
BANKIMPACT DASHBOARD

NCIF'S SOCIAL PERFORMANCE METRICS

BANK NAME

Reported 2012

ABOUT NCIF

National Community Investment Fund (NCIF) is a 501(c)(4) nonprofit investment fund that invests in mission-oriented banks and other financial institutions in order to increase access to services and catalyze economic development in low-income and underserved communities. As an impact investor NCIF supports the mission-oriented banking industry by investing capital. Additionally, NCIF creates innovative business opportunities and facilitates the flow of funds from mainstream, philanthropic, socially responsible, and public sources. NCIF supplies research and impact metrics for banks and their investors and encourages collaboration through the NCIF Network. We aspire to transform the financial industry so that responsible services are accessible to all and investments are valued based on social and environmental impact as well as financial performance.

SOURCES

NCIF utilizes information self-reported by the banks covering activity within 2012. Data is collected both as loan-level information and an in-depth survey, and includes the following:

- Information on all loan originations
- Information on products and services offered
- Information on depository accounts
- Job creation numbers
- Board and staff diversity measures
- Environmental and other mission-related outputs

NCIF uses this data to supplement the following publicly available data sources: 1) Home Mortgage Disclosure Act (HMDA) reported lending data as of 12/31/2012, accessed through the Federal Financial Institutions Examination Council (FFIEC); 2) Investment Area and Highly-Distressed census tract data accessed through the Community Development Financial Institution Fund (CDFI Fund). Tract designation is based on the 2006-2010 American Community Survey Report; 3) Summary of Deposits data as of 6/30/2012, accessed through the Federal Deposit Insurance Corporation (FDIC); 4) Statistics on Depository Institutions data as of 12/31/2012, accessed through the Federal Deposit Insurance Corporation (FDIC).

DISCLAIMER

This report sets forth information regarding a number of financial institutions, their social missions and various metrics by which to measure their success in satisfying their social missions. Readers of this report are cautioned that this report has not been prepared with any particular reader in mind and each reader should review this report carefully and thereafter make its own decision as to whether an investment in debt or equity securities or deposits in financial institutions or any particular financial institution is appropriate for it. This report is not intended as an offer to sell, or a solicitation of an offer to buy, a security or deposit in any particular financial institution. A reader should not rely on information contained herein in making an investment decision whether to purchase securities or deposits in any particular financial institution. Readers should also be aware that National Community Investment Fund may, from time to time, invest its own funds in one or more financial institutions, including those discussed in this report, and therefore may have its own interest in the success of these institutions.

OVERVIEW

As CDFI Banks work to attract greater levels of investment and other support, the industry must do a better job of “Telling the Story” of the impact that is being generated by the sector. To facilitate this, NCIF created the BankImpact Dashboard. This Dashboard provides transparent, easily communicated impact information as a valuable report to investors and stakeholders. We provide the following information on each bank:

		PAGE
Organizational Overview	A summary of basic information on the bank, its mission, and highlights from the 2012 reporting year.	2
Social Performance Metrics	The Social Performance Metrics (SPM) section uses qualitative and quantitative data to analyze the people-, product- and place-based effects of the bank's activities. The metrics included in this section represent NCIF'S unique approach to understanding social performance, based on more than 15 years of experience developing metrics, gathering industry-wide data, and producing analysis on individual banks, peer groups, and the industry at large.	3
People Indicators	This section provides information on the bank's employees and governance and a breakdown of clients served. Additionally, data is included on jobs created due to bank lending.	5
Additional Indicators	NCIF provides this space for each bank to highlight their indicators relating to environmental focus, innovations in technology and products and other distinctive impact stories.	6
Financial Indicators	2012 year end financial information, along with historical and peer group comparison points, is provided for analysis.	7
Visual Mapping	A geographic analysis highlights the work of the bank, both within Investment Areas and across communities as a whole.	8
The Story of Telling the Story	NCIF is proud of its long history of providing innovative contributions to the innovative field of impact reporting. This section frames our work in the context of the larger story of mission-oriented banks and details next steps for the industry.	9

The information presented within is intended to provide insights on the bank for a range of stakeholders including investors, community members, staff, customers, elected officials, and others. Ultimately, NCIF hopes that stakeholders will use the information to help ensure mission-oriented banks continue to be impactful for the low- and moderate-income individuals and communities which they serve.

ORGANIZATIONAL OVERVIEW

Bank Name	City, State
Established	19##
Publicly Traded	Yes
Ticker	XXX
Branches	##
Staff	##
Organization Overview	Bank Name was founded in ####. The Bank has historically served African American and Hispanic consumers and businesses in the City, State's low income communities. The Bank was founded to provide lending and depository services to minority consumers and businesses who previously had limited access to financial services due to credit red-lining.
Mission Statement	Bank Name's mission is to serve the real estate, business and financial needs of customers in underserved urban communities with a commitment to excellent service, profitability and sustained growth. The company also has a broader commitment to insure that the Bank employs, trains and mentors community residents, contracts for services with community businesses, and encourages Bank management and staff to serve as volunteers in civic, community and religious organizations.
Key Focus Areas	

Social Performance Metrics and Mission Indicators

CDBI	Designated as a Community Development Banking Institution (CDBI) by NCIF
Social Performance Metrics	
Development Lending Intensity--All Loans	87.9%
Development Deposit Intensity	75.0%
Mission Intensity	89.6%
CRA Rating	Outstanding
CDFI	Certified as a CDFI
MDI	Designated as a MDI
Mission Statement	Explicitly refers to community development

SOCIAL PERFORMANCE METRICS

Quantitative Indicators

Mission Intensity	
MI	89.6%
Development Lending Intensity	
DLI-All Loans	87.9%
DLI-CRE	92.8%
DLI-Housing	87.2%
DLI-HMDA	84.6%
DLI-Small Business	NA
DLI-Consumer	NA
DLI-Agricultural	NA
Development Deposit Intensity	
DDI	75.0%

Development Deposit Intensity (DDI)¹

- 75.0% Bank's branches are located in CDFI Fund Investment Area Census tracts

- This compares to 40.0% for the median bank in the country
- The Bank's DDI increased from 60% in 2011.

Development Lending Intensity (DLI)–All Loans

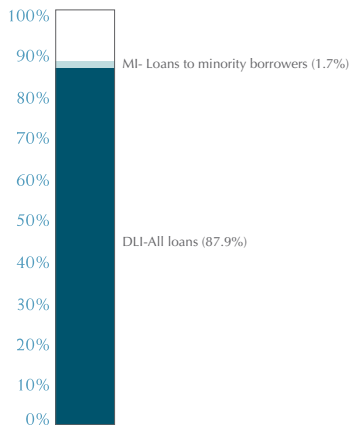
- 87.9% of all loans originated in 2012 were in low- and moderate-income areas.

Development Lending Intensity–Highly Distressed

- 64.7% of Bank's HMDA lending occurs in highly distressed areas, demonstrating a high commitment to lending in these challenged communities. The national median is 8.3%.

Development Lending Intensity–Equity

- Bank has a DLI-Equity score of .51 meaning that for every \$1 of equity, \$0.51 is lent to HMDA reported loans in low- and moderate-income areas.

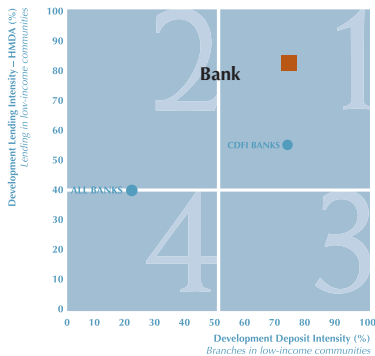


Mission Intensity–All Loans

- Bank has a Mission Intensity of 89.6% meaning that 89.6% of 2012 loans are within investment areas and/or related to the bank's mission. This measures commitment to mission beyond lending in Investment Area census tracts.
- The Bank identified lending to minority borrowers as an additional mission category.

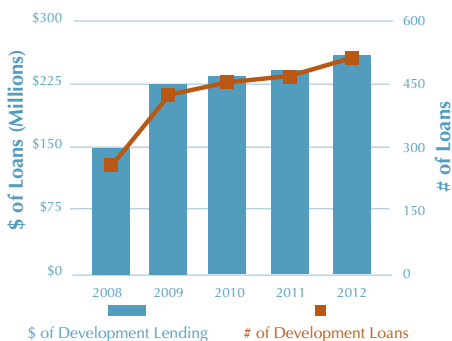
Mission Intensity - Equity

- The Bank has a MI-Equity score of .54, meaning that for every \$1 of equity, \$0.54 is lent to loans in low- and moderate-income areas or for mission-related purposes.



Quadrants

- The Bank is a Quadrant 1 bank based on its DLI and DDI scores



Loans in Investment Areas

- Since the Bank began reporting in 2007, \$258.8 million in loans have been originated in low- and moderate income areas, totally 517 loans. In 2012, the Bank provided \$17.9 in lending to investment areas through 49 loans.

¹All Terms defined in glossary.

SOCIAL PERFORMANCE METRICS

Qualitative Indicators: Model CDBI Framework

MARKET NEED	<p>Difficult economic times continue to create financial difficulties for the low-income individuals within the Bank's service area. Consumers within the Bank's target market continue to face limited access to credit, capital, affordable housing and quality employment opportunities. The Bank's target market is African-American and Hispanic communities in XXX County, primarily in the XXX communities.</p>
<p><i>Bank's customers continue to face financial difficulties as a result of difficult economic times.</i></p>	
CREDIT PRODUCTS AND SERVICES	<p>The Bank offers a range of loan products for single family residences and multi-family buildings including loans to investors to purchase foreclosed property to improve or rehab the properties and then sell them to low- income consumers. The Bank also offer commercial loans to provide much needed financing on small commercial properties.</p>
<p><i>Offers a range of housing and commercial loans</i></p>	
NON-CREDIT FINANCIAL PRODUCTS AND SERVICES	<p>The Bank offers a range of passbook savings accounts including accounts with low minimum balance. The Fresh Start Checking account offers customers who have had Chexsystem issues in the past a second chance to develop responsible banking habits. The Bank also offers holiday club savings accounts and an 18 month Small Saver CD, which encourages increased savings and financial planning through special pricing, eliminated fees and easy set up process.</p>
<p><i>Offers a range of low-entry savings and checking accounts</i></p>	
NON-FINANCIAL PRODUCTS AND SERVICES	<p>The Bank provides pre-loan counseling to prospective borrowers to explain the types of products offered, how loans should be submitted, and what types of documentation is required etc. The Bank also provides post-loan counseling to borrowers to explain positive credit habits, financial management, loan officers, asset managers and branch managers through workshops, seminars and presentation to adults and children in the greater XXX community.</p>
<p><i>Provides loan counseling and financial education to its customers</i></p>	
PARTNERSHIPS	<p>The Bank sponsors numerous financial education programs for local businesses and supports and partners with organizations that serve the most vulnerable and needy within the community. The Bank is also a partner in the XXX.</p>
<p><i>Offers financial education through partner organizations</i></p>	

PEOPLE INDICATORS

Clients, Staff and Governance, and Jobs Created

Clients

Number of Lending Clients	###
Number of Depository Clients	###
Number of Deposit Accounts	###
Deposit Account Less Than 25K	###
Deposit Account Less Than 10K	###
Deposit Account Less Than 1K	###

The Bank reported that it held ### deposit accounts in 2012. ###% held less than \$1,000, suggesting higher touch clients.

Number of Technical Assistance Clients	###
Number of Technical Assistance Organizations	###
Number of Transaction Clients	###
% of Clients Who Are Minority	###%
% of Clients Who Are Female	###%
Rural/Urban Service Areas	0/100%

Jobs Created

Jobs Total	###
Jobs with Benefits	###
Jobs Held by Women	###
Jobs Held by Minorities	###

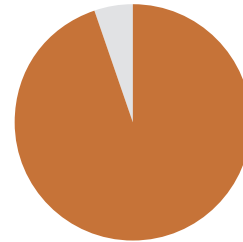
Staff and Governance

CDBIs are beneficial both to the people that make up the communities they serve and to their staff members and stakeholders. Diversity among a bank's staff and board may be beneficial for two main reasons. First, if the composition of bank's staff and board reflects the communities it serves, it may be able to more adequately understand the needs of its customers. Second, diversity may inherently be beneficial to the functioning of the organization.

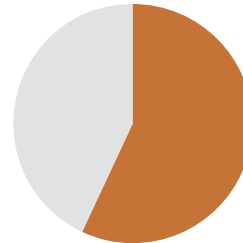
Dashboard Peer Groups

Reporting banks overall had a staff that was 73.0% minority and 69.5% female. Reporting banks' board had an average composition of 62.3% minority and 21.1% female.

STAFF

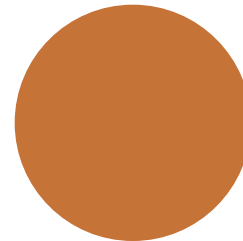


94.9%
MINORITY STAFF
total=##



57.0%
FEMALE STAFF
total=##

BOARD MEMBERS



100.0%
MINORITY BOARD MEMBERS
total=8



0.0%
FEMALE BOARD MEMBERS
total=8

ADDITIONAL INDICATORS

Additional Products Offered

Prepaid cards	No	An alternative to traditional banking accounts, prepaid cards provide a stepping stone out of the cash economy and towards becoming banked.
Mobile banking	No	Offerings like mobile and online banking provide customers access to their funds at any time so that accounts can be more closely monitored to avoid overdrafts or other problems. Mobile banking in particular gives clients the flexibility to access information about their funds and manage their accounts at their leisure.
Check cashing	No	Check cashing services grant banks an opportunity to encourage check cashers to establish bank accounts or to employ safer money access methods such as stored value and prepaid cards.
Small-dollar loans	No	These small loans can help clients get funds while avoiding the predatory practices of payday lenders.
Deposit-secured loans	No	Deposit secured loans can be an important way for clients to build credit.
Other	None	

ENVIRONMENTAL INDICATORS

**TECHNOLOGY AND PRODUCT
INNOVATION INDICATORS**

2012 IMPACT STORY

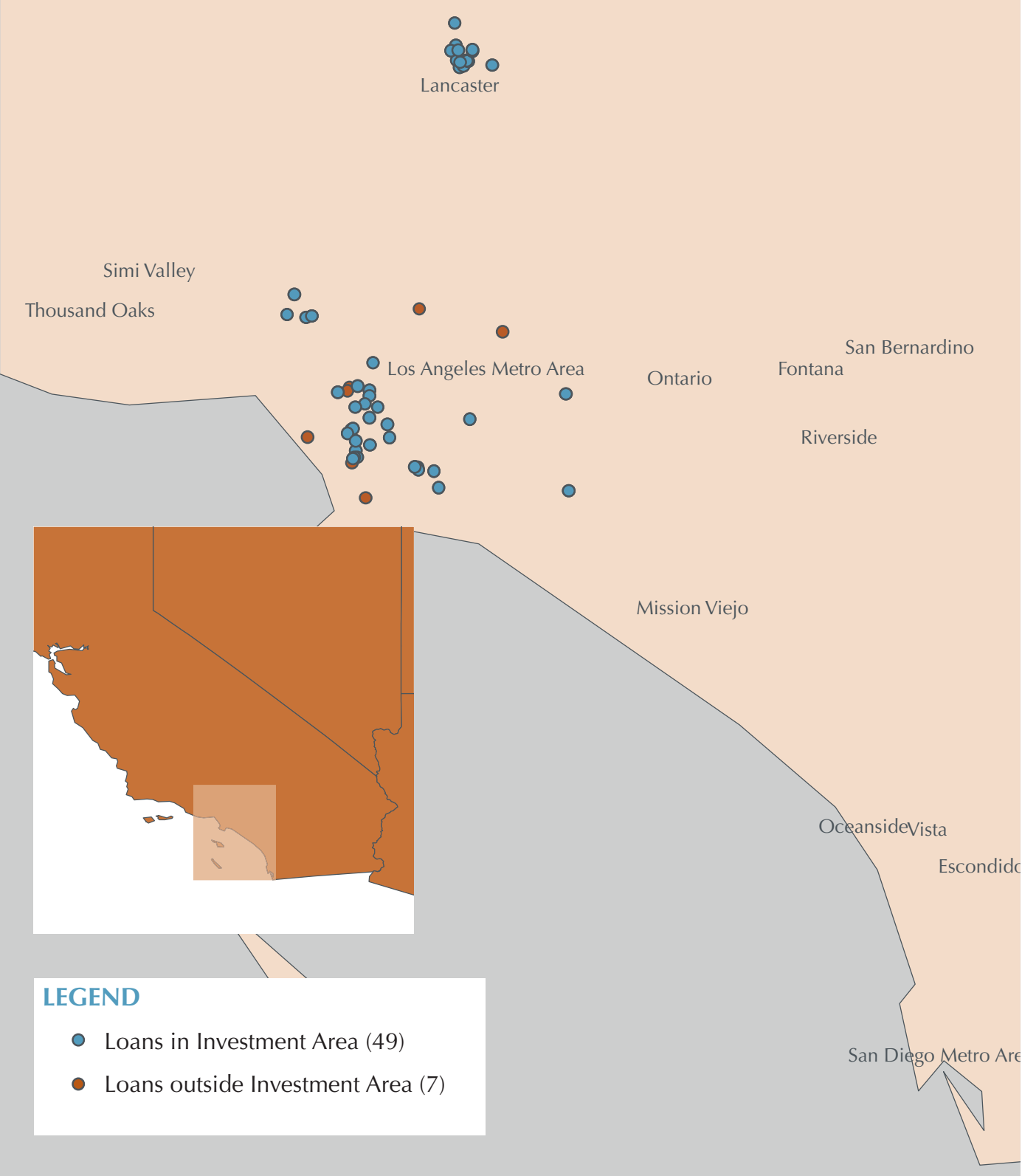
FINANCIAL INDICATORS

	2008	2009	2010	2011	2012	CDFI Peer Group Median
Balance Sheet						
Total Assets (\$000)	NA	NA	NA	414,303	373,839	225,613
Total Loans (\$000)	NA	NA	NA	353,090	282,644	139,625
Total Equity (\$000)	NA	NA	NA	31,568	33,268	21,321
Total Deposits (\$000)	NA	NA	NA	297,188	258,435	190,405
Income Statement						
Net Income (\$000)	NA	NA	NA	-12,255	1,873	1,130
Capitalization						
Risk Based Capital Ratio (%)	NA	NA	NA	11.61	14.41	9.34
Tier 1 Risk-based Ratio (%)	NA	NA	NA	10.31	13.12	14.57
Tier 1 Common Risk-Based Ratio (%)	NA	NA	NA	10.31	13.12	15.77
Leverage Ratio (%)	NA	NA	NA	7.27	8.82	
Asset quality						
Non-performing loans/Total Loans (%)	NA	NA	NA	17.50	19.52	3.75
Net Charge-Offs/ Average Loans (%)	NA	NA	NA	NA	2.04	0.55
Loan Loss Reserves/ Gross Loans (%)	NA	NA	NA	4.90	4.20	1.92
Loan Composition (as % of total loans)						
Real Estate	NA	NA	NA	97.77	98.61	84.96
Construction	NA	NA	NA	1.07	0.26	4.90
5+ Family	NA	NA	NA	32.10	31.14	3.57
1-4 Family	NA	NA	NA	21.88	23.36	24.09
Commercial	NA	NA	NA	42.73	43.85	35.74
Farm loans	NA	NA	NA	0.00	0.00	0.00
Commercial and Industrial	NA	NA	NA	1.95	1.35	9.60
Consumer	NA	NA	NA	0.27	0.04	1.87
Agriculture	NA	NA	NA	0.00	0.00	0.00
Earnings						
Return on Assets	NA	NA	NA	NA	0.47	0.52
Return on Equity	NA	NA	NA	NA	5.67	5.57
Net Interest Income/ Average Assets (%)	NA	NA	NA	NA	3.59	3.68
Efficiency Ratio (%)	NA	NA	NA	92.02	75.19	78.85
Liquidity						
Loans/ Deposits (%)	NA	NA	NA	118.81	109.37	72.56
Net Non-Core Funding Dependence (%)	NA	NA	NA	24.79	13.97	4.90

Data from SNL.com as of 12/31/12

Bank's Lending MAP

2012 Lending Activity



Based on lending activity and addresses provided by bank.
Other mapping analysis available upon request.

THE STORY OF “TELLING THE STORY”

The “Story” of Mission-Oriented Banks

Mission-oriented banks, defined as certified CDFI Banks, Minority Depository Institutions (MDIs) and NCIF designated Community Development Banking Institutions (CDBIs), provide a range of reasonably priced financial products and services that benefit low- and moderate-income (LMI) communities, businesses and individuals. These institutions have been in existence for a long time—some have been around for more than 100 years—but they face an ongoing problem in synthesizing their impacts and communicating their stories. The Riegle Act (1994) created the CDFI Fund and formalized the mission-oriented banking industry around double bottom-line mission principles. Because of the impacts they have on their communities and in individual’s lives, NCIF calls these institutions “too important to fail” and continues to invest in the development of metrics and standards for individual organizations and the sector as a whole.

Why We “Tell The Story”

As the industry grows, it is critical to raise the bar in terms of impact that banks create as well as better “tell the story” of the higher impact-generating institutions so that the public and private sector investors, regulators and other stakeholders support them in a much more meaningful way.

Investors, funders and depositors: Investors, funders and depositors want to ensure they are investing in an institution that generates high social impact, while maintaining financial performance.

Staff and board members: Social impact measures help these insiders demonstrate the value of their work and direct future decisions to continue to be impactful.

Community stakeholders: community members benefit from more information in their ability to gauge whether banks working in their communities are doing so in a responsible manner.

Regulators and policy makers: Regulators and policy makers need to recognize and support the critical role played by these mission-oriented banks.

Customers: Social impact data can also help potential bank customers better choose the bank that fits their needs.

What Can Be Tracked?

NCIF believes that mission-oriented banks are anchor institutions in low- and moderate-income (LMI) communities and the work that they do supports permanent institutions and creates long-term change. The industry has developed evolved several proxies for outputs to gauge its effects, but is moving towards understanding intermediate and long-term outcomes of this work as well as impacts:

Outputs track what is produced by an activity, such as how many loans a bank makes each year, or the number of clients receiving technical assistance.

Outcomes measure the change or benefit from those outputs. For example, measuring how many technical assistance recipients were then able to secure a loan.

Impacts measure the longer-term consequences of these outcomes. Continuing the example of technical assistance clients who got loans, what percent were successfully able to repay their loan and enhance their quality of life.

NCIF has been tracking outputs of its portfolio banks and network of banks since 1998 and through current research has begun to explore impact proxies. Other organizations are actively involved in developing methodologies for tracking outputs and outcomes as well as capturing impacts of mission-oriented banking. NCIF is interested in collaborating with these organizations to streamline the tracking process for the banks to maximize the information gathered while minimizing the reporting burden.

THE STORY OF “TELLING THE STORY”

The Sources of Social Impact

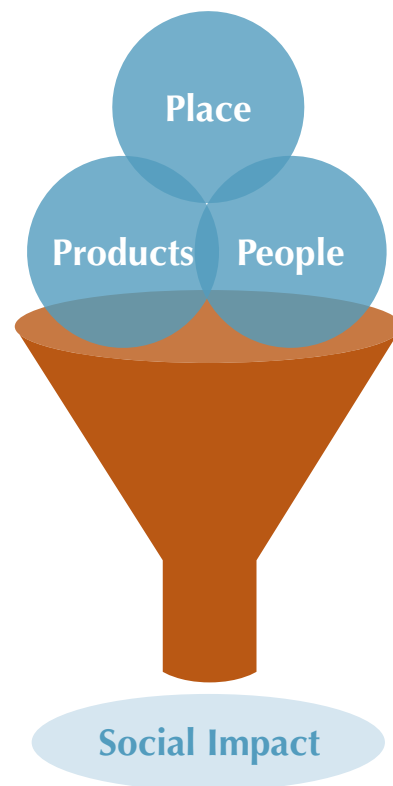
Historically, mission-oriented banks have focused on place-based strategies although some have gone beyond their service areas. The complex job of creating, measuring and analyzing long-term change includes:

Place-based: Focused on LMI areas, supporting projects that provide catalytic, community development effects.

People-based: Recognizing the mobility of the LMI community, it is important to go beyond LMI census tracts and provide financial products and services that meet the needs of the customers. This could be via nontraditional banking options to target people where they are as well as through smaller footprint branches in LMI census tracts.

Product-based: Using technology, mission-oriented banks are able to scale—to increase their reach and reduce cost, yet meet the needs of customers. A proactive approach to innovative products such as prepaid and debit cards, online small business lending and mobile banking are examples of such approaches.

An emphasis on environmental sustainability affects all three categories of impact. Recognizing that impacts are more than place-based led to the development of the Mission Intensity Indicator.



Evolution of the NCIF Social Performance Metrics

Recognizing the importance of this work, NCIF has developed its suite of Social Performance Metrics products evolving to meet the needs of the mission-oriented banks and of investors.

1998, NCIF the Start: NCIF was established in 1996 and recognized that impact analysis is only useful if it can be analyzed at a point in time, compared to a peer group and analyzed over a period of time, NCIF started collecting data on all 8000 + banks since 1996. Beginning in 1998 required investees to provide loan origination data as part of our investment process.

2006, Building the Case: In addition to publicly available data, the case was supplemented by the portfolio banks that reported data to NCIF. In addition, NCIF added Qualitative Indicators of Impact to its Dashboard analysis.

2010, Standardizing Taxonomy: NCIF is a part of the Investors Council of the Global Impact Investing Network (GIIN) and the Strategy Committee of the Impact Rating and Investment Committee (IRIS) of the GIIN. NCIF works with these groups, and others, to try to standardize metrics and taxonomies, recognizing a more streamline system will help to reduce cost and improve reporting across the industry.

2012, Mission Intensity Indicator: Responding to the needs of mission-oriented banks, NCIF started creating a Mission Intensity Indicator that takes into account all three aspects of impact: people, place and products.

2013, BankIMPACT and Harnessing Technology: NCIF recognizes that impact reporting can be time consuming for banks and this year introduced a standardized, online upload format. BankIMPACT, an online, searchable database, responds to investor needs to identify high impact institutions.

The Future, Score Cards and Rating System: NCIF expects its social performance work to evolve into a scorecard that will provide weightings to the metrics to better tell the story. This will also help lead to a rating system for mission-oriented banks to help streamline cross bank analysis within the industry.

GLOSSARY

Methodology Overview

For this report NCIF collected data from publicly available sources including FDIC and FFIEC as of December 31, 2012. Participating banks also provide institutional and loan level data which is used to calculate all DLI indicators (other than DLI-HMDA) and MI. Qualitative information is also collected from participating banks through online surveys and follow-up conversations.

Glossary

DDI: Development Depository Intensity: The % of branches located in Investment Area census tracts as defined by the Community Development Financial Institutions Fund (CDFI Fund). Census tracts are defined as Investment Areas if they have a poverty rate greater than 20%, an unemployment rate greater than 1.5 times the national average, or a median family income that is less than 80% of the relevant statistical area. Investment Area tracts are based on 2010 information provided by the CDFI Fund. To calculate DDI, bank branch addresses are geocoded and then compared to Investment Area census tracts.

DLI-All loans: Development Lending Intensity-All Loans is the % of total annual lending located in CDFI Investment Areas, based on self-reporting by banks as of 2012. To calculate this and other DLI transactions, banks provide addresses of their lending which is then geocoded and then compared to CDFI Fund Investment Area census tracts.

- **DLI-CRE:** Development Lending Intensity Commercial Real Estate is the percentage of lending which banks self-identify as commercial real estate lending.
- **DLI-Housing:** Development Lending Intensity Housing is the percentage of lending which banks self-identify as housing related.
- **DLI-Small Business:** Development Lending Intensity Small Business is the percentage of lending which banks self-identify as for small businesses.
- **DLI-Consumer:** Development Lending Intensity Consumer is the percentage of lending which banks self-identify as for consumer loans.
- **DLI-Agriculture:** Development Lending Intensity Agriculture is the percentage of lending which banks self-identify as for agricultural purposes.
- **DLI-HMDA:** Development Lending Intensity-HMDA is the percentage of HMDA reported loans located in CDFI Investment Areas. To calculate DLI-HMDA, loan information is collected from FFIEC, geocoded and compared to CDFI Fund Investment Areas. Data is collected as of December 31, 2012.

Mission Intensity: Mission intensity allows banks to self-identify these loans which fall under mission-based categories. Loans which have been indicated as mission-based are then aggregated with the base DLI-loans score. This additional analysis captures loans which are related to the banks mission but fall outside of CDFI Fund Investment Areas

Quadrant Scores: Quadrant analysis provides a simultaneous look at a bank's DDI and DLI-All loans by charting each on an X axis representing DDI and a Y axis representing DLI. To score in Quadrant 1, a bank must have above 50% for DDI and above 40% for DLI.

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