

# COMMUNITY-UP



## WHO WE ARE

Community-Up is a nonprofit organization that provides training to community partners on the Community Reinvestment Act Regulation. Ensuring stronger partnerships between banks and community partners. We achieve this through:

- CRA workshops
- CRA consultative services
- CRA technical assistance
- Annual CRA Conferences

We also offer Program Administration Services, CRA Strategies and Training.

## MISSION

Community-Up is a social impact nonprofit organization whose mission is to eradicate poverty through systemic transformation in low-to-moderate income communities, utilizing the Community Reinvestment Act regulation.

## VISION

Building stronger communities, through holistic Community Development initiatives, by aligning and leveraging CRA partnerships through Collaboration, Educational Training and Innovation



440 Burroughs Detroit MI 48202

With over 20 years of proven results, we are committed to revitalizing and stabilizing low income communities utilizing the Community Reinvestment Act

[www.community-up.org](http://www.community-up.org)

## Affordable Housing



Community outreach and engagement ensure the success of a community development initiative. Without the buy-in of the community, especially those individuals that are revered as leaders, it is almost impossible to garner support.

In 2017 Community-UP Convened:  
**15 Homebuyers Workshops**

Resulting in:  
**375 Detroit Residents Learning the homebuying process**

In 2018 **Community-Up** disbursed \$374,000.00 in Renovation Grants to **47 Home Owners** stabilizing **\$3.5 Million Dollars worth of Detroit Housing Stock.**

## Economic Development



In 2018 Community-UP hosted a CRA Community Development Conference. Approximately **200** attendees, representing businesses in the public and private sector, learned about the Community Reinvestment Act (CRA) regulation and how to work within the regulation to help gain support from financial institutions for Small Business Start-up or Expansion. In addition to financial institutions, CDFI's spoke about their lending tools and programs for small businesses.

## Financial Literacy



Financial Literacy is designed to enhance financial capability by educating and empowering consumers to address the types of financial decisions, opportunities, and challenges that arise throughout the financial life cycle. We intend to help people to be prepared as consumers and to equip themselves to make informed financial choices in order to reach their own life goals and to enhance their own financial well-being. - **CFPB**

In 2017 Community-UP Convened:  
**9 Financial Literacy Workshops**

Resulting in:  
**225 Youth learning Financial Literacy**

# We Are Excited!!

The 2019 Community-Up CRA Conference: Alliance Integration will be held at the Federal Reserve Bank of Chicago, Detroit Branch February 7, 2019!

The conference theme will be “Alliance Integration” and will focus on community assets and how they can be integrated into community development plans, for CRA purposes through partnerships, collaboration, innovation and education.

Community-Up hosted its first annual CRA Conference at the Federal Reserve Bank of Chicago, Detroit Branch to a host of leaders of various industries; Banks, Nonprofits, CDC’s, CDFI’s, and Local Government Officials. The conference was an immediate success, it was a sold-out event and had standing room only. The feedback we received from surveys, emails and verbally was overwhelmingly positive and it validated the need to continue this work in this and other markets.

## *Community-Up History*

Community-Up was founded in June 2017 by Lysa Davis, former Bank Executive and CRA Officer. Ms. Davis is known for her passion about community development, instituting innovation and collaboration to create strategic community development initiatives that were impactful. During Ms. Davis 20-year career in banking, she worked for banks of various asset sizes and noticed that smaller community banks did not have the same capacity for professional development as larger banks. CRA Officers were not able to travel out of state to conferences because of capacity. Thus, the Community-Up CRA Conference were created, to bring in experts from across the country to provide best practices, emerging ideas and strategies for community development.

## *Community Reinvestment Act (CRA) Regulation*

“Enacted by Congress in 1977 (12 U.S.C. 2901) and implemented by Regulations 12 CFR parts 25, 228, 345, and 195, is intended to encourage depository institutions to help meet the credit needs of the communities in which they operate”

Ms. Davis knowledge and experience in CRA allowed her to create a product that exposes banks to partnership opportunities that meet regulatory requirements, and offers community partners, local government and public/private sector a mechanism to diversify and deepen banking relationships.

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## *Registration Opens September 1st*

**Vendor Info:** If you are interested in a vendor table please email [info@community-up.org](mailto:info@community-up.org)

**Sponsor Info:** If you are interested in a being a sponsor please email [info@community-up.org](mailto:info@community-up.org)

# **We Need Your Support!!**

## **The Community-Up CRA Conference**

Is designed to promote and lift-up community development efforts that utilize a collaborative, innovative and holistic approach through CRA qualifiable initiatives. We achieve this through our national network of community development experts that are passionate about their work and sharing best practices.

Every year we research cutting edge community development programs around the country that support low-to-moderate income communities through affordable housing, economic development, small business expansion, financial literacy and improving the quality of life for residents.

Panel discussions and workshops are designed with **YOU**, our community partners, in mind. We aim for all of our attendees to leave the conference with a better understanding of how financial institutions develop their CRA Strategies and how community partners can incorporate CRA Strategies into their programming leading to a deeper and diverse relationship with financial institutions in their area.

## **We Need Your Support!**

Sponsors Needed. This conference has helped to create a friendly and invigorating atmosphere that brings together community development professionals from all over the Country.

## **More Time to Network!**

We heard you. This year we have carved out a significant amount of time for all of our attendees to network with each other.

Please review the attached sponsorship form and please contribute today.

*Registration Is Open*

**We are looking forward to seeing you February 7, 2019!**

# 2019 COMMUNITY-UP

## CRA CONFERENCE: ALLIANCE INTEGRATION

### SPONSORSHIP OPPORTUNITIES

Platinum **\$10,000.00** Gold **\$5,000.00** Silver **\$3,000.00** Copper **\$2,500.00** Bronze **\$1,500.00**

SPONSORSHIP OPPORTUNITIES	Platinum	Gold	Silver	Copper	Bronze
Presentation of Awards	✓				
Podium Recognition	✓	✓			
Prominent logo placement on event invitation, program, and promotion	✓	✓			
Full-color logo recognition on all event signage	✓	✓	✓		
Recognition on social media preceding event	✓	✓	✓	✓	
Logo and link listed on Community-UP website	✓	✓	✓	✓	✓
Vendor Table	✓	✓	✓	✓	✓
Brand Logo Placement on all Materials	✓	✓	✓	✓	✓
Reserved Event Seating for 2 Guests	✓	✓	✓	✓	✓

**A limited number of vendor tables are available for \$500.00**

Make checks payable to "Community-UP"

# 2019 COMMUNITY-UP

## CRA CONFERENCE: ALLIANCE INTEGRATION

SPONSORSHIP OPPORTUNITIES	Lunch \$5,000.00	Breakfast \$3,000.00	Media \$2,500.00	Community \$1,500.00	Advocate \$1,000.00
Podium Recognition	✓				
Prominent logo placement on event invitation, program, and promotion	✓				
Full-color logo recognition on all event signage	✓	✓			
Recognition on social media preceding event	✓	✓	✓		
Logo and link listed on Community-UP website	✓	✓	✓	✓	
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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### SPONSORSHIP OPPORTUNITIES

Lunch	Breakfast	Media	Community Advocate
<b>\$5,000.00</b>	<b>\$3,000.00</b>	<b>\$2,500.00</b>	<b>\$1,000.00</b>

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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## Contact Information

Company Name

Contact Name

Address

Phone #:

Email:

### PAYMENT

By Check, please mail payment to:  
**Community-UP**  
**440 Burroughs Ste 196 Detroit MI 48202**

For credit card payments please visit [www.community-up.org](http://www.community-up.org)

