

the GOOD MONEY guide

|||| *Loans* |||| CROWDFUNDING = *Prosperity* =
— *Social Impact* — :::: MISSION ::::

ARE YOU LOOKING FOR MONEY TO START OR GROW YOUR BUSINESS?

Would you like to make sure that the money you receive is from funders that are benefiting our community and environment?

If yes, then check our Guide because it was created especially to help businesses like yours learn where and how to access good local money.

oakland
grown



It takes a local business owner to protect one.



As a small business owner in our community, I understand what it takes to protect *your* small business. Let me help you get insurance for your business at a great value. Stop in or give me a call.

Jain Williams, Agent

Insurance Lic#: 0769540

www.jainwilliams.com

Oakland, CA 94619

Bus: 510-530-3222 Toll Free: 855-530-3222



What Is GOOD LOCAL MONEY?

To zero in on funding sources that benefit the local community and align with your mission, this guide includes resources that meet one or more of the following criteria:

- Locally-based and committed to local reinvestment
- Adheres to a social and/or environmental mission
- Enables regular people to invest in their community
- Avoids harmful or extractive products and activities
- Creates and/or retains local jobs

In addition to bringing your financing in line with your values, these sources are here to help your bottom line. Many of them...

- Set terms and requirements to foster the smallest and newest of enterprises
- Provide individual support and creative solutions to help growing businesses thrive
- Support borrowers that may be rejected from other forms of financing
- Let your community support you on the strength of your business idea regardless of your credit or bank balance

THE GOOD MONEY GUIDE is intended to help you find funding sources that are more interested in the success of your business than in turning a quick profit - ones that are interested in seeing everyone enjoy a positive triple-bottom line (people, planet, and profit).

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The annual Good Money Guide is published by Oakland Grown and is available for pick up at business services locations in the Bay Area or online at OaklandGrown.org/gmg.

About OAKLAND GROWN

We at Oakland Grown understand that one of the biggest challenges that any small to mid-sized business must face, especially when trying to provide value to our community and environment that extends beyond personal profit, is accessing capital (aka money or funding).

This is why we created the Good Money Guide, so more “good businesses” could become aware of how many different mission-driven funders and resource providers currently exist to support their success.

Oakland Grown and Oakland Makers are programs of the Sustainable Business Alliance, a 501(c)(6) nonprofit that has been serving independent businesses since 2000.

Own a business in Oakland?

We welcome you to join our business alliance: OaklandGrown.org/join.

Oakland Grown

224 2nd Street
Oakland, CA 94607
510-640-4465

Hello@OaklandGrown.org



*When you choose to bank at a local community bank,
you are choosing to reinvest your dollars in the local economy.*



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OAKLAND

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Types of Loans

LOANS FROM COMMUNITY ORGANIZATIONS AND INSTITUTIONS

The main mission of these lenders is to support small and startup businesses. While the terms are still very fair, funders like community organizations often must charge slightly higher interest rates in order to make up for the fact that they are supporting riskier (newer, less proven) businesses.

- Often called “alternative lenders”
- Provide significant personal assistance, training, and networking opportunities
- Offer a wide range of loans, from \$5000 - \$5,000,000
- Many are certified CDFIs*
- Are a good option for business or nonprofits who...
 - Have less than perfect credit history
 - Don't qualify for bank loans
 - Are looking for business advising in addition to financing

LOANS FROM COMMUNITY BANKS

These are small banks that draw deposits from and contribute back to the community through local loans.

- Have an explicit commitment to local economic development
- Can be an excellent source of mid-size loans, generally \$100,000 - \$3,000,000 but some offer loans as small as \$5000
- Good for business with industry track records, good credit, and a clear path to repayment
- Often provide interest rates that are lower than community organizations
- Some are also CDFIs*

0% LOANS FROM PEER-TO-PEER PLATFORMS

These are online platforms where borrowers and lenders can go to find each other and make loans.

- Also called “peer-to-peer”
- Still a loan - your friends, family, and fans will need to be paid back!
- Often good for entrepreneurs that...
 - Have poor credit
 - Don't have much cash
 - Need small loans (\$1000 - \$10,000 usually)
 - Have friends, family, and fans that will loan them some money



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minutemanoakland.com



CITY OF BERKELEY

Got Funds?

The City of Berkeley can assist you in obtaining funding for your new or existing business expansion, build out, and other working capital needs.

- **Up to \$100,000** • **Up to 7 Years**
- **Low Interest Rates**

Learn more about the program online at CityOfBerkeley.info/oed or Call 510-981-2490

MBA WORKSHOPS OPEN TO THE PUBLIC!

SPECIAL COMMUNITY RATE

of **\$250** for
Oakland
Entrepreneurs &
Community
Members



First workshop begins 5/14/18

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millsmba.eventbrite.com

MILLS

LORRY I. LOKEY SCHOOL OF
BUSINESS AND PUBLIC POLICY

cutting edge capital
NEW CAPITAL FOR A NEW ECONOMY

Invite Your Community to Invest in Your Success



Ready to raise capital for your business? Cutting Edge Capital provides capital raise consulting to for-profit businesses, nonprofits, social enterprises, and cooperatives.

We specialize in community capital raising strategies that engage a wide range of investors to grow your business, and support a more equitable and innovative economy.

For a free consultation, visit
cuttingedgecapital.com/inquiry.

CROWDFUNDING: REWARD/DONATION-BASED

These platforms allow businesses to solicit donations from the public using online tools.

- Are donations, not loans - no repayment required
- Usually the business gives away rewards to their supporters, like products, naming rights, and vouchers for experiences
- Good for businesses who...
 - Can tell a compelling story about a business or product using social media, photos, and/or video
 - Have large networks of friends, family, and fans who really want to help the business achieve its goal and aren't concerned with getting paid back

CROWDFUNDING: INVESTMENT-BASED

Crowd-funding allows a broad range of supporters - regular people, not just wealthy "accredited" investors - to invest directly in a business by providing a loan or an equity investment.

- Useful for a business that intends to pay a financial return, but not as much or as fast as typical venture capital funds seek
- Can build intimate loyal customers - the investors
- Allow regular people to invest in local businesses
- Great way for community members to invest in and be connected to/committed to their business
- Are a good option for businesses that have audiences with a passion for their community or field - local boosters or foodies, for example
- Open a wider net than donations because business can bring in people they don't necessarily know who care about the business' mission and are looking for a return

TWO KINDS OF CROWD-FUNDING: DIRECT PUBLIC OFFERING (DPO)

Similar to donation-based crowd-funding, businesses announce an opportunity to invest in them, usually through a public campaign, with a website, social media outreach, and videos.

PRIVATE PLACEMENTS

The business offers the investment privately, to people that know the business.

- Good option if the business owner thinks that they can raise enough money by asking their network of close friends, family, and community members directly
- Has a less onerous and less expensive legal process than DPOs
- In California, businesses can have up to 35 investors that don't meet any wealth or income requirements

ANGEL INVESTORS

These are accredited investors – high-net-worth individuals - who the law considers to be better able to manage the risk of a small business investment. Businesses can get funding from them without as much legal work as investment funds that include non-accredited investors. This Guide lists groups of angel investors that work together to find and vet investment opportunities.

Are good for businesses who...

- Expect to provide a high return to investors
- Have a cutting edge or compelling product or service that people are inspired to invest in
- Do not have cash flow right away to start making loan payments
- Interested in business advice and mentorship from investors

*Acronym Alert:

CDFI

Community
Development Financial
Institution

*CDFI

is an entity certified and supported by the Federal government for their significant community development activity. Look for the CDFI certification in our listings!

IMPACT INVESTMENT FUNDS

These bring together many socially and environmentally responsible businesses into a fund that wealthier individuals can invest in.

- Investors are often looking for competitive, high-return ventures that pursue a double- or triple-bottom line
- Energy and health startups, information technology firms, and sustainable food enterprises often catch the eye of these investors

Loans and business consulting for Bay Area entrepreneurs



Working Solutions
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www.workingsolutions.org

- Low-interest loans from \$5,000-\$50,000 for start-up and existing businesses
- Free, personalized business consulting for the life of your loan



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≡ *Some Simple Guidelines* ≡

Think about **COMMUNITY BANK** and **ORGANIZATIONAL LENDERS** if you...

- Need \$10,000 - \$5,000,000+
- Have immediate positive cash flow or a secondary source of income
- Can make equal monthly payments

Have at least **4 OF "THE 5 C'S" OF CREDIT...**

- **CAPACITY** - You have the capacity to pay back the loan AND all of your other bills
- **CAPITAL** - You personally put money in the business - you showed commitment and have skin in the game
- **COLLATERAL** - Something that you can use to pay back a loan if you run out of cash. For example, real estate, office or manufacturing equipment, or your accounts receivable and inventory
- **CONDITIONS** - Your business is operating at the right time and place to be successful
- **CHARACTER** - You have experience, a good reputation, and in this case, a social mission

Think about donation-based **CROWDFUNDING** and **PEER-TO-PEER** lending models if you...

- Have a great idea that inspires everyone you tell, but not a lot of money
- Have time and connections to sell your idea via online marketing or to your local community
- Need \$1000 - \$25,000

Think about equity financing (**ANGEL, IMPACT, CROWD INVESTING**) if you...

- Need \$100,000+
- Will provide a return to investors

Zero in on **ANGEL** and **IMPACT INVESTING** if you...

- Anticipate fast growth and high return
- Would be comfortable selling your business after high growth
- Welcome decision-making input from your investors

Business Intelligence

Just clicks away 24/7

<http://bit.ly/OAKBizPermit>

Through a series of easy-to-answer questions, these apps can quickly inform you whether your business venture is allowable at a particular location, what types of City licenses and permits are required, and how much the related fees will be. Try it today!

CITY OF OAKLAND

Classes for freelancers, small business owners, and startup founders

UPTIMA

BUSINESS BOOTCAMP

OAKLAND
oakland.uptimabootcamp.com

Learn more and apply online

Accelerate Your Business

More Help

BUSINESS ADVICE SPECIFICALLY FOCUSED ON FINANCE

Year-round services specifically focused on helping small businesses with their finance needs.

Renaissance Entrepreneurship Center - Financial Resource Center

Renaissance Entrepreneurship Center can help package a loan for you and support you through the process. RenCenter.org
275 5th Street, San Francisco
1325-B Evans Avenue, San Francisco
1848 Bay Road, East Palo Alto
1500 MacDonald Avenue, Richmond

Centro Community Partners

Centro stewards the development of mobile apps that can help you assess your creditworthiness, create a budget and income statement, and determine which micro lender best suits your needs. CentroCommunity.org

ICA Fund Good Jobs

ICA Fund Good Jobs educates, accelerates, and invests in high-growth small businesses in order to create accessible good jobs that lead to equitable communities for all. ICAFundGoodJobs.org

Main Street Launch | Veteran Launch | Alameda County SBDC

Offering no-cost, one-on-one assistance to help you explore financing options and create a strategy to get funding for your small business, including raising equity from investors, banks, and community lenders, and crowdfunding strategies.

MainStreetLaunch.org | VeteranLaunch.org
ACSBDC.org | 2101 Webster Street, Suite 1200, Oakland

BUSINESS ASSISTANCE CENTERS & TOOLS

Local business assistance centers and online tools providing directories and referrals to various advisors and classes.

Oakland Business Assistance Center (BAC)

One-stop information and referral center operated by the City of Oakland. From site location and market information to business permitting assistance and referrals to business support and financing resources, their team will help your business prosper in Oakland. OaklandBusinessCenter.com
270 Frank H. Ogawa Plaza, Oakland

San Francisco Small Business Assistance Center

The Office of Small Business (OSB) and its Small Business Assistance Center (SBAC) function as the City of San Francisco's central point of information and referral for entrepreneurs and small businesses. BusinessPortal.sfgov.org
City Hall, Room 110, 1 Dr. Carlton B. Goodlett Place, San Francisco

Pacific Community Ventures

BusinessAdvising.org is a free program that matches small business owners with pro bono expert advisors and mentors who provide tailored assistance to grow their businesses and create good jobs in our communities. BusinessAdvising.org

East Bay EDA

The East Bay Economic Development Alliance provides a resource map to connect businesses to sources, investment opportunities, information, and training programs at local, state, federal, and international levels. EastBayEDA.org
1221 Oak Street, Suite 555, Oakland



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Clearinghouse CDFI is a full-service, direct lender. We finance projects that create jobs & services to help people work, live, dream, grow, & thrive in healthy communities.

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Economic Development and Housing Manager
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IMPACT INVESTING - ANGELS

These are accredited investors – high-net-worth individuals – who the law considers to be better able to manage the risk of a small business investment. Businesses can get funding from them without as much legal work as investment funds that include non-accredited investors.

This Guide lists groups of angel investors that work together to find and vet investment opportunities.

Are good for businesses who...

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PLATFORM	FOCUS AREA	HOW IT WORKS & REQUIREMENTS	FEATURES	GOOD CERTIFICATIONS
<p>CUTTING EDGE CAPITAL - PRIVATE PLACEMENTS ADVISING 510-834-3450 CuttingEdgeCapital.com 344 20th Street, Oakland</p>	United States	<p>Strategy and legal services that assist businesses and nonprofits in operating sustainably, including capital strategies to attract impact investors.</p> <p>Capital raises from \$100,000</p> <p>Requirements</p> <ul style="list-style-type: none"> • Privately offer an investment to wealthy and/or non-wealthy people you know • Fewer required legal filings than public offering • Usually accredited (high-net-worth) investors • Non-wealthy investors may also participate • In California, can have up to 35 non-accredited investors 	<ul style="list-style-type: none"> • This source will work with startups with less than one full year of operations. • This source provides services to nonprofits. • This source determines creditworthiness with alternative criteria, not just credit scores. 	B Corp Bay Area Green Business Oakland Grown Member
<p>INVESTORS' CIRCLE 919-296-1166 InvestorsCircle.net PO Box 3612, Durham</p>	Bay Area, Boston, New York, Philadelphia, Colorado, North Carolina, and D.C.	<p>Early stage businesses with high growth potential in clean energy, consumer products, education, energy & environment, sustainable agriculture, food & beverages, infrastructure & apparel, health & wellness, community development, impact software.</p> <p>Capital raises from \$50,000 - \$3,000,000</p> <p>Requirements</p> <ul style="list-style-type: none"> • Early-stage companies that have gone to market and achieved some degree of traction • Business models that are post proof-of-concept, demonstrated by contracts, revenues, strategic partnerships, etc. • Companies that expect to achieve \$5,000,000 in annual revenues within the next 5 years • Companies that plan to scale and ultimately pursue an exit strategy • A qualified and inspiring management team • Strong IP protection (if applicable) 		
<p>SLOW MONEY NORTHERN CALIFORNIA SlowMoneyNorCal.org</p>	Northern California	<p>Projects that:</p> <ul style="list-style-type: none"> • Protect soil and farmland • Build community infrastructure • Increase access to healthy food • Enhance health and environment <p>\$5000 - \$250,000; investments made by individuals in the community (not the Slow Money organization itself)</p> <p>Requirements</p> <ul style="list-style-type: none"> • Through its gatherings and showcases, Slow Money convenes and connects entrepreneurs, investors, foodies, and localization activists to catalyze investments in the local food systems • In addition to loans and equity investments, they help facilitate "royalty-based financing" in which returns are based on revenues 	<ul style="list-style-type: none"> • This source provides finances for nonprofits. • This source determines creditworthiness with alternative criteria, not just credit scores. 	Nonprofit

IMPACT INVESTING - FUNDS

These bring together many socially and environmentally responsible businesses into a fund that wealthier individuals can invest in.

- Investors are often looking for competitive, high-return ventures that pursue a double- or triple-bottom line
- Energy and health startups, information technology firms, and sustainable food enterprises often catch the eye of these investors

PLATFORM	FOCUS AREA	HOW IT WORKS & REQUIREMENTS	FEATURES	GOOD CERTIFICATIONS
BETTER VENTURES BETTER.VC 2323 Broadway, Oakland	United States	Entrepreneurs leveraging the tools and methodologies of the modern technology startup to address some of society's biggest challenges \$1,000,000 - \$5,000,000 Requirements <ul style="list-style-type: none"> • Early stage • Must address opportunity, health, or sustainability 		
BRIGHTPATH CAPITAL PARTNERS 510-488-4140 BrightpathCapitalPartners.com 1 Kaiser Plaza, Suite 650, Oakland		Projects that: <ul style="list-style-type: none"> • Businesses committed to positive social and environmental impact • High growth potential • Clean energy • Energy efficient • Environmental technologies • Sustainable agriculture & healthy food • Education • Wellness \$1,000,000 - \$5,000,000 Requirements <ul style="list-style-type: none"> • Cleantech, information technology, sustainable products and services, and healthcare 		Social Mission
DBLPARTNERS.VC One Montgomery Street, Suite 2375, San Francisco	Western United States	Projects that: <ul style="list-style-type: none"> • Companies to enable social, environmental, and economic improvement in the regions in which they operate Requirements <ul style="list-style-type: none"> • Double bottom line practices 		
ICA FUND GOOD JOBS 510-271-0142 ICAFundGoodJobs.com 2335 Broadway #102, Oakland	Bay Area	Requirements <ul style="list-style-type: none"> • To be evaluated for investment, a company must participate in ICA Fund Good Jobs Entrepreneurship Services (Education, Advisory, or Acceleration offerings), it must be poised for high growth, and committed to creating good jobs for those who need them the most 	This source determines creditworthiness with alternative criteria, not just credit scores.	CDFI, Opportunity Finance Network Ally, GIIRS Rated, Social Venture Network, National Committee for Responsive Philanthropy, Mission Investors Exchange
KAPOR CAPITAL KaporCapital.com Info@KaporCapital.com	United States <ul style="list-style-type: none"> • People of color, women, and other groups that have been historically underrepresented 	Requirements <ul style="list-style-type: none"> • Low-income and/or communities of color • Tech, seed stage • Committed to diversity in hiring 	Engage as advisors to assist with strategy, problem solving, growing the business, and fundraising.	
NEW MEDIA VENTURES NewMediaVentures.org	United States <ul style="list-style-type: none"> • Media and tech startups that disrupt politics and catalyze progressive change 	Requirements <ul style="list-style-type: none"> • Have significant market opportunity • Have a defensible competitive advantage and some evidence of traction with customers or key constituents. • Beyond ideas stage 	Twice annual call for applicants	
RADICLE IMPACT PARTNERS RadicleImpact.com 1438 Webster Street, Suite 300, Oakland	United States <ul style="list-style-type: none"> • Invests in three sectors: Good Food, Good Energy & Good Money 	How it works & requirements <ul style="list-style-type: none"> • Addressing a significant market opportunity • Driving positive social and environmental returns • Seed and Series A stage \$250,000 - \$1,000,000		B Corp

CROWDFUNDING: INVESTMENT-BASED

Crowd-funding allows a broad range of supporters – regular people, not just wealthy “accredited” investors – to invest directly in a business by providing a loan or an equity investment.

- Useful for a business that intends to pay a financial return, but not as much or as fast as typical venture capital funds seek
- Can build intimate loyal customers - the investors
- Allow regular people to invest in local businesses
- Great way for community members to invest in and be connected to/committed to a business
- Are a good option for businesses that have audiences with a passion for their community or field - local boosters or foodies, for example
- Open a wider net than donations because business can bring in people they don't necessarily know who care about the business' mission and are looking for a return

PLATFORM	FOCUS AREA	HOW IT WORKS & REQUIREMENTS	FEATURES	GOOD CERTIFICATIONS
BARNRAISER Barnraiser.us	United States <ul style="list-style-type: none"> • Food innovators • Sustainable food and farming • Food production • Community-based food, garden, and nutrition projects • Food education and media 	Funding sizes \$2000 - \$30,000 Requirements and How It Works Crowdfunding campaigns are launched with a pre-set goal, and contributors pledge support online: <ul style="list-style-type: none"> • Must reach campaign goal to be funded • 5% fee to Barnraiser, plus 4-5% for payment processing 	<ul style="list-style-type: none"> • A crowdfunding platform that connects communities across the nation through donation-based funding from individuals, organizations, and businesses alike. 	
CUTTING EDGE CAPITAL CuttingEdgeCapital.com 510-834-3450 344 20th Street, Oakland	United States	Investment crowd funding and Direct Public Offering consulting Loan sizes \$250,000+ Requirements and How It Works <ul style="list-style-type: none"> • Consulting and legal advice for community capital raises and investment crowdfunding • Publicize and advertise both wealthy and non wealthy investors • Equity or debt offerings 	<ul style="list-style-type: none"> • This source will lend to or invest in startups with less than one full year of operations. • This source provides finances for nonprofits. • This source determines creditworthiness with alternative criteria, not just credit scores. 	B Corp, Bay Area Green Business, Oakland Grown member
CUTTING EDGE X CuttingEdgeX.com 510-834-3450 344 20th Street, Oakland	United States	Listing platform for community capital investment offerings in the U.S. Offering sizes \$100,000 - \$10,000,000 Requirements <ul style="list-style-type: none"> • List your community capital offering, such as direct public offerings and Regulation A offerings • Free to Cutting Edge Capital clients 	<ul style="list-style-type: none"> • This source work with startups with less than one full year of operations. • This source provides services for nonprofits. 	B Corp, Bay Area Green Business, Oakland Grown member
WEFUNDER Wefunder.com	United States and beyond For-profits	Loan sizes \$50,000 - \$50,000,000 <ul style="list-style-type: none"> • Recommend raising from at least one professional investor you personally know first • \$195 fee • Up to a 7% fee based on online funding total, only if your funding is successful 	<ul style="list-style-type: none"> • This source will lend to or invest in startups with less than one full year of operations • Generates and files a Form C • Provides free crowdfunding contracts 	Public Benefit Corporation, Donates 5% of Profits to Nonprofits

CROWDFUNDING: REWARD/DONATION BASED

These platforms allow businesses to solicit donations from the public using online tools.

- Are donations, not loans - no repayment required
- Usually the business gives away rewards to their supporters, like products, naming rights, and vouchers for experiences
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PLATFORM	FOCUS AREA	HOW IT WORKS & REQUIREMENTS	FEATURES	GOOD CERTIFICATIONS
INDIEGOGO IndieGoGo.com	United States and beyond <ul style="list-style-type: none"> • Businesses interested in sourcing funds from their customers or community 	Loan sizes \$3700 average Requirements and How It Works Crowdfunding campaigns are launched with a pre-set goal, and contributors pledge support online: <ul style="list-style-type: none"> • Fixed funding - get your money only if goal is reached; 4% fee • Flexible funding - get whatever money you raise, even if goal isn't met; 9% fee • Payment platform fees are an additional 3% 	This source will lend to or invest in startups with less than one full year of operations.	
KICKSTARTER Kickstarter.com	United States and beyond <ul style="list-style-type: none"> • Businesses interested in sourcing funds from their customers or community 	Loan sizes \$5000 average; \$100,000 - \$1,000,000+ is possible Requirements and How It Works <ul style="list-style-type: none"> • Crowdfunding campaigns are launched with a pre-set goal, and contributors pledge support online: • Projects must reach their goal to be funded • Projects typically provide rewards to backers 	This source will lend to or invest in startups with less than one full year of operations.	B Corp
START SOME GOOD StartSomeGood.com	United States and beyond <ul style="list-style-type: none"> • For-profits, nonprofits, community groups, and individuals • Social impact projects and organizations • Advocacy/activism • Community organizing • Research/information/inspiration 	Loan sizes Goal set by campaign Requirements and How It Works <ul style="list-style-type: none"> • Must create positive social change • Must be new initiative or new element to the work • 5% fee plus about 3% for payment processing 	<ul style="list-style-type: none"> • This source will lend to or invest in startups with less than one full year of operations. • This source provides finances for nonprofits. 	

0% Loans from Peer-to-Peer Platforms

These are online platforms where borrowers and lenders can go to find each other and make loans.

- Also called “peer-to-peer”
- Often good for entrepreneurs that...
 - Have poor credit
 - Don’t have much cash
 - Need small loans (\$1000 - \$10,000 usually)
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PLATFORM	FOCUS AREA	HOW IT WORKS & REQUIREMENTS	FEATURES	GOOD CERTIFICATIONS
<p>KIVA KIVA.org/borrow 875 Howard Street, Suite 340, San Francisco</p>	<p>United States</p> <ul style="list-style-type: none"> • People of color • No or damaged credit • Early stage businesses 	<p>Loan sizes Up to \$10,000 first loan</p> <p>Requirements</p> <ul style="list-style-type: none"> • Over 18 years old • Earn under \$100,000 annually • Not in bankruptcy or foreclosure • Recruit lenders from your own network 	<ul style="list-style-type: none"> • This source offers 0% interest loans. • This source will lend to or invest in startups with less than one full year of operations. • This source provides finances for nonprofits. • This source determines creditworthiness with alternative criteria, not just credit scores. • This source offers financing support for Spanish speakers. 	<p>Social Mission</p>
<p>MISSION ASSET FUND (MAF) 888-274-4808 MissionAssetFund.org 3269 Mission Street, San Francisco</p>	<p>Lending Circles (each participant puts in a small amount of money each month and takes turns getting a loan from the pooled fun).</p> <ul style="list-style-type: none"> • Business owners interested in building credit and/or accessing loans for their business 	<p>Loan sizes \$500 - \$2000</p> <p>Requirements</p> <ul style="list-style-type: none"> • A checking account • SSN or ITIN • Photo ID • Proof of income 	<ul style="list-style-type: none"> • This source offers 0% interest loans. • This source will lend to or invest in startups with less than one full year of operations. • This source determines creditworthiness with alternative criteria, not just credit scores. • This source offers financing support for Spanish speakers. 	<p>Nonprofit, NCLR Affiliate, CFED Ashoka, Smart Money Network, SFEDA, Spark Point Affiliate, AC CAN</p>
<p>SF LGBT CENTER 415-865-5553 SFCenter.org 1800 Market Street, San Francisco</p>	<p>Lending Circles (each participant puts in a small amount of money each month and takes turns getting a loan from the pooled fun).</p> <ul style="list-style-type: none"> • Business owners interested in building credit and/or accessing loans for their business 	<p>Loan sizes \$600, determined by the circle</p> <ul style="list-style-type: none"> • A checking account • SSN or ITIN • Photo ID • Proof of income 	<ul style="list-style-type: none"> • This source offers 0% interest loans. • This source determines creditworthiness with alternative criteria, not just credit scores. 	<p>Nonprofit, SFEDA, Powered by MAF</p>

Loans from Community Banks

These are small banks that draw deposits from and contribute back to the community through local loans.

- Have an explicit commitment to local economic development
- Can be an excellent source of mid-size loans, generally \$100,000 - \$3,000,000 but some offer loans as small as \$5000
- Good for business with industry track records, good credit, and a clear path to repayment
- Often provide interest rates that are lower than community organizations
- Some are also CDFIs*

PLATFORM	FOCUS AREA	HOW IT WORKS & REQUIREMENTS	FEATURES	GOOD CERTIFICATIONS
<p>BENEFICIAL STATE BANK 888-326-2265 BeneficialStateBank.com 1438 Webster Street, Suite 100, Oakland</p>	<p>California, Oregon, and Washington</p> <ul style="list-style-type: none"> • Socially & environmentally-responsible • Women and minority-owned • Affordable & multi-family housing • Sustainable food • Clean energy, recycling, and repurposing • Other local & community-oriented businesses and nonprofits 	<p>Loan sizes Up to \$10,000,000 commercial loans; In addition, the bank has a special "Builder" program for business and non-profit loans that are \$150,000 and below.</p> <p>Requirements</p> <ul style="list-style-type: none"> • 3 years of operation • 3 years Financial Statements and Tax Returns • Bank will file a UCC 1 on all business assets and require a first deed of trust on commercial real estate loans • Financial statement must demonstrate established debt service capacity from cash flow • Personal guaranty required on all commercial loans (except to non-profits) 	<p>This source provides finances for nonprofits.</p>	<p>B Corp Best for the World, CDFI, JUST, GABV, Bay Area Green Business, SBA Preferred Lender, owned by a nonprofit</p>
<p>COMMUNITY BANK OF THE BAY (CBB) 510-433-5400 BankCBB.com 180 Grand Avenue, Suite 120, Oakland</p>	<p>Bay Area</p> <ul style="list-style-type: none"> • Located in, serve, and/or support low to moderate income communities • Environmentally sustainable either through their project(s) or ongoing business practices 	<p>Loan sizes \$100,000 - \$5,000,000 generally</p> <p>Requirements</p> <ul style="list-style-type: none"> • Able to demonstrate an ability to repay • Willing to pledge available assets as collateral 	<ul style="list-style-type: none"> • This source will lend to or invest in startups with less than one full year of operations. • This source provides finances for nonprofits. • This source determines creditworthiness with alternative criteria, not just credit scores. • This source offers financing support for Spanish speakers. 	<p>CDFI, SBA Preferred Lender, Bay Area Green Business, Oakland Grown member</p>
<p>NEW RESOURCE BANK 415-955-8100 NewResourceBank.com 255 California Street, Suite 600, San Francisco</p>	<p>California</p> <ul style="list-style-type: none"> • Organic & natural products • Clean energy • Green building • Sustainably-managed businesses • Nonprofit organizations 	<p>Loan sizes Greater than \$250,000 generally</p> <p>Requirements</p> <ul style="list-style-type: none"> • Minimum one year of profitability • Positive cash flow • Commitment to sustainability 	<ul style="list-style-type: none"> • This source provides finances for nonprofits. • This source determines creditworthiness with alternative criteria, not just credit scores. 	<p>B Corp, GABV, SF Green Business</p>

Loans from Community Organizations & Institutions

The main mission of these lenders is to support small and startup businesses. While the terms are still very fair, funders like community organizations often must charge slightly higher interest rates in order to make up for the fact that they are supporting riskier (newer, less proven) businesses.

- Often called “alternative lenders”
- Provide significant personal assistance, training, and networking opportunities
- Offer a wide range of loans, from \$5000 - \$5,000,000
- Many are certified CDFIs*
- Are a good option for business or nonprofits who...
 - Have less than perfect credit history
 - Don’t qualify for bank loans
 - Are looking for business advising in addition to financing

PLATFORM	FOCUS AREA	HOW IT WORKS & REQUIREMENTS	FEATURES	GOOD CERTIFICATIONS
CDC SMALL BUSINESS FINANCE 510-597-2059 CDCLoans.com 555 12th Street, Suite #500, Oakland	California, Nevada, and Arizona <ul style="list-style-type: none"> • New and existing businesses 	Loan sizes \$5000 - \$20,000,000 & up (based on loan type) Requirements <ul style="list-style-type: none"> • 3 years of business and personal federal tax returns or 2 years of projections (start-ups) • 10% minimum down payment (depending on loan type & eligibility) 	This source will lend to or invest in startups with less than one full year of operations.	Nonprofit
CLEARINGHOUSE CDFI 510-557-5077 ClearinghouseCDFI.com 505 14th Street, Suite 900, Oakland	California, Nevada, Arizona, and New Mexico, & Sovereign Nations in the Western United States <ul style="list-style-type: none"> • Projects that provide measurable community benefit • Small businesses • Multi-family affordable housing • Commercial real estate • Community facilities 	Loan sizes \$250,000 - \$7,500,000 Requirements <ul style="list-style-type: none"> • Personal and business financial statements • Additional requirements assessed individually • Real estate secured 	<ul style="list-style-type: none"> • This source will lend to or invest in startups with less than one full year of operations. • This source provides finances for nonprofits. • This source determines creditworthiness with alternative criteria, not just credit scores. 	CDFI, B Corp
COMMUNITY REINVESTMENT FUND 800-475-3050 CRFUSA.com 801 Nicollet Mall, Suite 1700 West, Minneapolis	United States <ul style="list-style-type: none"> • Low to middle income communities • Underserved borrowers • Veteran-owned businesses • Women-owned businesses • Minority-owned businesses 	Loan sizes \$50,000 - \$3,500,000 Requirements <ul style="list-style-type: none"> • Minimum credit score of 650 recommended • 20% down for startups recommended 	<ul style="list-style-type: none"> • This source will lend to or invest in startups with less than one full year of operations. • This source provides finances for nonprofits. • This source determines creditworthiness with alternative criteria, not just credit scores. • This source offers financing support for Spanish speakers. • This source offers financing support for Mandarin or Cantonese speakers. 	CDFI, Opportunity Finance Network, New Markets Tax Credit, Financial Innovations Roundtable, Forum for Sustainable & Responsible Investment, Minority Supplier Development Council
COPERNICUS FUND 415-322-9385 CopernicusFund.org 1736 Stockton Street, Suite 1, San Francisco	Bay Area <ul style="list-style-type: none"> • Start-up businesses of any kind • Creative businesses • Ventures turned away from financial institutions due to high risk • Entrepreneurs without formal banking relationships 	Loan sizes \$5000 - \$30,000 Requirements <ul style="list-style-type: none"> • Requirements and repayment schedule are customized to each borrower 	<ul style="list-style-type: none"> • This source will lend to or invest in startups with less than one full year of operations. • This source provides finances for nonprofits. • This source determines creditworthiness with alternative criteria, not just credit scores. • This source offers financing support for Spanish speakers. • This source offers financing support for Mandarin or Cantonese speakers. 	

Loans from Community Organizations & Institutions

CONTINUED

PLATFORM	FOCUS AREA	HOW IT WORKS & REQUIREMENTS	FEATURES	GOOD CERTIFICATIONS
HEBREW FREE LOAN 415-546-9902 HFLASF.org 131 Steuart Street, Suite 520, San Francisco	Northern California <ul style="list-style-type: none"> Provides interest-free loans to the Jewish community of Northern California 	Loan sizes \$6000 - \$25,000 for most loan programs; up to \$50,000 for business loans Requirements <ul style="list-style-type: none"> Applicants must be Jewish and residents of Northern California Minimum of 2 guarantors 	<ul style="list-style-type: none"> This source will lend to or invest in startups with less than one full year of operations. This source provides finances for nonprofits. This source determines creditworthiness with alternative criteria, not just credit scores. This source offers financing support for Spanish speakers. This source offers 0% interest loans. 	Nonprofit
MAIN STREET LAUNCH 510-830-3275 MainStreetLaunch.org 2101 Webster Street, Suite 1200, Oakland	Serves Oakland and San Francisco and veteran-owned businesses in California	Loan sizes \$10,000 - \$250,000 Requirements <ul style="list-style-type: none"> Startups and existing businesses Unable to obtain sufficient bank financing Demonstrated ability to repay the loan No personal or business tax liens No bankruptcy in the last 3 years and current on all accounts Owner contribution of 10-20% of total project cost Startups must have direct industry experience Personal guarantee required, including partners with 20% or more ownership For-profit entities that are licensed in the City of Oakland, the City of San Francisco, or owned by a military veteran and/or military spouse Must be a U.S. Citizen, U.S. Permanent Resident, or U.S. Documented Resident 	<ul style="list-style-type: none"> This source will lend to or invest in startups with less than one full year of operations. This source determines creditworthiness with alternative criteria, not just credit scores. This source offers financing support for Spanish speakers. This source offers financing support for Mandarin or Cantonese speakers. 	CDFI, Nonprofit, Municipal contracts with the City of Oakland the City of San Francisco, SBA Lender. Members of CAMEO, AEO, OFN, CDFI Fund, CBA, SFEDA, Bay Area Entrepreneurship Alliance
MISSION ECONOMIC DEVELOPMENT AGENCY'S ADELANTE FUND 415-282-3334 MEDASF.org 2301 Mission Street, Suite 301, San Francisco	San Francisco <ul style="list-style-type: none"> Small businesses who can't get funding from a traditional bank 	Loan sizes \$5,000 - \$100,000 Requirements <ul style="list-style-type: none"> Fixed interest rates for 3 or 5 year loans Establish your ability to repay the loan 	<ul style="list-style-type: none"> This source provides business coaching and pre- and post-loan technical assistance. English and Spanish 	CDFI
NONPROFIT FINANCE FUND 415-255-4849 NonprofitFinanceFund.org 405 14th Street, Suite 850, Oakland	West Coast <ul style="list-style-type: none"> Social enterprises that promote economic or social development of diverse communities Nonprofit organizations Arts & culture Childcare & youth Community development Domestic violence Education 	Loan sizes \$500,000 - \$2,000,000 Requirements <ul style="list-style-type: none"> 501(c)(3) nonprofit or social-mission business Have been in existence for 3 years or more Revenue of at least \$1,000,000 annually 	This source provides finances for nonprofits.	CDFI
NORTHERN CALIFORNIA COMMUNITY LOAN FUND (NCCLF) 800-475-3050 415-392-8215 NCCLF.org 870 Market Street, Suite 677, San Francisco	Northern California mission-driven enterprises <ul style="list-style-type: none"> Affordable housing Human services Arts/culture Healthy food Employee-owned ventures/cooperatives 	Loan sizes \$50,000 - \$3,000,000 for most loan programs Requirements <ul style="list-style-type: none"> 3+ years of financial statements 	<ul style="list-style-type: none"> This source provides finances for nonprofits. This source determines creditworthiness with alternative criteria, not just credit scores. This source offers financing support for Spanish speakers. This source offers financing support for Mandarin or Cantonese speakers. 	CDFI, Aeries AAA+ Rating

PLATFORM	FOCUS AREA	HOW IT WORKS & REQUIREMENTS	FEATURES	GOOD CERTIFICATIONS
OPPORTUNITY FUND 866-299-8173 OpportunityFundLoan.org 100 Bush Street, Suite 1550, San Francisco	California small businesses	Loan sizes \$2600 - \$250,000 Requirements <ul style="list-style-type: none"> • In business 1 year or more • No minimum FICO score required • Credit on-time for the past 12 months, or open bankruptcies • No current delinquencies, open tax liens, or open bankruptcies • Collateral (e.g. vehicle title) often desired 	<ul style="list-style-type: none"> • This source will lend to or invest in startups with less than one full year of operations. • This source determines creditworthiness with alternative criteria, not just credit scores. • This source offers financing support for Spanish speakers. • This source offers financing support for Mandarin or Cantonese speakers. 	CDFI, Nonprofit
PACIFIC COMMUNITY VENTURES 415-442-4300 PacificCommunityVentures.org 51 Federal Street, San Francisco	California with a focus on the Bay Area <ul style="list-style-type: none"> • California with a focus on the Bay Area • Small business loans and micro-loans • Specializes in working with business owners who've had a hard time accessing capital, like female entrepreneurs, entrepreneurs of color, and borrowers that may have been turned down for SBA or traditional bank loans • Free advice from a pool of 500+ experts in any area you need 	Loan sizes \$10,000 - \$200,000 Requirements (flexible) <ul style="list-style-type: none"> • No minimum credit score • Minimum one year in business • Preferably profitable • Minimum of one full- or part-time employee 	<ul style="list-style-type: none"> • This source determines creditworthiness with alternative criteria, not just credit scores. • This source offers financing support for Spanish speakers. 	CDFI, Nonprofit, Opportunity Finance Network, San Francisco EDA, East Bay EDA, San Francisco OEWD, Social mission, Oakland Grown member
RSF SOCIAL FINANCE 415-561-3900 RSFSocialFinance.org 1002 O'Reilly Avenue, San Francisco	Values driven businesses and nonprofits <ul style="list-style-type: none"> • Food & agriculture • Rural businesses and farms • Startups • Energy efficiency projects • Recycling-based businesses 	Loan sizes \$1000 - \$500,000, Micro-loans \$1000 - \$25,000 Requirements <ul style="list-style-type: none"> • Mission addresses one of RSF's 3 focus areas • Strong collateral (may include pledges or guarantees) • 3 or more years of operating history • Profitable or a clear path to profitability in 12 months • Annual revenue of \$1,000,000 or more • Annual revenue of \$500,000 for arts orgs 	<ul style="list-style-type: none"> • This source determines creditworthiness with alternative criteria, not just credit scores. • This source provides finances for nonprofits. • This source provides grants. 	CDFI, Nonprofit, Opportunity Finance Network, San Francisco EDA, East Bay EDA, San Francisco OEWD, Social mission
VEDC 415-434-4383 VEDC.org 5121 Van Nuys Blvd, Suite 300, Sherman Oaks	California <ul style="list-style-type: none"> • Startups • Small businesses • Low-income entrepreneurs • Entrepreneurs needing flexible requirements 	Loan sizes \$1000 - \$50,000 micro-loans; \$50,000 - \$700,000 direct loans; \$50,000 - \$5,000,000 SBA loans Requirements <ul style="list-style-type: none"> • Credit score in the mid-500's or above • No bankruptcies or foreclosures in the last 12 months • 20% down, for startups • Current accounts, or a payment plan • Business license(s) • Collateral 	This source will lend to or invest in startups with less than one full year of operations.	
WORKING SOLUTIONS 415-780-1217 WorkingSolutions.org 270 Frank H. Ogawa Plaza, Oakland 930 Montgomery Street, Suite 400, San Francisco	Bay Area <ul style="list-style-type: none"> • Small businesses • Startups and established businesses 	Loan sizes \$5000 - \$50,000 Requirements <ul style="list-style-type: none"> • One year of recent, paid same industry experience • No minimum credit score and no collateral needed • All outstanding debt must be current • No bankruptcy in the last 2 years 	<ul style="list-style-type: none"> • This source determines creditworthiness with alternative criteria, not just credit scores. • This source will lend to or invest in startups with less than one full year of operations. • This source offers financing support for Spanish speakers. • This source offers financing support for Mandarin or Cantonese speakers. 	DFI, SBA preferred lender

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