

COMMUNITY ASSET DEVELOPMENT (CAD)

Services We Offer

The Community Asset Development (CAD) program focuses on supporting community-led projects to acquire assets, and our services are specific to readying a project to receive capital. In many cases, this means supporting preparation of documents that funders, investors, and/or community members will ask for, like a pitch deck or operations budget. CAD offers support in these areas:

- Project Planning & Strategy Development
 - Communicating your project's strategy with measurable outcomes
 - Market and industry research
 - Capital campaign strategy and design collateral
- Operations Planning
 - Creating Standard Operating Procedures
 - Support drafting operating budgets
- [Integrated Capital Strategy](#)¹
 - Financial modeling (i.e., uses and sources, flow of capital)
 - Navigating different types of capital and developing optimal capital "stack"
 - Connections to potential capital sources (e.g., lenders)

If these are services your project is seeking, consider filling out the CAD [interest form](#).

CASE STUDY / EXAMPLES

Digital Capital Campaign Support

We supported a project partner on their capital campaign to acquire farmland, with 50 hours of direct support over 3 months. Our support included weekly meetings and work sessions to:

- Understand goals of capital campaign communications
- Research and decide on best web platform
- Strategize on capital campaign content
- Website layout and design
- Build out and launch website
- Support research and set up of additional third party platforms (like Eventbrite, Paypal, Square, Flipbook, etc.)
- Brainstorm and advise of fundraising strategies including e-commerce, in-person sales, menu of giving, and sponsorship

¹ *RSF Social finance defines Integrated Capital as "Integrated capital is the coordinated use of different forms of financial capital and non-financial resources to support an enterprise that's working to solve complex social and environmental problems."*

Due Diligence and Loan Deployment

We supported a project partner in their acquisition of a business and transition to a cooperative, with 150 hours of support over six months. Our support included:

- Advising and support drafting of seven-year financial forecast for business
- Market and industry research
- Creation of a pitch deck, to present to investor(s)
- Structuring, underwriting, deployment, and servicing of a low-interest loan²

² This project had already cultivated a relationship with a specific funder to bring loan capital to this project. Currently, CAD does not have capital in hand to deploy loans to projects. However, the CAD strategic vision includes working to build a fund to be able to deploy low-interests loans in the future to partner projects.