

# Reinvestment WORKS

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## 2015 CONFERENCE PARTICIPANTS:



**Thomas J. Curry**  
Comptroller of the  
Currency



**Maria Contreras-Sweet**  
Administrator, U.S. Small  
Business Administration



**Julián Castro**  
Secretary, U.S.  
Department of Housing  
and Urban Development



**Gustavo F. Velasquez**  
Assistant Secretary  
for Fair Housing and  
Equal Opportunity, U.S.  
Department of Housing  
and Urban Development



**Sherrod Brown**  
U.S. Senator for Ohio



**INVITED**  
**Elizabeth Warren**  
U.S. Senator for  
Massachusetts



**INVITED**  
**Maxine Waters**  
U.S. Representative for  
California's 43<sup>rd</sup> District

## Hundreds of Community Groups From Across the Nation to Gather at 2015 NCRC Annual Conference

By Ryan Conley

The 2015 NCRC Annual Conference, "Creating a Just Economy," is less than a month away! The annual conference, taking place March 25-28 in Washington, DC, is a longstanding, highly anticipated and powerful organizing event. With over 600 attendees last year, NCRC brings together community advocates, nonprofits, policymakers, government officials, small business owners, and financial services professionals for one of the nation's largest gathering focused on community reinvestment and economic fairness.

"At our annual conference, community organizations from across the nation come together to gain tools and knowledge and

organize to create a just economy," said NCRC President and CEO John Taylor. "It is an important platform to advocate for economic fairness."

➤ *Continued on page 2*

### ALSO IN THIS ISSUE

CRA Infographic	4
DC WBC Holiday Bazaar	5
National Neighbors Silver Updates	7
Coalition Challenges CIT-OneWest Merger	9

# NCRC Annual Conference

◀ Continued from page 1

A major goal of the conference is to equip activists, professionals, and policymakers with the knowledge and best practices needed to accomplish meaningful economic reform on local and national levels. Over 40 workshops, trainings, and plenaries will be offered over four days, covering a variety of topics including access to capital and banking services, housing, community organizing and advocacy, workforce and community development, fair lending, and business development.

This year, the conference will include a new, special Community Reinvestment Act (CRA) training on the first day of the conference. NCRC will conduct an intensive training specifically designed to provide both a foundational understanding of CRA to those unfamiliar with how it can be used to benefit communities as well as a more nuanced understanding of successful CRA campaigns for those well versed in CRA. The training will start with an overview of the law and its history, walk through the aspects of a bank's performance that are examined under CRA, and end with activities that help ensure successful CRA campaigns. NCRC staff will present resources and tools that are useful for CRA campaigns, and attendees will also meet several of NCRC's Regional



Organizers, who are knowledgeable in CRA and running CRA campaigns. Regional Organizers are knowledgeable about both policy and organizing, which is helpful for everyone from the CRA novice to the expert. (For more information on CRA, see our infographic on page 4)

The conference will also feature keynote addresses from a slate of exciting speakers. This year, keynote speakers include Julián Castro, Secretary of

▶ Continued on page 3





Senator Tom Harkin accepts NCRC's Representative Henry B. Gonzalez Award.



NCRC members report on meetings with their state Congressional delegates at NCRC's Hill Day

## NCRC Annual Conference

◀ Continued from page 2

the U.S. Department of Housing and Urban Development (HUD), Tom Curry, Comptroller of the Currency, Maria Contreras-Sweet, Administrator, U.S. Small Business Administration, Gustavo Velasquez, Assistant Secretary for Fair Housing and Equal Opportunity, HUD and U.S. Senator Sherrod Brown.

The capstone of the annual conference is the NCRC Awards Dinner, which takes place on the final evening. The NCRC National Achievement Awards honor individuals, nonprofits,

and government entities and individuals who have greatly contributed to building wealth in traditionally underserved populations. The Awards Dinner includes speeches from the award recipients and others about what social and economic justice work means to them and serves as a celebration of the year's accomplishments in our work to ensure fair and equal access.

After hosting our largest-ever conference last year, NCRC is once again ready to offer an unforgettable experience in the change that can happen when we come together and demand a better world.

[Register today](#) and help us create a just economy!



# How Well Are Regulators Evaluating Banks Under The Community Reinvestment Act?

## PERFORMANCE EVALUATIONS

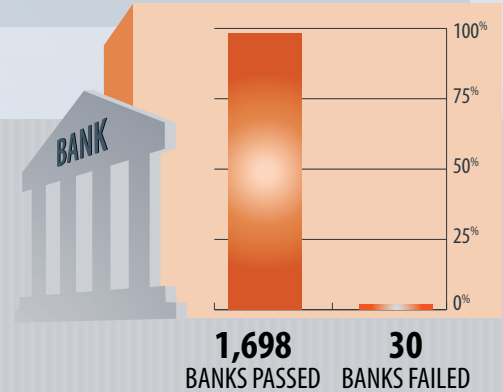
In 2014, **98.26%** of banks passed their performance evaluations.

Only **1.74%** failed.

This closely mirrors the pass rate for both 2012 and 2013.

**2012:** 97.92% passed/2.19% failed

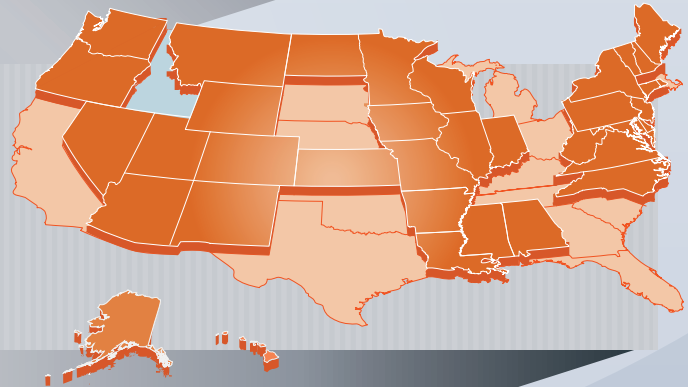
**2013:** 97.60% passed/2.39% failed



## STATE PASS RATE

In 2014, **76%** of states in the U.S. had **100%** of banks headquartered in their state and up for exams pass their CRA performance evaluations.

\* Idaho is the only state that didn't have a bank examined in 2014.

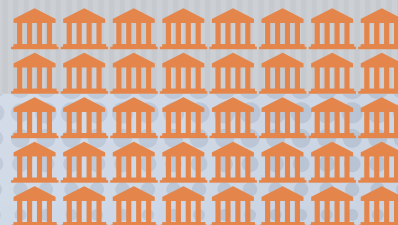



## GRADES

In the last **THREE** years, among all regulators...

**400** banks received **Outstanding**, the highest possible grade, on their CRA performance evaluation

**10** banks received **Substantial Noncompliance**, the lowest possible grade, on their CRA performance evaluation



 = 10 Banks

### SOURCES:

<http://www.federalreserve.gov/apps/crape/BankRating.aspx>

<https://www.fdic.gov/regulations/community/monthly/>

<http://www.occ.gov/topics/compliance-bsa/cra/performance-evaluations-by-month.html>

**Do outstanding CRA grades lead to outstanding reinvestment in your community?**  
To speak to one of our Regional Organizers about CRA and bank evaluations in your community, call 202-628-8866.

# NCRC's DC Women's Business Center Hosts Holiday Bazaar to Promote Entrepreneurial Empowerment

By Ryan Conley and Kendrick Baker

On December 12, 2014, NCRC's Washington, DC Women's Business Center (DC WBC) brought together 23 women-owned small businesses for its first Holiday Bazaar, "Shop, Sip & Celebrate." The Holiday Bazaar was designed as a small pop-up marketplace to showcase local businesses in a fun, seasonal environment. Featuring a variety of services and merchandise, including clothing, jewelry, and home décor, the Holiday Bazaar gave women entrepreneurs in the Washington, DC area the opportunity to not only sell their products, but also to promote their businesses and network with other participants.

Over 250 attendees showed up for the Holiday Bazaar, and the festive atmosphere made for an exceptional experience enjoyed by all. The creative and passionate work put into the products led to a successful sales event for the participating businesses. Said one vendor, "I had a great time and have received good feedback from shoppers who were in attendance. [I appreciate] the work the staff put into making the process a smooth one and making this opportunity available."

The Holiday Bazaar grew out of the DC WBC's Holiday Hustle training series developed by the DC WBC's Director Candice Miles. Holiday Hustle is geared toward women entrepreneurs who are interested in creating a seasonal business and want to test the market. The six-hour course helps them develop their idea, create a business plan, and take advantage of the holiday shopping season to generate sales. In addition to helping the entrepreneurs get their businesses started through the course, the DC WBC wanted to provide an opportunity for them to meet customers face-to-face. "To culminate the Holiday Hustle training series, it made sense to do the vendor bazaar," said Miles. Those in the training as well as other small business owners who worked with the DC WBC in the past were invited to help launch the Holiday Bazaar.

The Holiday Hustle and Bazaar are indicative of the year-round work of the DC WBC to support women-owned small businesses. The focus of the DC WBC is one-on-one counseling and training for women

entrepreneurs in the Washington, DC area, and it centers its work around what Miles calls the "Four E's:" entrepreneurship, engagement, empowerment, and exposure. "Most of the time women, and people in general, just want to be heard, and they want assistance with meeting their goals," says Miles. The DC WBC provides the resources and training to start and run a business, build the confidence needed to promote a product, and ultimately maintain a strong, successful enterprise.

The assistance covers the entire range of a business's cycle, from the initial idea to the maturation of the business. Some of the help offered by the DC WBC include business innovation zones and longer 12-14 week courses designed for entrepreneurs who have a concept but need to develop a business plan. And while the trend toward e-commerce is helping more entrepreneurs get started, brick-and-mortar stores are still important for many business' growth and success, and the DC WBC helps find commercial space for new or expanding clients through researching the neighborhoods and referrals to real estate agents or brokers. These services, along with special networking events (including an annual ice cream social) make the DC WBC an important partner for metro-DC women entrepreneurs.

While it already offers so many resources, the DC WBC is always looking for more ways to promote women-owned businesses. The success of the Holiday Bazaar has led the DC WBC to consider bringing it back next year, or hosting more, similar events in the future. "Before the night was over," said Miles, "people were asking questions about when we were going to do it again."



# Join the NCRC National Training Academy for Housing Counseling and Fair Housing Training in New Orleans, LA, April 6-10, 2015!

Housing counselors and professional staff affiliated with HUD-Certified Housing Counseling Agencies are invited to attend housing counseling training courses:

## **Financial Health Credit Counseling- April 8-10, 2015**

### **HC103: Financial Health Credit Counseling**

This two-day course will focus on the elements of financial planning that prepare individuals for success. In particular, it will explore the financial fitness of individuals by explaining budgeting and assessing the financial process. It will also help individuals identify what is considered income, track expenses, forecast expenses, and set financial goals. **This training counts for 22.5 Continuing Education Credits (CEUs)**

## **HUD Homebuyer Education- April 6-10, 2015**

### **HC108: HUD Homebuyer Education**

This certification course teaches and equips counselors and homebuyer education providers with skills, procedures and the required content necessary to create new sustainable homeownership through hands-on applications. Participants will learn the proper and most effective ways to deliver one-on-one counseling and conduct group education sessions, which address savings, credit debt and other obstacles and barriers to homeownership using the latest industry tools, techniques and resources. Participants will also learn about mortgage readiness assessments, prequalification, credit report review, action plan development and other key counseling activities. Lastly, participants will discover how to enhance their communication, customer service and organizational skills. **This training counts for 30 Continuing Education Credits (CEUs)**

## **FEMA & Victims of Disaster- April 10, 2015**

### **HC116: FEMA & Victims of Disaster**

This course is designed to provide housing-related practitioners with information about the Federal Emergency Management Agency (FEMA) and its disaster relief programs. Instruction will include a thorough overview of the history and mission of FEMA, a review of FEMA programs, eligibility requirements, and the application and review processes. **This training counts for 7.5 Continuing Education Credits (CEUs)**

## **Managing and Curing Mortgage Delinquencies- April 6-9, 2015**

### **HC109: Managing and Curing Mortgage Delinquencies**

This four-day course focuses on best practices in a number of areas, including counseling delivery and intake process, time and case management, loss mitigation and servicing abuses, and utilizing the HOPE Loan Portal. The purpose of this course is to instruct housing counseling professionals on how to maximize loss mitigation strategies and devise optimum solutions for insured and uninsured portfolio loans. Additionally, housing counselors will learn how to match the right program to the right borrower and how to determine Net Present Value. **This training counts for 30 Continuing Education Credits (CEUs)**

*These courses are provided with support from the U.S. Department of Housing and Urban Development Office of Housing Counseling.*

## **Affirmatively Furthering Fair Housing- April 6-7, 2015**

### **FH203: Affirmatively Furthering Fair Housing**

In this free two-day training, community development practitioners, housing professionals, and local government officials will learn about Affirmatively Furthering Fair Housing (AFFH) requirements and regulations that spell out the fair housing obligations of states, cities and towns across America. Every public and private agency that receives Community Development Block Grant funds or related support from the United States Department of Housing and Urban Development (HUD) has an obligation to "affirmatively further fair housing." This course will focus on how those communities receiving funds can ensure compliance with the Fair Housing Act, HUD's proposed new AFFH rule and related regulations, and collaborate with stakeholders to achieve housing opportunities. **This training counts for 14 Continuing Education Credits (CEUs)**

*This course was approved and funded with support from HUD's Office of Fair Housing and Equal Opportunity Fair Housing Initiatives Program. This training counts for 14 Continuing Education Credits (CEUs)*

# NCRC's National Neighbors Silver Takes the Lead on Older Adult Financial Issues

By Ryan Conley

Building on the success of its Emmy-Award-winning documentary *Fleeced: Speaking Out Against Senior Financial Abuse*, the National Community Reinvestment Coalition (NCRC) and its National Neighbors Silver (NNS) initiative have emerged as a leader in advancing older adult economic security issues. Recently, NCRC and NNS secured major grants to build collaborations to expand age-friendly financial products and services, provide financial coaching and support to low- and moderate-income (LMI) older adults, and develop local Age-Friendly Banking campaigns. In addition, NCRC is bringing together representatives working on older adult financial issues to develop new policies and best practices for use in the field. Recent months have also seen the publication of many Age-Friendly Banking papers written by NCRC.

"NCRC and NNS are very excited about our upcoming work to ensure older adults' economic security," said NNS Director Bob Zdenek. "Both in our policy work and in the field, we and our partners look forward to stopping older adult financial abuse and increasing financial capability among older adults."

In the coming year, NCRC will continue to drive the development of creative advancements in Age-Friendly Banking policy and practice. Age-Friendly Banking is an innovative approach for offering financial products, services, and protections designed to improve the financial well-being of economically vulnerable older adults. A major

component of this project is the Age-Friendly Banking innovation labs, sponsored by NCRC to study key research and data and develop products, technologies, markets and policies. NCRC has been at the forefront of crafting research results into principles of Age-Friendly Banking, and the labs allow the further growth of policy recommendations. NCRC also plans to organize and host a second National Age-Friendly Banking Convening, an interactive brainstorm with a variety of parties involved in older adult financial issues. The first convening, held at the 2014 NCRC Annual Conference, led to a number of recommendations that NNS is currently pursuing.

NCRC is also working to advance developments in older adult financial issues by identifying strategies and tools to promote Aging in Community. Given the rising number of older adults in America and the stability they bring to their neighborhoods and communities, Aging in Community is increasingly becoming a financial and social issue that requires strong action. NCRC plans to engage in research, sponsor workshops, and release a working paper on Aging in Community that will be published by the Federal Reserve Bank of San Francisco.

Not only is NCRC a frontrunner in policy development, but thanks to recent grants it is also implementing major field projects with NNS partners and NCRC members. These initiatives will expand proven Age-Friendly Banking practices to various locations across the country, providing direct support to LMI older adults as well as engaging with financial institutions to spread access to Age-Friendly Banking services and projects.

Financial service providers can be helpful partners in the work to protect economically vulnerable older adults, and they are often the first to encounter instances of financial abuse. Part of the Age-Friendly Banking initiative involves working

“NCRC and NNS are very excited about our upcoming work to ensure older adults' economic security.”

— Bob Zdenek,  
NNS Director



Continued on page 8



## STAY UPDATED ON NCRC'S WORK

Visit [www.ncrc.org](http://www.ncrc.org) for the latest news, publications, and resources.

# National Neighbors Silver Takes the Lead

◀ Continued from page 1

with financial institutions and service providers to detect older adult financial fraud, and provide older adults with financial services, products, and protections. Thanks to a grant from the Harry and Jeanette Weinberg Foundation, over the next few



Attendees participate in an Age-Friendly Banking round-table discussion at the 2014 NCRC Annual Conference

months NCRC will team with seven NCRC members to expand Age-Friendly Banking campaigns in six locations, Greater Baltimore, Philadelphia, Cleveland, Cincinnati, Chicago, and the Sacramento/Central Valley region, working with local financial institutions to increase their Age-Friendly Banking activities. As the organizer, NNS will provide financial and technical support to the partners, Maryland Consumer Rights Coalition, Clarifi, Inc., Jewish Employment Vocational Services, Empowering and Strengthening Ohio's People, Cedar Village, Northwest Side Housing Center, and the California Coalition for Rural Housing. It is expected the campaign will reach over 3,000 LMI older adults.

Another principle of Age-Friendly Banking is ensuring older adults have the appropriate financial training to personally handle issues such as budgeting savings, credit, and new income sources. With the help of a grant from the Rose Foundation, NCRC will work with the Delaware Office of Financial Empowerment to bring the state's successful \$tand by Me financial coaching program to other locations across the country. This program, which had a positive financial impact on thousands of Delawareans, will provide similar coaching to older adults with the help of three NCRC members and NNS partners, Western Maine Community Action, Northwest Side Housing Center in Chicago, and the California

Coalition for Rural Housing.

NCRC and NNS are expanding the Age-Friendly Banking dialogue through publications as well. To further encourage financial institutions' involvement in Age-Friendly Banking, NCRC and the California Coalition for Rural Housing recently wrote a working paper, "What Can We Do To Help? Adopting Age-Friendly Banking to Improve Financial Well-Being for Older Adults," published by the Federal Reserve Board of San Francisco. The paper outlines recommendations for financial products, services, and best practices that can address the financial obstacles older adults face. In May of 2014, NCRC released the white paper "Empowering Financial Service Providers to Help: Ways the Bank Secrecy Act Can Play a Stronger Role in Detecting and Preventing the Financial Crimes That Exploit Older Adults." This paper presents recommendations for actions that law enforcement and federal regulators can take through existing law to protect older adults from financial fraud, and suggests training guidelines for financial service providers. And in December of 2014, the article "Age-Friendly Banking: Policy, Products, and Services" was included in the anthology *Financial Capability and Asset Holding in Later Life*, published by the Center for Social Development. Age-Friendly Banking was also included in the summary of the book as one

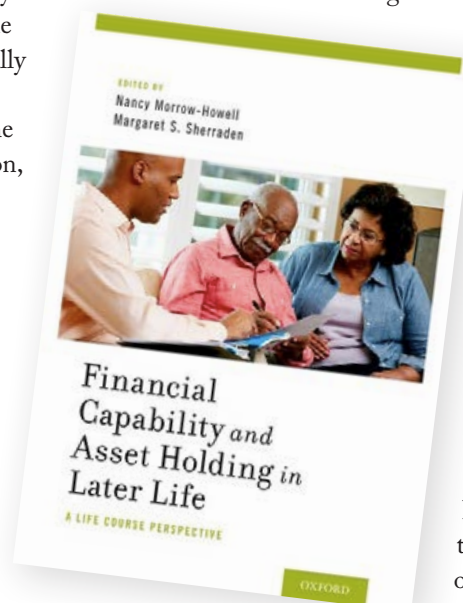
of the two major strategies for increasing financial capability across the life course of individuals.

As these projects and discussions unfold, NCRC and NNS will use the practices, results, and ideas that come out of them to continue their work at the vanguard of Age-Friendly Banking. Through these efforts, America's rising "silver tsunami" will have the training and support to ensure a secure and comfortable financial future.

"As a society, we owe it to Older Americans to ensure that they are not financially abused and robbed of their hard-earned savings," said NCRC's President and CEO John Taylor. "By working together, financial service providers, regulators, and older adults and their families can make banking more safe and secure."

“As a society, we owe it to Older Americans to ensure that they are not financially abused and robbed of their hard-earned savings.”

— John Taylor,  
President and CEO, NCRC



# Community Groups Come Together to Challenge CIT-OneWest Merger

By Kate Hibbs

NCRC often says “CRA works when you do.” On February 26, the California Reinvestment Coalition (CRC) and its members, NCRC, and members including Inner City Press/Fair Finance put CRA (the Community Reinvestment Act) to work when they testified in Los Angeles before the Federal Reserve Board in protest of the proposed CIT-OneWest bank merger. In addition, many NCRC members submitted comments on the proposed merger, and a number appeared in person and submitted testimony for the hearing. This proposed merger was the second largest of 2014; the banks have asset sizes of \$22.5 billion and \$21.1 billion, respectively.

CRC sounded the initial alarm about the CRA concerns arising from the proposed merger and pulled together a coalition of groups to oppose it from the start. This coalition succeeded in winning an extension of the comment period in order to more fully investigate the proposal and submit Freedom of Information Act (FOIA) requests.

The coalition primarily argued that the proposed merger would not provide an adequate public benefit, especially since

both banks significantly benefited from public assistance in the Great Recession. In 2009, the FDIC assisted OneWest in purchasing the failed IndyMac Federal Bank. That same year, CIT received a \$2.3 billion TARP bailout. As Jesse Van Tol, NCRC’s Chief of Membership and Policy, said during his testimony, “Their proposed CRA plan is not significant, disingenuous, and promises less than their strategic plan with the regulator.”

Additional concerns included the fact that this would be the first-ever merger that would create a “too-big-to-fail” bank, or SIFI (Systemically Important Financial Institution), and OneWest’s history of problematic mortgage servicing and reverse mortgage practices that resulted in unnecessary foreclosures for over 35,000 California senior citizens and homeowners.

The regulator’s call for hearings was just one more step in this merger challenge, and CRC, NCRC, and their partners hope to announce a significant public benefit agreement as the merger approval process continues.



## Support NCRC While You Shop Using AmazonSmile

NCRC is now a registered member of AmazonSmile. When you shop using AmazonSmile, you can select NCRC as the charity of your choice and Amazon will automatically donate .5% of your qualified\* purchase to NCRC. It’s easy, and will help NCRC reach more families and communities across the United States and continue to advocate for meaningful reforms.

To learn more about AmazonSmile, visit <http://smile.amazon.com/about>. To start your shopping now, click the link below.



\*There are tens of millions of products that are “qualified” for AmazonSmile donations. The status of a qualified product will be indicated on its page.

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## 2015 NCRC Annual Conference

CREATING A JUST ECONOMY • MARCH 25-28, 2015

Capital Hilton Hotel, Washington, DC

We look forward to seeing you there. Register today!  
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## Reinvestment WORKS

*Reinvestment Works* is published by the National Community Reinvestment Coalition.  
NCRC welcomes your questions, comments and ideas. Contact us at:  
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## Not a member yet? Join today!

NCRC's members are community organizations across the country dedicated to promoting fair and equal access to credit, capital and banking services for all communities and populations.

### Membership benefits include:

- Data analyses that help members understand bank investment patterns in their communities,
- Access to the members-only listserv,
- Subscriptions to Shelterforce Magazine and GrantStation, a weekly fundraising newsletter,
- Discounted rates for NCRC's Annual Conference, and
- Assistance engaging with federal officials.

### Membership Eligibility:

Non-profit organizations and local and state governments/government agencies are eligible for membership.

### How to Become a Member:

Becoming a member is easy!  
Visit us online at [www.ncrc.org](http://www.ncrc.org),  
call our Membership Department at 202.628.8866, or  
email [membership@ncrc.org](mailto:membership@ncrc.org).

## CAREERS AT NCRC

NCRC is always looking for talented and self-motivated individuals. To see the latest career opportunities, please visit [ncrc.applicantpro.com](http://ncrc.applicantpro.com).

If you are interested in working in a dynamic and diverse environment, please send a cover letter, resume, short writing sample and salary expectations to the Human Resources Department at [hdept@ncrc.org](mailto:hdept@ncrc.org) or to NCRC, 727 15th Street, NW, Suite 900, Washington, DC 20005.

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