

**GOOD LOCAL
MONEY**

*for
your*

**GOOD LOCAL
BUSINESS**



GETTING GOOD LOCAL MONEY

Hey good local businesses – this guide is for YOU. Need money to start or grow your business? Want to make sure that money aligns with YOUR values, that your funders are committed to investing in our community and environment and not extracting from it? Look inside!

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We at Sustainable Business Alliance and *East Bay Express* put together this guide to help you understand different types of capital and find the information you need to get mission-driven “good” local money.

ABOUT THE SUSTAINABLE BUSINESS ALLIANCE

This guide content was assembled by the Sustainable Business Alliance, an Oakland-based nonprofit organization that believes that in order to ensure the well-being of all people and our planet, we must all be part of the solution - not just government and nonprofits, but businesses, financial institutions and individuals.

As such, we:

- Help East Bay businesses do well and do good for the world
- Encourage community members to spend consciously and locally
- Connect good local businesses with good local money

Together we can consciously create a community where all people have access to the resources they need and are treated fairly and with respect, where our natural environment and built communities are nourished and thriving, and where people have time and freedom to pursue their passions - to enjoy art, music, food, and nature, and laugh, dance and play with their families and friends.



goodmoney@sustainablebusinessalliance.org



[@eastbaysba](https://twitter.com/eastbaysba)



[@oaklandgrown](https://facebook.com/oaklandgrown)



[@sustainablebusinessalliance](https://facebook.com/sustainablebusinessalliance)

ABOUT THE EAST BAY EXPRESS

The *Express* is the Bay Area's only independent, locally-owned newspaper in our region. Since 1978, the *Express* has provided award-winning investigative reporting, in-depth coverage of arts and culture, and critical content that helps inform our community.

Part of our mission is to "help improve the East Bay economy and environment," which we are committed to through projects such as the Good Money Guide. We are a firm supporter of the goals of the Sustainable Business Alliance, and are co-founders and members of Oakland Grown.

EAST BAY EXPRESS

EastBayExpress.com

510-879-3700



[@eastbayexpress](https://twitter.com/eastbayexpress)



[@eastbayexpress](https://facebook.com/eastbayexpress)

WHAT IS GOOD LOCAL MONEY?



To zero in on financing sources that benefit the local community, your mission, and your bottom line, this list includes investors and platforms that meet one or more of the following criteria:

- Is locally-based and committed to local reinvestment
- Adheres to a social or environmental mission
- Enables regular people to invest in their community
- Avoids investing in harmful or extractive products & activities
- Avoids unfair or misleading practices and pricing

Together, businesses and these local community providers of capital can work together to keep money recirculating, create local jobs, and achieve social and environmental goals.

If you're interested in learning more about the topic of aligning money and mission, see the list of resources beginning on page 15.

WHAT ABOUT MY BOTTOM LINE?

In addition to bringing your financing in line with your values, these sources can also be great for the bottom line.

Many of them..

- Set terms and requirements to foster your smallest of enterprises
- Provide individual support and creative solutions to help growing businesses thrive
- Support borrowers who may have been rejected for traditional financing
- Let your community support you on the strength of your business idea regardless of your credit or bank balance

This guide is intended help you find welcoming options with those who are more interested in the success of your business than turning a quick profit – that are interested in everyone enjoying a triple-bottom line of people, planet, and profit.



USING THIS GUIDE

Review the types of funding to get a sense of what fits you.

Check out listings - look at the amounts, requirements, and special focus areas of the providers in the directory to hone in on ones that might work for you. An easy place to start might be the loan size column, because you probably know about how much money you need.

Consider working with a business advisor (see "Business Advisors" on page 13) to navigate the sources that are currently available. Take this guide with you to talk through your options!

Get in touch with the providers to confirm their current offerings and explore whether they are a good fit.

Please note that while we worked to create the most current and accurate list possible at time of publishing, the information may change. Please contact providers directly for the most current information and find updates to our list at: SustainableBusinessAlliance.com/goodmoney

WHAT TYPES OF FUNDING ARE THERE?

The guide is broken up in sections as follows.

- 1) Loans from Community Organizations & Institutions
- 2) Loans from Community Banks
- 3) 0% Loans from Peer-to-Peer Platforms
- 4) Crowdfunding - Reward/Donation-Based
- 5) Crowdfunding - Investment-Based
- 6) Angel Investors
- 7) Impact Investment Funds



1) LOANS: COMMUNITY ORGANIZATIONS & INSTITUTIONS

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

- Are often called "Alternative Lenders"
- Provide significant assistance, training and networking opportunities
- Offer a wide range of loans, from \$5,000 to \$5 million
- Are often certified CDFIs*
- A good option for businesses or nonprofits that
 - Have less than perfect credit history
 - Don't qualify for traditional bank loans
 - Are looking for business advising in addition to financing

2) LOANS: COMMUNITY BANKS

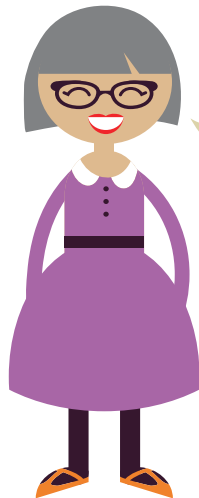
These are small banks that draw deposits from and contribute back to the community through local loans

- Have an explicit commitment to local economic development
- Can be an excellent source of mid-size loans, generally from \$100,000 to more than \$3 million, but some offer loans as small as \$10,000
- Are good for businesses with industry track records, good credit, and a clear path to repayment
- Often provide interest rates that are lower than those at community organizations
- Are often CDFIs*

3) LOANS: ZERO PERCENT MICROLENDING PLATFORMS

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

- Are also called peer-to-peer
- Are often good for entrepreneurs who
 - Have poor credit
 - Don't have much cash
 - Need small loans (\$1,000 to \$10,000)
 - Have friends, family and fans that will loan them some money
- It's still a loan - your friends and family will need to be paid back!



* ACRONYM ALERT

CDFI (Community Development Financial Institution): an entity certified and supported by the Federal government for its significant community development activity. Look for the CDFI certification in the right column of the listings.

4) CROWDFUNDING: REWARD/DONATION-BASED

These platforms allow an entrepreneur 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 entrepreneurs who
 - Can tell a compelling story about their 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 goals and aren't concerned with getting paid back

5) CROWDFUNDING: INVESTING

Crowd investing 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 to investors, but not as much or as fast as typical venture capital funds
- Can build immediate loyal customers – the investors
- Allow regular people to invest in local businesses
- Are a good option for businesses that have audiences with a passion for their community or field – boosters or local foodies, for example
- Opens a wider net than donations because you can bring in people you don't necessarily know who care about your business and are looking for a return
- Is a great way for community members to invest in and be connected and committed to a business
- Legal costs and other expenses will likely start at \$5,000
- Good for businesses interested in raising \$100,000 or more

There are two kinds of crowd investing:

Direct Public Offering (DPO)

Similar to donation crowdfunding, entrepreneurs announce an opportunity to invest in them, usually through a public campaign and website.

Private Placement

Business offers the investment privately to people that know the business.

- Good option if the business owner thinks that he/she can raise enough money by asking his/her network of close friends, family and community members directly
- Have 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

TIP: YOU STILL GOTTA PAY IT BACK

Just a quick note here... You might be thinking that because these funders care about the community, they will accept lower rates or can tolerate a business not paying them back. That's not the case. In order to stay in business and keep doing their work, they gotta pay their own bills.

If they just gave away money, they'd close their doors pretty fast. The beauty of these mission-driven funders is not cheap rates, it's taking risks and being creative. They take the time to understand your business and when they believe in you and your mission, they take a risk to fund you when others wouldn't.

6) ANGEL INVESTING

These are accredited investors – high-net-worth individuals – whom the law considers better able to afford the risk of a small business investment. You can get funding from them without as much legal work as other investment funds.

The 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

7) IMPACT INVESTMENT FUNDS

These bring together many socially- and environmentally-responsible businesses into a fund that higher-wealth 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

SOME SIMPLE GUIDELINES

Think about community bank and organizational lenders if you...

- Need between \$10,000 and \$5 million
- Have immediate positive cash flow or a secondary source of income
- Can make equal monthly payments
- Have "the 5 C's" of credit:
 - 1) **Capacity** – You have the capacity to pay back the loan AND all of your other bills.
 - 2) **Capital** – You personally put money in the business – you showed commitment and have skin in the game
 - 3) **Collateral** – You have something that you can use to pay back a loan if you run out of cash (real estate, office or manufacturing equipment, or your accounts receivable and inventory)
 - 4) **Conditions** – Your business is operating at the right time and place to be successful
 - 5) **Character** – You are trustworthy and have a good reputation, and in this case, a social mission

Think about donation-based crowdfunding & peer-to-peer lending models if you...

- Have a great idea but not a lot of money
- Have time and connections to sell your idea via online marketing or to your local community
- Need \$1,000 to \$25,000

Think about equity financing (Angel, Impact, Crowd Investing) if you...

- Need \$100,000 or more
- Will provide a return to investors when you produce revenues

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

QUIZ: IS CROWD-BASED FINANCING RIGHT FOR MY BUSINESS?

1) Have a lot of people encouraged you to start this business?

- a. Yes, I already have people I know rooting for the business
- b. Yes, once people hear about it they think it's a good idea
- c. I'm not sure/I haven't really told people about it

2) How comfortable are you asking people for money?

- a. Very comfortable! I'd ask anyone for money for my business if that's what it takes
- b. Not so comfortable. I'd ask my own community for money - people I already know
- c. Hmm... I'll ask strangers, but not my family or community!
- d. Not a chance

3) In your existing network, can you think of 20 people who would be willing to give you money for your business, even as low as \$20?

- a. Yeah, I can think of more than 20!
- b. I think so, let me get a pen
- c. I can't think of specific people, but I still think it's a valuable idea

4) Is there a community of people who are passionate about what your business is going to do?

- a. Yep! The _____ community (try to think of a specific label, or two or three)
- b. Yeah, people who buy _____ would likely want to buy my product
- c. I can't think of a label or description. Anyone would like it!

5) Do you have the resources to create good marketing collateral (photos, video, descriptions) of your business to "sell" it to potential funders online?

- a. Yes, I have (or can get) enough money or resources to make a video, take some photos and set up a simple website
- b. I could probably swing it on a shoestring. My cousin is a great photographer...
- c. I don't have money for my business yet... that's why I need the crowdfunding!



GIVE YOURSELF

.....
3 points for each A answer
2 points for each B answer
1 point for each C or D answer

Total up your score and
see answers on next page.

CROWDFUNDING QUIZ ANSWERS

12-15 POINTS: AND THE CROWD GOES WILD

Every A answer is one piece of the puzzle - and you have a lot of pieces! You may be in a good position to run a successful, public-facing crowd campaign. Your next step is to check out your options and take a hard look at the requirements and recommendations of each model - they'll give you an idea if there is something you need to work on before you go public.

In our Crowdfunding section on page 16, you'll see a couple of sites that specialize in a particular subject area, such as food businesses. If you have a highly specialized business, such as in a technology field, you should search for a site dedicated to your niche market. Be sure to check out the Crowd Investing and 0% Interest Microlending sections - these also include models for getting financing from the public.



GREAT
JOB IF
YOU GOT
12-15
POINTS!

9-11 POINTS: PUT SOME MUSCLE INTO IT

Most of the B answers above reflect that you have some more thinking to do about whether a crowd campaign is right for you. Is your startup or expansion compelling enough that you talk to people about it at parties? Is there a clear mission? How do friends respond? Could they become your crowdfunders? That's how these campaigns are most successful - based on how compelling your message is about your business, and how many people you can get to listen to you.

You should have a clear idea of the market for your business and a profile of your potential funders drawn up - so grab a pen and paper and get scribbling! Check out the requirements and best practices of the platforms we have listed, and work backwards from there to make sure you have your ducks in a row.

5-8 POINTS: NOT READY FOR THE CROWD

Many of the C answers are red flags for crowd-based efforts. Crowdfunding relies on existing social networks, so if you're unable to ask your community for money for your business, probably other sources of funds will be better for you. Also, your campaign doesn't have to be slick, but it does take some resources to put together a compelling story about your business - remember, you are "selling" the idea of your business to the potential funders.

If you don't have much cash saved up or a lot of time to reach out to your friends, family and community many times in many formats, you should think about a smaller first wave of fundraising, such as asking friends and family for a small loan (you'd pay the money back after the campaign), or joining a lending circle to amass a small amount for your uses. You can find local lending circles in the Zero Interest Microlending section of our guide. Depending on your business experience and model, you might also find a loan from a community organization possible.

MORE HELP: PLATFORMS & ADVISORS

LENDING PLATFORMS WITH SMALL BUSINESS IN MIND

Below are two online platforms committed to matching a business with funding that fits their unique situation. Enter your info and immediately see which exact funders match your needs!

Fundwell

Mission: To help small business get the right funding to grow and improve their financial health overtime.
TheFundwell.com

Lendeavor

Mission: To help small business owners identify the right loan, every time.
Lendeavor.com

Fundwell is exploring filters for mission-aligned money on its site (YAY!). In the meantime, note that these platforms may contain both good local money AND traditional banks. Use the Good Local Money guidelines and resources we provided in this guide to ensure you match up with a Good Local Money provider!

YOUR TICKET TO SUCCESS: GETTING A BUSINESS ADVISOR

If we had to share one sure-fire way to find the financing that's right for your business, we'd recommend sitting down with a business advisor ASAP.

Advisors Focused on Financing

San Francisco:

Renaissance Entrepreneurship Center Financing Assistance Center (RenCenter.org)
Can help package a loan for you.

Oakland:

Centro Community Partners (CentroCommunity.org)

Is developing a loan assessment tool that will be available as a free mobile application.

BUSINESS ASSISTANCE CENTERS AND INFORMATION CLEARINGHOUSES

These local business assistance centers serve as clearinghouses, providing directories and referrals to various advisors and classes.

Oakland Business Assistance Center
270 Frank H. Ogawa Plaza
OaklandBAC.com

East Bay EDA
EastBayEDA.org

San Francisco Small Business Assistance Center
BusinessPortal.SFGov.org

WANT TO NERD OUT ON GOOD LOCAL MONEY?

Here are some resources for finding and thinking about money that aligns with your values.

Green America's Breakup with Your Bank
Directory.BreakUpWithYourMegaBank.org

Global Alliance for Banking on Values
GABV.org

CDFI Fund
CDFIFund.gov

Center for Financial Services Innovation
CFSInnovation.com

Local Investing Resource Center
Local-Investing.com

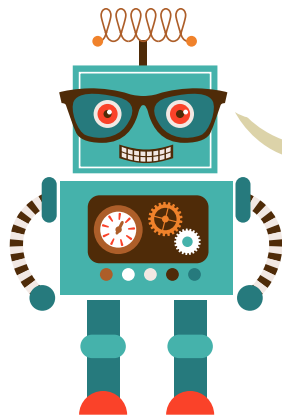
Cutting Edge Capital
CuttingEdgeCapital.com

We wish the best for you and your good local business, and we hope you find this helpful!

-The Team at Sustainable Business Alliance

BIG THANKS

to the following contributors and advisors: Jenny Kassan of Cutting Edge Capital; Dick Fletcher of Beneficial State Bank; Winter Williams of Community Bank of the Bay; Corinne Gentile of Working Solutions; Sarah Church; Paula Connelly; and DJ Healy of Centro Community Partners.



FIND THIS GUIDE USEFUL?

Post with #goodlocalmoney on Facebook, Twitter, or Instagram for a chance to win a prize from one of our good local businesses each month!

IMPACT INVESTING—ANGELS

MOST INVESTORS ACCESSIBLE THROUGH THESE PLATFORMS ARE ACCREDITED (HIGH-NET-WORTH) INDIVIDUALS.

PLATFORM	FOCUS AREA	INVESTMENT SIZE	HOW IT WORKS AND REQUIREMENTS	FEATURES*	GOOD CERTIFICATIONS
Cutting Edge Counsel—Private Placements Advising www.cuttingedge-counsel.com (510) 834-4530 436 14th St., #1120 Oakland, CA 94612	Serves the United States Legal services that assist businesses and nonprofits in operating sustainably, including access to money and capital markets	\$100,000+	<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 can also participate In California, can have up to 35 non-accredited investors 	S NP C	B Corp Alameda County Green Business
Investors Circle (415) 255-6844 www.investorscircle.net 200 N. Mangum St., Suite 203 Durham, NC 27701	Serves the Bay Area, New York, Philadelphia, and North Carolina <ul style="list-style-type: none"> Early-stage businesses High growth potential Sectors: Clean energy, education, sustainable agriculture, food and beverages infrastructure and apparel, wellness, community development	About \$50,000-\$3,000,000	<ul style="list-style-type: none"> Demonstrated traction (revenues, contracts, partnerships) Expect \$5,000,000 in annual revenue in 5 years Have previously raised capital or have some capital committed Strong management teams Intellectual property protection, if applicable Coaching calls and networking events available 		
Slow Money Northern California www.slowmoneynor-cal.org	Serves Northern California <i>Projects that</i> <ul style="list-style-type: none"> Protect soil and farmland Build community infrastructure Increase access to healthy food Enhance health and environment 	\$5,000-\$250,000 Investments are made by individuals in the community (not the Slow Money organization itself)	<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 local food systems In addition to loans and equity investments, they help facilitate “royalty-based financing” in which returns are based on revenues 	C NP	Nonprofit

IMPACT INVESTING—FUNDS

PLATFORM	FOCUS AREA	INVESTMENT SIZE	REQUIREMENTS	FEATURES*	GOOD CERTIFICATIONS
Brightpath Capital Partners (510) 488-4140 www.brightpathcapital-partners.com 1 Kaiser Plaza, Suite 650 Oakland, CA 94612	<ul style="list-style-type: none"> Businesses committed to positive social and environmental impact High growth potential Clean energy Sustainable food Education Manufacturing Businesses services Wellness 	\$1,000,000-\$5,000,000	<ul style="list-style-type: none"> Offer returns to investors Revenues of \$5,000,000 Positive operating margins, late-stage venture or emerging growth 		Social mission
Fund Good Jobs www.fundgoodjobs.com 2323 Broadway Oakland, CA 94612	Serves the Bay Area <ul style="list-style-type: none"> High-need, high-growth small businesses creating good jobs 	\$250,000-\$750,000	Fund Good Jobs works closely with its partner, Inner City Advisors (ICA) <ul style="list-style-type: none"> Must have completed ICA's capital readiness program Must be high-growth and committed to creating good jobs for those who need them the most 	C	GIIRS Rated, Opportunity Finance, Network Ally, Social Venture Network, National Committee for Responsive Philanthropy
New Island Capital (415) 692-5760 www.newislandcap.com 1 Letterman Dr., Building D, Suite D3-500 San Francisco, CA 94129	<ul style="list-style-type: none"> Environment Alternative Energy Sustainable Agriculture Communities 	Varies	Must be an innovative business working in one of their four theme areas offering a positive financial return		Social mission

*FEATURES: Key can be found on page 18

COMMUNITY BANK LOANS

LENDER	FOCUS AREA	LOAN SIZES	REQUIREMENTS	FEATURES*	GOOD CERTIFICATIONS
Beneficial State Bank (formerly One Pacific-Coast Bank) (510) 550-8432 www.beneficialstate-bank.com 1438 Webster St., Suite 100 Oakland, CA 94612	Serves California, Oregon and Washington Businesses & non-profits with special focus on: <ul style="list-style-type: none"> • Socially & environmentally-responsible • Women & minority owned • Low-income & rural community development • Affordable & multi-family housing • Sustainable food, fisheries & agriculture • Clean Tech, green energy, conservation recycling and repurposing 	\$10,000-\$50,000 Larger loans up to \$6,000,000	Builder Loans (\$10,000-\$50,000): <ul style="list-style-type: none"> • 2 years of operation • Profitable in the last year • Pledge of business assets Larger Loans, Lines of Credit and Commercial Real Estate Loans: <ul style="list-style-type: none"> • Demonstrate capacity to pay all your debt payments each month • Pledge of business assets 	NP	B Corp Best for the World, CDFI, JUST, GABV, Bay Area Green Business, SBA Preferred Lender, Owned by a nonprofit
Community Bank of the Bay (CBB) (855) 433-5400 www.bankcbb.com 180 Grand Ave., Suites 120 & 1550 Oakland, CA 94612	Serves the Bay Area Businesses & non-profits that are: <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 	Generally \$100,000-\$5,000,000	Able to demonstrate an ability to repay Willing to pledge available assets as collateral	C NP S ES	CDFI, SBA Preferred Lender, Bay Area Green Business
New Resource Bank (415) 995-8100 www.newresource-bank.com 405 Howard St., Suite 110 San Francisco, CA 94105	Serves California Socially and environmentally responsible businesses & non-profits: <ul style="list-style-type: none"> • Organic foods • Natural products • Clean energy • Green building 	Generally greater than \$250,000	<ul style="list-style-type: none"> • Minimum of two years in business • Profitable 	C NP ES CH	B Corp, GABV, SF Green Business

PEER-TO-PEER LOANS

PLATFORM	FOCUS AREA	INVESTMENT SIZE	REQUIREMENTS	FEATURES*	GOOD CERTIFICATIONS
Community Sourced Capital www.communitysourced-capital.com	Serves the West Coast <ul style="list-style-type: none"> • Small scale manufacturing • Food and Agriculture • Hospitality 	\$5,000-\$50,000	<ul style="list-style-type: none"> • Demonstrated revenue traction • Connection to people in your community • Able to repay a loan in 3 years or less 	0% C S	B Corp, Social Purpose Corporation
Kiva Zip (713) 924-8170 www.kivazip.org 875 Howard St., San Francisco, CA 94103	Serves the United States and Kenya <ul style="list-style-type: none"> • Poor credit • Startups • Need a small amount of capital 	First loan: Up to \$5,000 Up to \$10,000 for farmers Subsequent loans: Up to \$25,000	<ul style="list-style-type: none"> • Over 18 years old • Have a PayPal account • Earn under \$100,000 annually • Not in bankruptcy or foreclosure • Provide positive social impact • Recruit lenders from your own network • Able to pay back within 6-24 months 	0% C	Social Mission
Mission Asset Fund (MAF) www.missionassefund.org (888) 274-4808 3269 Mission St., San Francisco, CA 94110	Lending Circles** <ul style="list-style-type: none"> • Business owners interested in building credit and/or accessing loans for their business 	Typically \$1,000-\$2,000	Participants must have <ul style="list-style-type: none"> • A checking account • SSN or ITIN • Photo ID • Proof of income 	C S ES 0%	Nonprofit, NCLR Affiliate, CFED Ashoka, Smart Money Network, SFEDA, Spark Point Affiliate, AC CAN
San Francisco Lesbian, Gay, Bisexual, Transgender Center www.sfcenter.org (415) 865-5555 1800 Market St., San Francisco, CA 94102	Lending Circles** <ul style="list-style-type: none"> • Business owners interested in building credit 	Typically begin at \$1000. <i>Amounts determined by the circle</i>	Participants must have <ul style="list-style-type: none"> • A checking account • SSN or ITIN • Photo ID • Proof of income 	C 0%	

**Lending Circles are where each participant puts in a small amount of money each month and takes turns getting a loan from the pooled fund.

*FEATURES: Key can be found on page 18

CROWDFUNDING-REWARDS/DONATIONS

PLATFORM	FOCUS AREA	FUND SIZE	HOW IT WORKS AND REQUIREMENTS	FEATURES*	GOOD CERTIFICATIONS
Barnraiser www.barnraiser.us	Serves the 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 	Min \$2,000 \$10,000-30,000 typical	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 	S NP	
Credibles www.credibles.co	Serves the United States <ul style="list-style-type: none"> Food businesses (like co-ops, restaurants, coffee shops, farmers, butchers) 	\$5,000-\$150,000	Businesses receive cash upfront through the sale of "edible credits" and gift cards <ul style="list-style-type: none"> Customers receive a tab with credits (often extra bonus for larger prepayments) to be redeemed for future purchases 	C S 0%	
IndieGoGo www.indiegogo.com	Serves the United States and beyond <ul style="list-style-type: none"> Businesses interested in sourcing funds from their customers or community 	Average: \$3,700 Campaign success rate: 20%	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% Projects typically provide rewards to backers 	S	
Kickstarter www.kickstarter.com	Serves the United States and beyond <ul style="list-style-type: none"> Businesses interested in sourcing funds from their customers or community 	Average: \$5,000 \$100,000 to \$1M+ is possible Campaign success rate: 44%	Crowdfunding projects are launched with a pre-set goal, and contributors pledge support online <ul style="list-style-type: none"> Projects must reach their goal to be funded Projects typically provide rewards to backers 	S	B Corp
Start Some Good www.startsome-good.com	Serves the United States and beyond <ul style="list-style-type: none"> For-profits and nonprofits Social impact projects and organizations Advocacy/activism Community organizing Research / information / inspiration 	Goal set by campaign	<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 	S C NP	

CROWDFUNDING-INVESTMENTS

PLATFORM	FOCUS AREA	INVESTMENT SIZE	HOW IT WORKS AND REQUIREMENTS	FEATURES*	GOOD CERTIFICATIONS
Direct Public Offering (DPO) List on Cutting Edge X www.cuttingedgex.com	Serves the United States <ul style="list-style-type: none"> Any business type 	\$300,000-\$5,000,000 generally	<ul style="list-style-type: none"> Privately offer an investment to both wealthy and non-wealthy people you know Complete a prospectus, detailing the type, size, and timeline for you to pay returns to investors You can offer equity or debt List your business online and share publicly \$10,000-\$30,000 legal costs to get set up Typically 6 mos. prep till you start raising money 	S NP C	B Corp, Alameda County Green Business
Private Placements Cutting Edge Counsel Advising www.cuttingedgecounsel.com (510) 834-4530 436 14th St., #1120 Oakland, CA 94612	Serves the United States <ul style="list-style-type: none"> Any business type 	\$100,000+	<ul style="list-style-type: none"> Loan or stock purchase offer without advertising to the public Fewer required legal filings than public offering Usually accredited (high-net-worth) investors Non-wealthy investors can also participate In California, can have up to 35 non-accredited investors 	S NP C	B Corp, Alameda County Green Business

*FEATURES: Key can be found on page 18

LOANS-COMMUNITY ORGANIZATIONS AND INSTITUTIONS

LENDER	FOCUS AREA	LOAN SIZE	REQUIREMENTS	FEATURES	GOOD CERTIFICATIONS
CDC Small Business Finance www.cdloans.com (510) 597-2059 1999 Harrison St., #1620 Oakland, CA 94612	Serves California, Nevada, and Arizona	\$20,000- \$250,000	Startups: <ul style="list-style-type: none"> • 650 credit score • 30% down from borrower • Personal collateral Existing Businesses: <ul style="list-style-type: none"> • 1 year in business & 650 credit score • Break-even cash flow 	S	Nonprofit
Clearinghouse CDFI www.clearinghousecdfi.com (510) 557-5077 505 14th St., Suite 900 Oakland, CA 94612	Serves California, Nevada, Arizona and New Mexico <ul style="list-style-type: none"> • Projects that provide measureable community benefit • Small businesses • Multi-Family Affordable housing • Commercial real estate • Community facilities 	Up to \$5,000,000	<ul style="list-style-type: none"> • Personal and business financial statements • Additional requirements assessed individually • Real estate secured 	C NP S	CDFI, B Corp
Copernicus Fund www.copernicusfund.org (415) 322-9385 1736 Stockton St., Suite 1 San Francisco, CA 94133	Serves the 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 	\$5,000- \$30,000	<ul style="list-style-type: none"> • Requirements and repayment schedule are customized to each borrower 	S C NP ES CH	
Community Reinvestment Fund www.crfusa.com (800) 475-3050 Minneapolis, MN 55402	Serves the United States <ul style="list-style-type: none"> • Low-to-middle income communities • Underserved borrowers • Veteran-owned businesses • Women-owned businesses • Minority-owned businesses 	\$50,000- \$3,500,000	<ul style="list-style-type: none"> • Minimum credit score of 650 recommended • 20% down for startups recommended 	NP C S ES CH	Opportunity Finance Network, CDFI, New Markets Tax Credit, Financial Innovations Roundtable, Forum for Sustainable & Responsible Investment, Minority Supplier Development Council
Hebrew Free Loan Association www.hflasf.org (415) 546-9902 131 Steuart St., Suite 520 San Francisco, CA 94105	Serves Northern California <ul style="list-style-type: none"> • Jewish business owners seeking 0% loans 	Up to \$25,000 (\$50,000 in special cases)	<ul style="list-style-type: none"> • 2-4 cosigners who must be Jewish residents of Northern California • Applicants must also be Jewish 	0%	
Nonprofit Finance Fund www.nonprofitfinancefund.org (415) 255-4849 28 Second St., Suite 600 San Francisco, CA 94105	Serves the West Coast (and other U.S. regions) <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 	\$500,000- \$2,000,000	<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 	NP	CDFI
Northern California Community Loan Fund (NCCLF) www.ncclf.org (415) 392-8215 870 Market St., Suite 677 San Francisco, CA 94102	Serves Northern California Nonprofits only <ul style="list-style-type: none"> • Affordable housing • Human services • Arts/culture • Job preparedness & incubators • Employee-owned ventures/ cooperatives 	\$10,000- \$2,000,000	<ul style="list-style-type: none"> • 3 years of financial statements 	NP C ES CH	CDFI CARS AAA+ Rating

FEATURES:

S This source will lend to or invest in startups with less than one full year of operations
 0% This source offers 0% interest loans
 C This source determines creditworthiness with alternative criteria, not just credit scores

NP This source provides finances for nonprofits
 ES This source offers financing support for Spanish speakers
 CH This source offers financing support for Mandarin or Cantonese speakers

Loans-Community Organizations & Institutions (cont.)

LENDER	FOCUS AREA	LOAN SIZE	REQUIREMENTS	FEATURES*	GOOD CERTIFICATIONS
OBDC Small Business Finance (510) 830-3275 (415) 213-8577 www.obdc.com 825 Washington St., Ste. 200 Oakland, CA 94607	Serves Oakland and San Francisco • Small businesses • Veteran-owned businesses	\$10,000-\$250,000	Recommended/requested Startups • Industry experience or training • Owner contribution of 20-30% • Alternative source of income • Personal financials, including 12-month projections Existing Businesses • Personal and business financial docs • Owner contribution of 10-15% • All available business assets may be requested as collateral	C S ES CH	CDFI, Municipal contracts with Oakland and San Francisco
Opportunity Fund www.OpportunityFund.org (866) 299-8173 100 Bush St., Suite 1550 San Francisco, CA 94104 (Visits by appointment only)	California • Small businesses	\$2,600-\$100,000	• In business 1 year or more • Start-ups encouraged only during annual Start-Up Funding Challenge • No minimum FICO score required • Credit on-time for the past 12 months • No current delinquencies, open tax liens or open bankruptcies • Collateral (e.g. vehicle title) often desired	C S ES CH	CDFI, Non-profit
Pacific Community Ventures www.pacificcommunityventures.org (415) 442-4300 51 Federal St., San Francisco, CA 94107	Serves California • Small Businesses • Women-owned businesses • Minority-owned businesses • Businesses based in low- or middle-income communities	\$50,000-\$200,000 <small>Provides all borrowers with business advice and mentors in addition to working capital</small>	• Small biz with potential to scale • 2+ years operating history • 1+ year of profitability • At least 2 employees • Collateral	C NP ES	Non-profit, CDFI; Member of SF Economic Development Alliance and Small Business Finance Collaborative; Sponsored by City of SF Office of Economic & Workforce Development
RSF Social Finance www.rsfsocialfinance.org (415) 561-3900 1002 O'Reilly Ave., San Francisco, CA 94129	Values-driven businesses and non-profits • Food & Agriculture • Education & Arts • Ecological Stewardship	\$500-\$5 million Social Enterprise \$200,000-\$5 million Arts orgs \$1 million and up	• 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 • Ann. revenue of \$1 million or more • Ann. revenue of \$500,000 for arts orgs • Offers grants of \$500-\$5,000	C NP Grants	B Corp, Green America Certified
SAFE-BIDCO www.safe-bidco.com (707) 577-8621 (800) 273-8637 1377 Corporate Center Pkwy., Suite A Santa Rosa, CA 95407	Serves Northern California • Native American business owners • Rural businesses and farms • Startups • Energy efficiency projects • Recycling-based businesses	\$1,000-\$500,000 Microloans \$1,000-\$25,000	• Collateral is required for some loans • Owners of 25% + must offer personal guarantee • Moderate to good credit history may be required • Efficiency loans must save 15% of normal energy usage	S	Created by the CA Legislature
Working Solutions www.workingsolutions.org (415) 655-5473 440 Pacific Ave. San Francisco, CA 94133	Serves the Bay Area • Small businesses • Startups • Businesses that may not otherwise qualify for traditional credit	\$5,000-\$50,000	• Must have been declined for a loan by a bank • 1 year of recent, paid industry experience • U.S. citizen or permanent resident, age 18 and up • All payments must be current • No bankruptcy in the last 2 years Loan for existing businesses up to \$50,000: • Borrower must put at least 10% down • 2 full years of sales history	C S ES CH	CDFI, SBA preferred lender
VEDC www.vedc.org (415) 434-4383 433 California St., #630 San Francisco, CA 94104	Serves California • Startups • Small Businesses • Low-income entrepreneurs • Entrepreneurs needing flexible requirements	Microloans \$1,000-\$50,000 Direct Loans \$50,000-\$700,000 SBA Loans \$50,000-\$5 million	• Credit score in the mid-500's or above • No bankruptcies or foreclosures in last 12 months • 20% down, for startups • Current accounts, or a payment plan • Business license(s) • Collateral	S	

*FEATURES: Key can be found on page 18