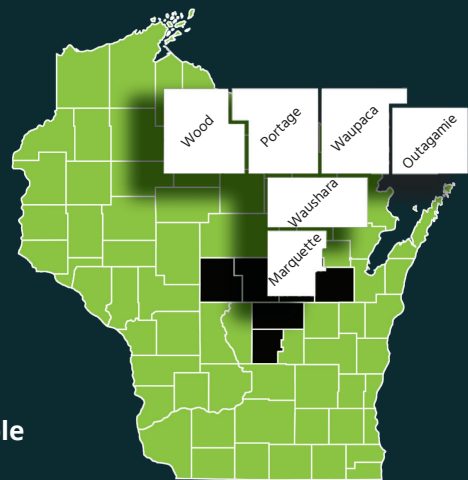


# Loan Fund Investors

- BMO Harris Bank, NA
- Community Foundation of Central Wisconsin
- Delta Dental of Wisconsin
- Incourage Community Foundation
- JPMorgan CHASE Foundation
- Opportunity Finance Network
- Packer Apartment Corporation
- School Sisters of Notre Dame
- The Congregation of the Sisters of St. Agnes
- The Sisters of St. Dominic – Racine
- USDA - Rural Microentrepreneur Assistance Program (RMAP)
- USDA - Intermediary Relending Program (IRP)
- USDA - Rural Business Enterprise Grant Program (RBEG)
- US Small Business Administration - Microloan Program
- US Bank
- US Treasury – CDFI Fund
- Wisconsin Economic Development Corporation - Capital Catalyst Program
- Wisconsin Energy Corporation Foundation
- Wisconsin Council on Churches
- Wisconsin Department of Transportation
- Wisconsin Division of Housing



2900 Hoover Road, Ste A  
Stevens Point, WI 54481  
715-343-7141  
capservices.org/cafp

For Business and Auto lending  
contact Laura West  
715-343-7141  
lwest@capmail.org

For Housing lending  
contact Beth Baar  
715-343-7140  
bbaar@capmail.org



CAfP is a wholly owned subsidiary of CAP Services, Inc., a private, nonprofit Community Action Agency, offering over two dozen programs in central and eastern Wisconsin designed to transform people and communities to advance social and economic justice.

For purposes of clarity and readability within this report, all loan fund activities, including some that may be more accurately described as CAP Services activities, have been described as CAfP activities.



A member of the **OPPORTUNITY FINANCE NETWORK**



# Building Community Assets



[capservices.org/cafp](https://capservices.org/cafp)



# Investing in People

## Housing lending



A growing number of families are housing cost-burdened, paying more than 30% of their income on housing. CAfP offers multiple approaches to address this issue. CAfP has developed and manages over 750 housing units, offering rents designed for people whose incomes fall below the area's median income. CAfP offers financing opportunities for home purchase — including down payment assistance — and home improvement in the form of long-term, low-interest loans subordinate to the primary lender, helping ensure affordable monthly payments. These not only benefit the homeowner but improve our communities' housing stock.

*"Nekoosa Senior Village is a home we were glad to hear of and get. Representatives of CAP Services couldn't have been better to work with. My wife and I are very happy with the fit and couldn't be happier over all."*  
-Mike & Kathy Kautzer, Nekoosa Senior Village tenants

In, 2017, 19 homebuyers accessed loans valued at \$145,100 and 22 more homeowners got low-cost financing valued at \$431,486 to make their homes safe and decent.

**CAfP has made 1,559 housing loans since 1991, totaling \$19.5 million. At the close of 2017, CAfP had 929 active housing loans, valued at \$8.6 million.**

## Business coaching & lending



CAfP is committed to growing communities by investing in small business through services focused on low- to moderate-income entrepreneurs. Start-ups face difficulties accessing financing. The challenges for low-income entrepreneurs are even more significant. CAfP's pre- and post-loan coaching services include business plan development, marketing and feasibility analyses, and help understanding business financials. Staff work with prospective borrowers to identify financial products that best meet their needs, including having a bank as a senior lender with CAfP loans bridging the financing gap for real estate, equipment and working capital.

*"We knew it was time to grow in Waupaca, but did not quite have all we needed to do so. CAP services took us under their wing and showed us how our vision could become our reality. We are so grateful to have had such support for our business and to have people who were just getting to know us fight for what we could bring to the community. I am not sure if I would have found another group that was so dedicated to our vision that they would come to some of the important meetings to make sure our best interest were being considered. It is a wonderful feeling knowing that the people at CAP Services believe in you, your business and what you can offer the community – and will be there to see all your dreams come true."*  
-Tiffany Losinski, Carousel Gymnastics operations manager

In 2017, 137 clients accessed 1,970 hours of business coaching services, resulting in the creation of 12 businesses and 23 jobs, and the retention of 4 additional jobs. Business loans totaled nearly \$1.3 million in 2017, leveraging an additional \$1.5 million.

**Since 1997, 317 businesses have started, and 613 jobs have been created. More than \$16 million has been loaned.**

## Auto lending



Reliable transportation is often the difference between keeping a job and losing a job, particularly in rural areas. CAfP's loan products include consumer auto lending, through CAP Services' Work-n-Wheels Program. Loans are made up to \$5,000, at 0% interest. Borrowers must meet income guidelines (150% of poverty, e.g., in 2017 \$30,630 for family of three) and pay a small administrative fee.

*"I would have to say the biggest impact of me having my own vehicle now is the fact that my kids are in extra-curricular activities like baseball, basketball. If I'm at work and my wife is at work and she's gotta pick me up then there's nobody to take my kids to their practice which means that they don't get to play in the games. So now that I have my own car, now that makes it easier, because either my wife is going to pick them up and take them to practice or I'm going to."*

-Raul Reyes, New London, Work-n-Wheels client

In 2017, 21 households accessed no-interest loans for the purchase of more reliable vehicles needed to maintain employment.

**Since 2009, CAfP has made 221 car loans worth a total of \$1.22 million.**

# Investing in Communities

Community Assets for People LLC (CAfP) was created in 1991 to bring low-cost capital to under-served markets, especially those providing significant benefit to low- and moderate-income people. CAfP provides business, housing and consumer (auto) loans in six primary central Wisconsin counties – Marquette, Portage, Outagamie, Waupaca, Waushara and Wood.

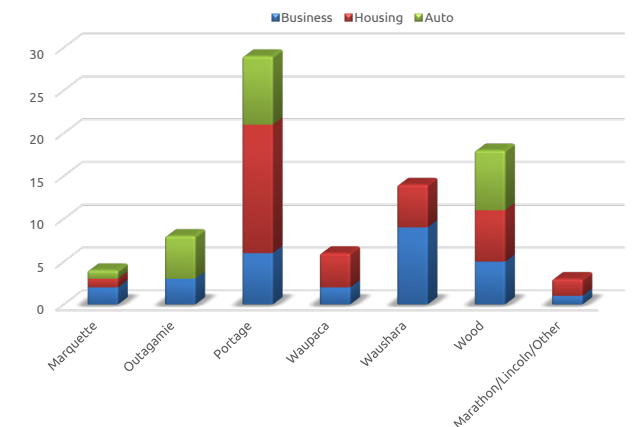
Community Assets for People (CAfP) is a certified community development financial institution (CDFI). CDFIs are private financial institutions dedicated to delivering responsible, affordable lending to help low-income, low-wealth, and other disadvantaged people and communities join the economic mainstream. CDFIs can be profitable but not profit-maximizing. They put community first, not the shareholder.

CAfP, like CDFIs nationwide, is dedicated to delivering responsible, affordable financing to the people and communities we serve.

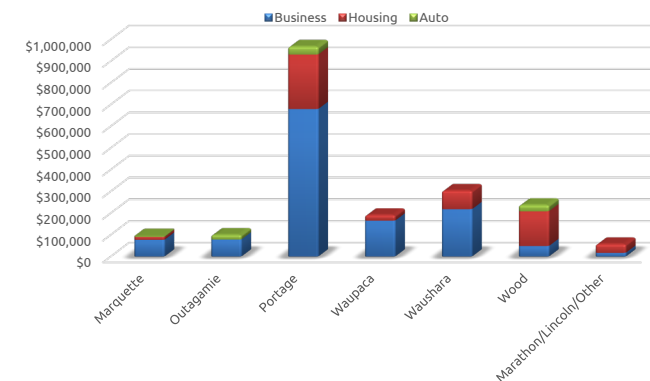
## 2017 Highlights

- CAfP continued its work with Invest in Wisconsin (IIW), a four-member CDFI Collaborative whose mission is to expand economic opportunities for low-income and people of color throughout Wisconsin. IIW held its first CDFI Day at the Wisconsin State Capitol in May of 2017 to share with legislators the important work Wisconsin's 24 CDFIs do to support community businesses, job growth, housing development, and growing our local and state economies.
- CAfP continued to provide loan fund administration services for the Central Wisconsin Economic Development (CWED) Fund bringing more capital to businesses in North Central Wisconsin.

Number of loans deployed - 2017



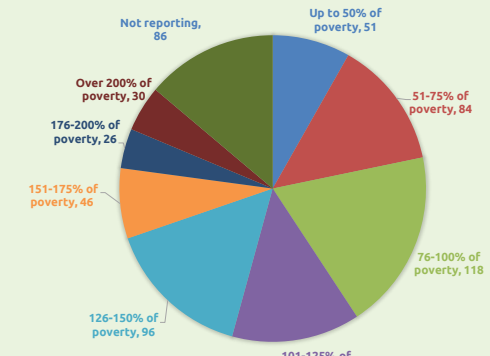
Value of loans deployed - 2017



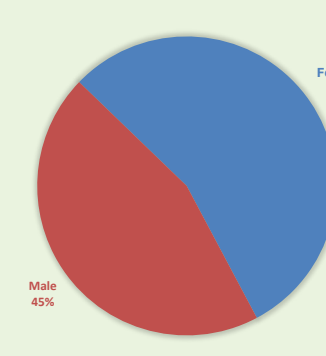
- The Wisconsin Economic Development Corporation (WEDC) launched its Capital Catalyst program with an award of a \$500,000 matching grant to three members of IIW, including CAfP. The program is one component of WEDC's suite of entrepreneurship resources, which includes tax credits for investors in early-stage companies, support for startup accelerators, seed capital funds and technology loans. By combining loan dollars and business technical support, the IIW partners will deliver a more reliable path to seed, grow and secure technology companies in our state.
- CAfP named Salon Envy of Stevens Point the winner of its second annual Business Expansion Contest. The business received a \$1,000 cash prize, a free marketing assessment, and mentorship through the Packers Mentor-Protégé Program.

## Client demographics 2013-2017

BORROWER HOUSEHOLD INCOME LEVEL

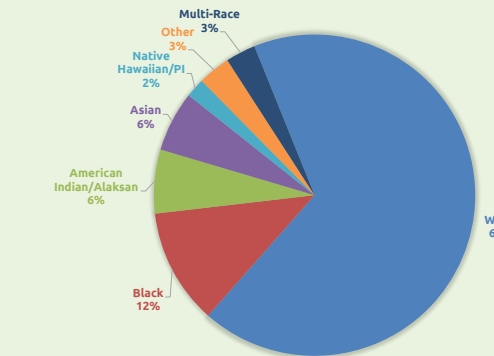


BORROWER GENDER



Total of 1,608 unduplicated clients

BORROWER RACE



Total of 1,814 clients, may include duplicates