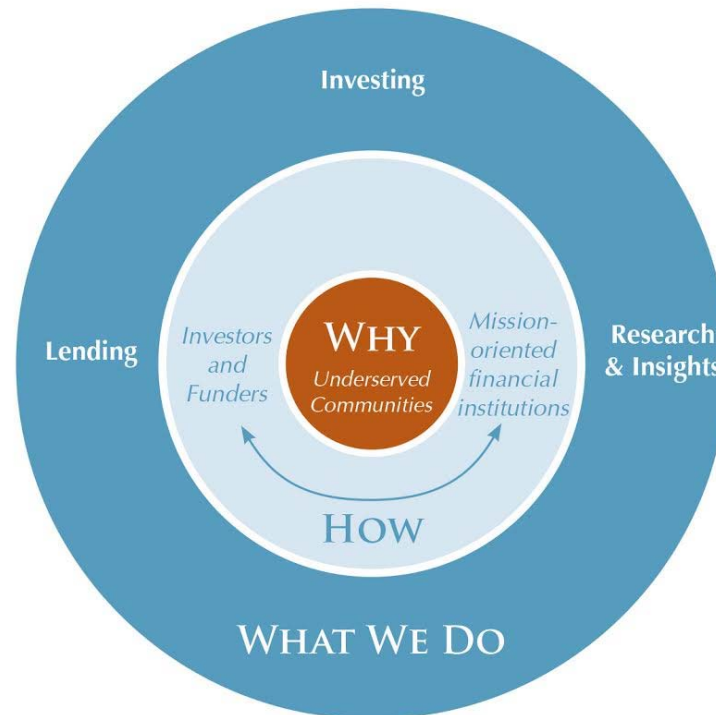
We welcome your questions
Type questions at any time. We
will answer them at the end of
the webinar



Introduction to NCIF

NCIF operates three business lines to support mission-oriented financial institutions:

- Investing – supporting institutions with equity and deposit investments
- Facilitating lending – channeling funds into LMI communities through New Markets Tax Credits lending
- Providing research and insights – turning data into information and action



Turning Data into Action

NCIF's Data Resources

Investors

NCIF offers investment opportunities that deliver **social, environmental, and financial returns** through the power of mission-oriented financial institutions and information to inform decision making.

Banks

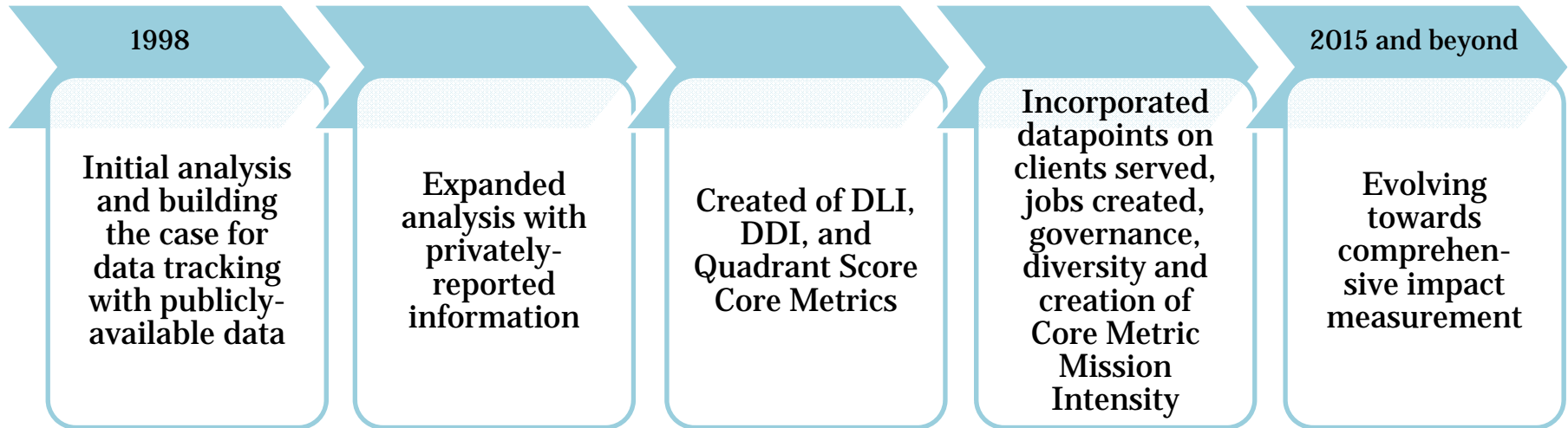
Institutions in the **NCIF Network** gain access to capital, visibility, business opportunities, metrics, and innovative solutions. Data can help benchmark and inform internal decisions.

Regulators/
Researchers

NCIF's **innovative thought leadership** positions us to advance and support the mission-oriented financial industry.

BankImpact Dashboards -- Custom Analysis – Publications – BankImpact Database

Advancing Social Performance Measurement

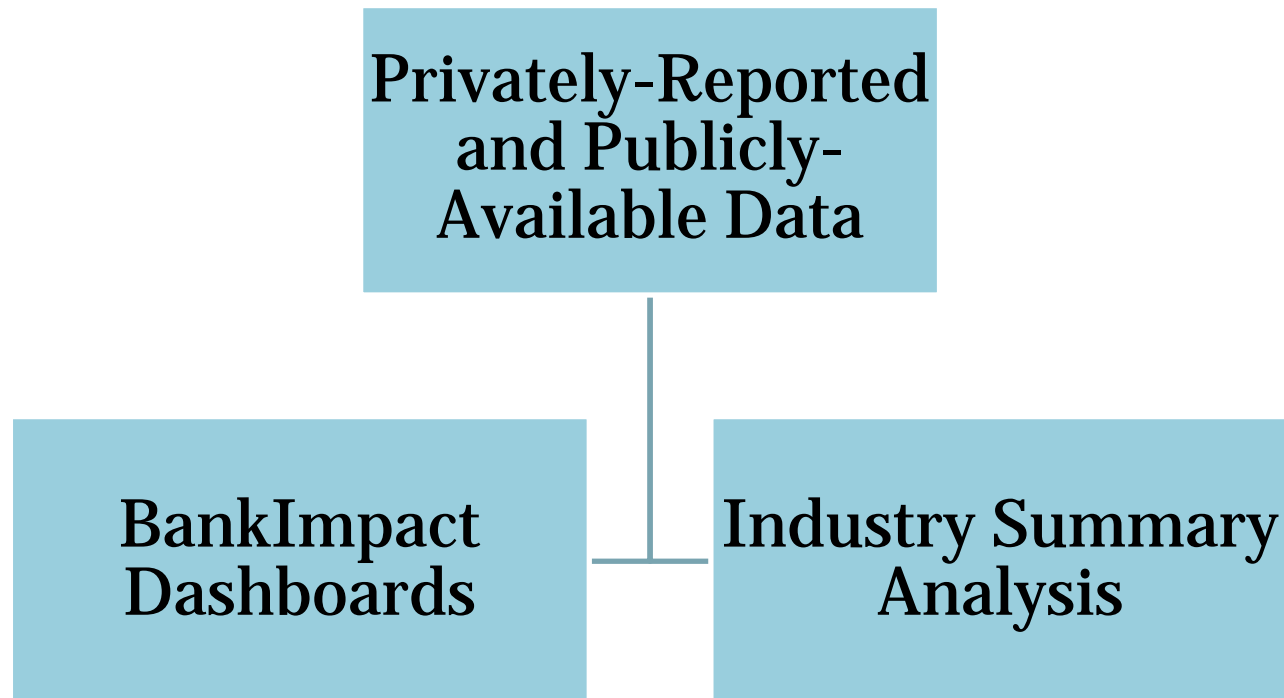


Features of the NCIF social performance measurement:

- Undertaken since 1998 with ongoing evolution
- Includes four core metrics (DLI, DDI, Quadrant Score and Mission Intensity) and additional data points to highlight social performance
- Includes publicly-available data and information reported directly from bank and credit union partners
- Aligned with IRIS metrics and complements CIIS reporting

Annual Data Collection Process

NCIF annually collects data from banks to inform its analysis of individual banks as well as to create industry level analysis.



The BankImpact Dashboards

Who participates?

- Mission-oriented banks interested in quantifying and promoting their impacts within their community
- In 2014, 24 banks participated. These banks are data pioneers in providing their data for analysis and in support of the industry overall:

Albina Community Bank ▪ Beneficial State Bank ▪ Broadway Federal Bank, FSB ▪ Carver FSB ▪ Citizens Savings Bank & Trust Co. ▪ Citizens Trust Bank ▪ City First Bank of D.C., N.A. ▪ City National Bank of New Jersey ▪ Community Bank of the Bay ▪ Continental National Bank ▪ Finance and Thrift Company ▪ First American International Bank ▪ First Eagle Bank ▪ Guaranty Bank & Trust Co. ▪ Illinois-Service Federal Savings & Loan Assoc. ▪ Industrial Bank ▪ Liberty Bank & Trust Co. ▪ Mechanics and Farmers Bank ▪ Mission National Bank ▪ Native American Bank, N.A. ▪ Security Federal Bank ▪ Spring Bank ▪ The Harbor Bank of Maryland ▪ Urban Partnership Bank

Who uses the dashboards?

- **Banks** use analysis internally, to guide internal understanding of impacts
- **Investors** use as third-party documentation of the products and services and social impact
- **Regulators**, to expand the understanding of the mission-oriented banks
- **Community members**, to promote the important role of the bank in the community

Benefits of Reporting

By participating in the BankImpact Dashboard process, reporting banks receive a range of benefits:

- **Reduced burden of reporting:**
 - To streamline data collection and reporting, survey is aligned with the global standard in impact metrics, the IRIS system
 - To reduce redundancies, survey compliments the CDFI CIIS reporting
- **Third-party analysis of social performance**
- **Year over year comparisons**
- **Peer group comparisons**
- **Become part of the NCIF Network**



Reducing Reporting Burden

This year's survey includes new features to streamline reporting and align data with other reporting requirements:

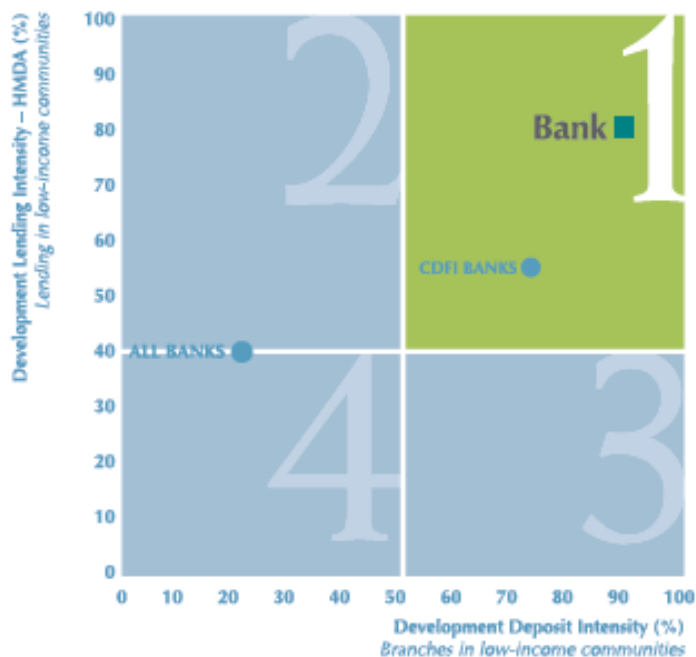
- *Mapped to global standards:* Questions are aligned with IRIS metrics, with links to the full IRIS definition
- *Transportable to additional data needs:* Survey includes tips, noting where data can be transported between NCIF reporting and other data needs
 - CDFI Fund CIIS reporting
 - CDFI Fund Financial Assistance and BEA applications as well
 - User IRIS metrics to take to other reporting needs
- *Ease of reporting:* All questions are accompanied by full definitions and guidance points

Promoting Reporting Banks

NCIF highlights reporting banks as data pioneers and for their strong social performance. The 2014 reporting banks were featured in front of investors, regulators and the general NCIF audience in the following sources:

- **The Telling the Story Report – an aggregate representation of the impact of the banks**
 - The report received press coverage in 9 media outlets, including twice in American Banker
 - Pending feature of banks in Chronical of Philanthropy
- **Coverage in NCIF newsletters**
- **NCIF webinars on the BankImpact Dashboards**
- **Network bank pages on the NCIF website**

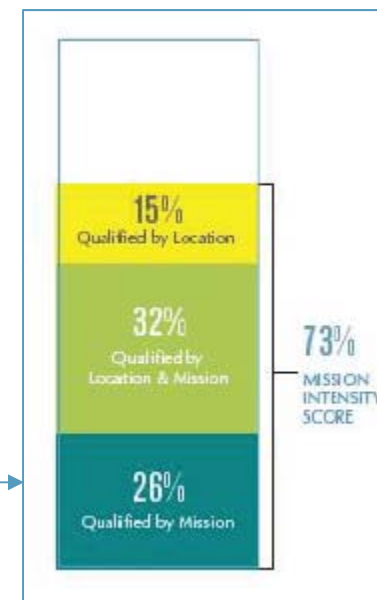
A Look Inside the BankImpact Dashboards



Quadrant 1 Bank 1

■ **TOP 10% BANK.** Less than 10% of all banks achieve a Quadrant 1 ranking for social performance.

Mission Intensity:
Comprehensive impact of lending activity



Quadrant Analysis: Represents overall concentration in LMI areas w/peer group comparison

Development Lending Intensity (DLI): Concentration of lending in LMI areas by loan category

	Median score of reporting banks
DLI-All Loans	63.6%
DLI-Housing*	56.1%
DLI-CRE	61.5%
DLI-Small Business	59.3%
DLI-Agriculture	99.5%
DLI-Consumer	63.7%

A Look Inside the BankImpact Dashboards

Number of Lending Clients	79
Number of Depository Clients	17,160
Number of Deposit Accounts	23,050
Deposit Account Less Than 1K	8,434

Analysis of clients, staff and governance



Longitudinal Analysis

MARKET NEED	<p>Many of the neighborhoods UPB serves are largely African American; in Detroit and Chicago they are nearly 90% African American and Latino, and in Cleveland, they are more than 60% African American and Latino. These communities have struggled and were hit especially hard by the recession. In some areas unemployment has spiked well above 20%, property values have dropped as much as 60% and annual household income hovers around \$40,000 to \$50,000 for a family of four. More than half of the nearly 2.8 million people within the bank's urban communities have little or no experience with traditional banking, instead relying on currency exchanges or payday lenders, often overpaying for the convenience of those services.</p>
NON-FINANCIAL PRODUCTS AND SERVICES	<p>Throughout the year, the bank participates in a wide variety of community events, like Money Smart Week (a national financial education awareness campaign sponsored by the Federal Reserve Bank of Chicago) and Bank on Chicago (sponsored by the Chicago City Treasurer's Office) which addresses the needs of the un- and underbanked. In addition, in conjunction with leading nonprofit technical assistance service providers, UPB offers a free seminar and resource fair for nonprofit organizations that focuses on how to increase their efficiency, lower operating costs, and ensure sustainability.</p>
<p><i>Provides banking opportunities in low-income, underbanked communities</i></p>	
<p><i>Participates in community events and provides training opportunities</i></p>	

Narratives to tell the unique story of the bank

Reporting How To

- **There are two parts to the data reporting process:**
 - **Online survey**
 - Make sure to create an account within Formsite so that your progress can be saved
 - Covers the products and services, clients served, environmental outcomes and more
 - Includes quantitative and qualitative data
 - **Loan reporting**
 - An excel template reporting on loans originated in 2014
 - Used to create several of the core metrics
- **Additional supporting materials:**
 - Previous reporting banks can contact NCIF for previously submitted information for guidance
 - Download a PDF version of the survey to start gathering the information in advance
 - Full set of definitions and metrics alignment available online
 - Help is available! Set up a time to talk with NCIF about the reporting process and benefits

Participation Levels

	Premium \$4,000	Standard \$2,500	Basic \$100
Creation of individual BankImpact Dashboard	Print ready report	Print ready report	Analysis returned
Creation of two page document with highlights of analysis	Print ready report	No	No
Recognition in industry overview documents and related communications	Yes	Yes	Yes
Recognition as an NCIF Network Bank including profile page on website	Yes	Yes	Yes
Presentation of analysis via webinar	Yes	No	No

Ready to Get Started?

- Investors – Work with NCIF to find a bank or perform portfolio analysis
- Banks – Start reporting today to receive third-party analysis and industry recognition
- Regulators – Learn more about the importance of mission-oriented banks

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