Putting the CRA to Work in Your Community

December 1, 2022
3:00 to 4:30 PM ET
Views expressed during this session are those of the speakers and are intended for informational purposes.

They do not necessarily represent the views of Fed Communities or the Federal Reserve System.
Today’s Moderator

Ariel Cisneros, Senior Community Development Advisor
Federal Reserve Bank of Kansas City
Community development in the Federal Reserve System

• The Federal Reserve System consists of
  • The Board of Governors, located in Washington DC
  • 12 Regional Reserve Banks, and Branch Offices, located across the US
CRA and beyond

• What is the Community Reinvestment Act (CRA)?

• How do you interact with your banks?
Potential areas of interest

• Financial Health/Asset Building
• Small Business and Economic Development
• Healthy Neighborhoods/Affordable Housing
• Workforce Development
• Digital Inclusion and Broadband
• Food Insecurity
• Weatherization/Disaster Preparation
• Youth-related programs
• Other areas
Missouri Partnership

Sara Middendorf
Director of St. Louis Builds Credit, Prosperity Connection

Stacy Clay
SVP and Director of Community Affairs, First Bank
Missouri Partnership

ST. LOUIS BUILDS CREDIT + FIRST BANK
Our mission is to promote economic success for everyone in the St. Louis region.
What we do

- One-on-one financial coaching
- Financial education classes
- Tailored financial education classes
- Credit fairs
- Credit reviews
CRA in the community

**Investment**
- Charitable Contribution

**Lending**
- Retail Banking Products
  - Credit Builder Products
  - Second Chance Checking Account
  - Mortgage

**Service**
- Volunteers for:
  - Credit Reviews
  - Personal Finance Classes
Stay in touch!

hello@prosperityconnection.org

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www.prosperityconnection.org

https://www.facebook.com/ProsperityConnectionOrg/

@ProsperityConnection_STLBC
First Bank in the community

• Our Mission:
  
  • To be the bank of small business, particularly family-owned businesses
How First Bank supports the community

• We use the framework of the CRA Exam
  • Lending Test
  • Investment Test
  • Service Test
How we work with partners

• Thriving Partnerships
• Comprehensive Financial Literacy Programs
• Continued investment in partnerships
• Volunteering
How partners work with us

• By understanding our areas of focus
• By clearly articulating what they are looking for from the partnership
• By being responsive and engaged
Colorado Partnership

James Wareham-Morris
SVP-Risk Management,
Alpine Bank

Casey Sorensen
CEO, PCs for People
Colorado Partnership
Alpine Bank
About Alpine

- Founded in 1973
- Independent, employee-owned
- $6.2 billion in assets
- Headquarters in Glenwood Springs
- Banking offices across Colorado’s Western Slope, mountains and Front Range
About Alpine

• 800 employees

• 170,000 customers

• Retail, business, wealth management*, mortgage and electronic banking services.

• Alpine Bank Loyalty Debit Card

*Alpine Bank Wealth Management services are not FDIC insured, may lose value and are not guaranteed by the bank.
Alpine Bank

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Using E-waste to Close the Digital Divide

Bringing Everyone Online
PCs for People

- Bridges the digital divide through affordable computers and internet, responsible e-waste recycling, and digital education
- Supports families with incomes below 200% of the Federal Poverty Guidelines or 60% of area median income

Locations in Colorado, Georgia, Illinois, Minnesota, Maryland, Missouri and Ohio
Sustainable & Scalable Social Enterprise

Our Core Model
1. Source
2. Refurbish
3. Distribute
4. Support

Address the Digital Divide
- Device Access
- Connectivity
- Skills

National distribution via e-commerce, serving all contiguous states.
Contact Us

PCs for People
Email: info@pcsforpeople.org
Phone: 651-354-2552

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Impact: PCs for People and Alpine Bank

• E-waste recycling services for 475 Alpine Bank computer devices, 15,155 pounds of IT equipment
• Sponsored community events
  • 542 families with school-age children in southwest Colorado received computers
• Six additional recycling business partners
• Alpine Bank’s Advisory Board membership
Panel Discussion
and
Q & A
Resources
Closing Remarks and Asks

• Complete the post-event survey

• Visit www.fedcommunities.org for more Fed resources on community development topics

• Follow Fed Communities on social media. We’re on LinkedIn, Instagram, and Twitter

• Mark your calendars for February 9, 2023, and plan to join us for the next Connecting Communities webinar. Registration opens soon!
Thank you for joining us!