

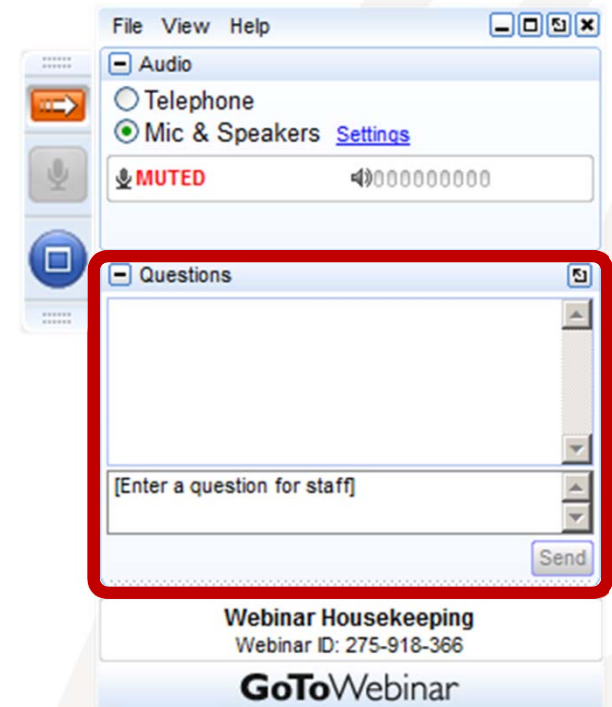


Telling the CDFI Impact Story Through Data

May 4, 2017

WEBINAR HOUSEKEEPING

- All attendees in listen-only mode
- **Please type questions/comments in chat box, to be addressed at the end**
- Webinar is being recorded—we will share a link with attendees





SECTION 01

INTRODUCTIONS AND AGENDA

SECTION 01

TODAY'S SPEAKERS



Cynthia Muller
*Program and Portfolio
Officer, Mission-Driven
Investments*
The W.K. Kellogg
Foundation



Paige Chapel
President & CEO
Aeris



SECTION 01

TODAY'S AGENDA

- **Introductions and agenda** (2:00pm ET)
- **An impact metric set for community investing**
(2:05pm ET)
- **Conversation with Cynthia Muller** (2:20pm ET)
- **Your questions** (2:45pm ET)
- **Wrap up and next steps** (2:55pm ET)



SECTION 01

THANK YOU TO OUR FUNDERS



THE ANNIE E. CASEY FOUNDATION



FORD
FOUNDATION

GLOBAL PHILANTHROPY



JPMORGAN CHASE & CO.



W.K.
KELLOGG
FOUNDATION™

MetLife
Foundation



AERIS



SECTION 02

AN IMPACT METRIC SET FOR COMMUNITY INVESTING

SECTION 02

AN IMPACT METRIC SET FOR COMMUNITY INVESTING

1. About the project
2. Why is this needed?
3. History and approach





SECTION 03

A CONVERSATION WITH CYNTHIA MULLER

SECTION 03

THE INVESTOR'S VIEW OF IMPACT, A CONVERSATION



Cynthia Muller
The W.K. Kellogg
Foundation



Paige Chapel
Aeris

Join the conversation!

Type your questions/comments into the chat window. We will take questions and comments at the end.



SECTION 03

YOUR QUESTIONS AND COMMENTS

Have a question or comment? Please type it into the chat window.





SECTION 04

WRAP UP: WHAT'S NEXT?

SECTION 04

TIMELINE: WHAT'S NEXT?

1. Contact rated institutions to verify impact focus areas and target beneficiaries (late spring 2017)
2. Begin collecting standardized impact data (summer 2017)
3. Develop ratios that enable normalization of impact performance, creating context for comparison (2018)



SECTION 04

CONTACTS

Paige Chapel

Project Lead

pchapel@aerisinsight.com

Summer Impact Intern

On board by June 2017

