



CCEDA

2022

CCEDA

Annual Report

REAL COMMUNITIES. REAL SOLUTIONS. REAL CHANGE.

WWW.CCEDA.COM

2022 IMPACT REPORT

HIGHLIGHTS

20
ORGANIZATIONS

CCEDA provided 20 Community Based Organizations with robust, innovative technical assistance.

\$3.25
MILLION

Over \$3.25 million raised for supporting Community Based Organizations.

\$18
MILLION

CCEDA's Accessible Dwelling Unit (ADU) Program provided \$18 million in applications originated.

POLICY
VICTORY

Net Energy Metering Incentives for Low-Income Families: The CPUC voted unanimously to approve a more equitable net billing plan that takes low-income communities into account. CPUC is providing nearly a billion dollars in incentives to support more solar projects for low-income homeowners.

596+
HOURS

Over 596 hours conducted in technical assistance from CCEDA toward growing community based organizations.

16
WEBINARS

CCEDA's in 2022 had a total of 16 training webinars with over 562 attendees.



CCEDA IN 2023

CCEDA continues to provide Outreach, Continuing Education and Technical Assistance to its entire recipient network, with targeted outreach to smaller agencies who lack the bandwidth to respond to economic opportunities that may bring additional resources to their communities.

CCEDA programming will be focused on addressing economic opportunities and initiatives, e.g., affordable housing, small business support and community economic development.

Our 2022 Sponsors



A Division of First Citizens Bank



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CCEDA MISSION, VISION AND VALUES

Mission

CCEDA empowers organizations serving people of color, and others, to create economic opportunity and social equity in low to moderate income communities.

Vision

A socially just and economically equitable California.

Values

Social Justice – CCEDA promotes racial, economic, and environmental justice.

Stewardship – CCEDA is trustworthy, transparent, and acts with the highest integrity in finance, governance, and grant management.

Empowerment – CCEDA seeks to advance members and communities through education, training, technical assistance, and leadership development.

Engagement – CCEDA responds to changing needs by visibly advocating for effective public policy and actively collaborating with member organizations, government, and funders.



CCEDA STRATEGIC PLAN 2022-2025

Technical Training – Improve the operation of community development organizations through technical training.

- Expand real estate, social enterprise, and fund development training and technical assistance.
 - Develop and implement CDFI technical assistance.
 - Develop and implement climate adaption training and technical assistance.
-

Leadership Development – Improve the leadership abilities of CDC directors and aspiring directors and create an interconnected professional network.

- Develop and implement training for first-time executive officers and senior leaders aspiring to become chief executive officers.
 - Support chief executive officers in strategic implementation.
-

Fund Development – Be the premiere source of fundraising assistance for community development organizations and provide direct assistance in grant and proposal development.

- Expand fund development assistance to members, assisting in raising \$2,000,000 in 2022.
 - Diversify CCEDA funding sources to foundations increasing
-

annual funding 25%.

- Effectively function as a clearing house for funding opportunities and fundraising best practices.
-

Policy Advocacy – Lead legislative and administrative policy advocacy for the community economic development sector.

- Lead approval and implementation of a California Community Development Tax Credit.
 - Secure budget approval for California Community Economic Development Grant Program in an amount not less than \$50 million.
 - Advocate for member access to small business tax credit.
 - Advocate for federal inclusion of Community Development Corporations in the Community Revitalization Act.
-

Lending – Create and launch a new lending organization specifically to provide access to capital to community economic development organizations.

- Establish lending infrastructure at CCEDA.
 - Obtain \$5,000,000 in loan capital.
 - Implement non-profit lending program with deployment of \$1,000,000 in the first year.
 - Successfully apply for CDFI certification.
-

TECHNICAL ASSISTANCE

CDFI TECHNICAL ASSISTANCE GOALS



CDFI
Certification



Establish Micro Lending
Programs



Staff
Training



Underwriting
Assistance



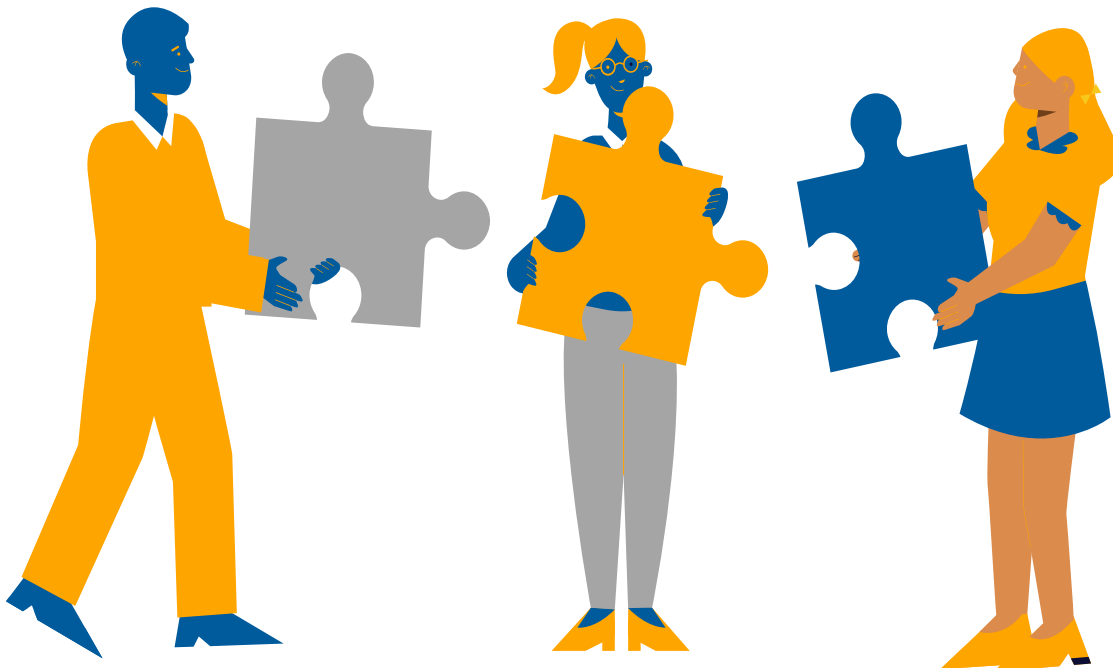
Loan
Development
Programs



State Lending
License Application
Assistance



Fundraising
Development
Planning



COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS

CDFI 2022 Resilience Fund Cohort

The inaugural cohort includes the following organizations:

- [African Americans for Economic Empowerment](#)
- [Black Cultural Zone CDC](#)
- [Chinatown Service Center](#)
- [Coalition for Responsible Community Development](#)
- [Community Services Unlimited Inc.](#)
- [Creser Capital Fund](#)
- [Entrepainayship](#)
- [First Community Capital](#)
- [Fresno Area Hispanic Foundation](#)
- [Inclusive Action for the City](#)
- [Pukuu Cultural Community Services](#)

This new generation of CDFIs will invest directly in communities hit hardest by the pandemic to build new pathways to economic resilience.



Part of the 2022 Resilience Fund Cohort under the California Reinvestment Coalition; **CCEDA** provided direct technical assistance to eleven BIPOC organizations to establish and expand lending programs, pursue operating and loan capital and apply for CDFI certification.

- The resilience fund is a two-year, \$4 million initiative to reimagine systems of capital centered on communities of color.
- The resilience fund provides capacity building, technical assistance, and grant funding to support a cohort of BIPOC-led nonprofit organizations in achieving certification as Certified Financial Development Institutions.

COMMUNITY DEVELOPMENT CORPORATIONS

<p>Technical Assistance Clients FY 2022 and 2023</p>	<p>Coalition for Responsible Community Development:</p> <ul style="list-style-type: none"> • Social enterprise expansion • Business Source Center implementation
<p>Creation of a New CDC in Modesto</p>	<p>Stanislaus Equity Partners (STEP) CDC:</p> <p>CCEDA has a track-record in establishing faith-based CDCs, notably with the recent creation of Stanislaus Equity Partners (STEP) CDC in Modesto. STEP received \$5 million from the county of Stanislaus to start their CDC.</p> <ul style="list-style-type: none"> • CCEDA advised STEP CDC with organizing and facilitating their Board Orientation and will conduct their Strategic Planning.

COMMUNITY ACTION AGENCIES

CCEDA is continuously providing Technical Assistance to State of California funded Community Action Agencies and Partnerships. These Agencies and Partnerships are recipients of CCEDA's technical assistance and trainings and can obtain strategic and targeted benefits of CCEDA's services and receive ongoing access to important community development resources.

Communityfy	CCEDA has completed a comprehensive community needs assessment for CommUnify which services the Santa Barbara communities.
Del Norte Senior Center (DNSC)	CCEDA continues to work collaboratively and advise DNSC on potential funding resources.
IMACA	CCEDA assisted with building purchase.
Northern California Indian Development Council, Inc.	CCEDA will provide NCIDC with a comprehensive community assessment.
Community Action Partnership: Sonoma County	CCEDA will provide real estate technical assistance services for a new headquarters.
Community Action Partnership: San Bernardino	CCEDA will conduct an assessment of affordable housing needs in San Bernardino to determine priority issues for the City of San Bernardino and for CAP San Bernardino.

CCEDA Provides Access to Funding Resources

CCEDA provides all members with information regarding new funding sources with Weekly Fundraising Newsletters, and available TA. Sources include federal, state, county, municipal, corporate and philanthropic.

TRAININGS

Total Webinars in 2022: 16

Total Registrants: 959

Total Attendees: 562

FAITH-BASED CDC PROGRAM: 2ND WEBINAR – JAN 13TH, 2022:

Part of CCEDA's Faith-Based CDC Initiative.

of Registrants - 26
of Actual Attendees - 18

Webinar content and discussion points:

- CDC Structures
- Faith-based community development
- Developing budgets and financial projections
- Inter-faith efforts and partnerships

Presenters:

Bob Zdenek, Senior Consultant, CCEDA

Roberto Barragán, Executive Director, California Community Economic Development Association

Maria Cabildo, Director of Housing and Economic Opportunity, California Community Foundation

SIERRA NEVADA REGIONAL CLIMATE ADAPTATION WEBINAR – JAN 20TH, 2022:

Part of a series of Regional Webinars, the culmination of CCEDA's Climate Adaptation Initiative. *(In association with the Climate Resolve)*

of Registrants - 47
of Actual Attendees - 21

Webinar content and discussion points:

- Overview of the Regional Climate Adaptation Assessments and the implications of climate change.
- Initiatives, services, and programs implemented in the Sierra Nevada's communities of concern that aim to achieve equitable climate solutions.
- Strategies to encourage community-lead climate resiliency initiatives.

Presenters:

Jonathan Parfrey, Executive Director, Climate Resolve

Steve Frisch, President, Sierra Business Council

John Wentworth, CEO, Mammoth Lakes Trails and Public Access Foundation

FAITH-BASED CDC PROGRAM: 3RD WEBINAR – FEB 10TH, 2022:

Part of CCEDA's Faith-Based CDC Initiative.

of Registrants - 31
of Actual Attendees - 15

Webinar content and discussion points:

- CDC Structures
- Faith-based community development
- Developing budgets and financial projections
- Inter-faith efforts and partnerships

Presenters:

Bob Zdenek, Senior Consultant, CCEDA

Hyepin Im, President, Faith and Community Empowerment

Joe Duran, CEO, Stanislaus Equity Partnerships

CDFI FATA APPLICATION OVERVIEW & BEST PRACTICES – FEB 14TH, 2022:

Overview of CDFI Fund Technical Assistance award and Financial Assistance award (*In association with FUND Consulting*)

of Registrants - 31
of Actual Attendees - 17

Webinar content and discussion points:

- Technical Assistance
 - Eligibility, preliminary steps, and important registrations
 - TA Application Overview
 - Best Practices for Advance Planning
 - How to develop a competitive application and compelling application strategy
- Financial Assistance
 - Eligibility, preliminary steps, and important registrations
 - FA Application Overview
 - FA Objectives overview and examples of successful application objectives
 - Best Practices for Advance Planning
 - How to develop a competitive application and compelling application strategy

Presenters:

Jennifer Weitzel, Managing Consulting, FUND Consulting

RURAL AFFORDABLE HOUSING 101 WEBINAR – MARCH 29TH, 2022:

An Introduction to Affordable Housing in Rural Environments *(In association with the California Coalition for Rural Housing)*

of Registrants - 71
of Actual Attendees - 42

Webinar content and discussion points:

- Effects of Unaffordable Housing and Affordable Housing
 - Effects on greater community, tenants/homeowners, and quality of life
- Defining Affordable Housing
 - Goals, eligibility, parties involved in affordable housing
- Funding and Obstacles
 - Rural housing obstacles, Federal and community development programs for rural housing, community land trusts, rural housing innovations

Presenters:

Robert Wiener, Executive Director, California Coalition for Rural Housing

Larry Florin, CEO, Burbank Housing

NEM INFO SESSION - APR 14TH, 2022:

Net Energy Metering Information Session *(in conjunction with Ideate Labs)*

of Registrants - 21
of Actual Attendees - 9

Session content and discussion points:

General Overview:

- Net Energy Metering, or NEM, is a billing system that credits electricity customers for the excess electricity produced by their own generation system (e.g., rooftop solar panels) and sent to the electric grid.

LIHWAP BRIEFING - APR 16TH, 2022:

Low Income Home Water Assistance Program presentation for various water associations and providers.

of Attendees - 74

Briefing content and discussion points:

- How to maximize enrollment to the program
- How to partner with CBO's to ensure successful implementation of the program
- Best practices derived from LIHEAP implementation that apply to LIHWAP

Presenters:

Luis Sanchez, Executive Director, Community Resource Project

Ortensia Lopez, Executive Director, El Concilio of San Mateo County

Ron Wong, President and CEO, Imprenta Communications

URBAN AFFORDABLE HOUSING WEBINAR - MAY 19TH, 2022:

An Introduction to Affordable Housing in Urban Environments *(In association with the Southern California Association of Nonprofit Housing)*

of Registrants - 293
of Actual Attendees - 139

Webinar content and discussion points:

- Initial Steps on Assessment and Development
- Project Feasibility: Site Planning and Entitlements
- Selection and Site Criteria, Feasibility analysis, Cost analysis, Site control and risk management, zoning, entitlements
- Financing 101 & Understanding LIHTC

- Types of Funding, funding phases, local programs, LIHTCs, point-system, ownership structures

Presenters:

Yasmin Tong, Principal & Founder, CTY Housing

Lara Regus, Senior VP of Real Estate Development, Adobe Communities

Bill Pavão, ED Emeritus, California Tax Credit Allocation Committee

OCS/CED WEBINAR – JUNE 2ND, 2022:

An Overview of the Office of Community Services Federal Community Economic Development Grant Program

of Registrants - 187
of Actual Attendees - 112

General Overview:

The CED grant program is a federal program administered by the Office of Communities Services will fund creation of sustainable business development, employment opportunities for low- income people, and leverage funding investments in communities. CED awards up to \$800,000 in funds to private, non-profit organizations CDCs, including faith-based organizations and Tribal and Alaskan Native organizations. .

Webinar content and discussion points:

- Overview of Grant
- How to apply
- Use of Funds
- Application Breakdown

Donovan Jacobs, Grants Consultant, CCEDA

CRA WEBINAR – JULY 29TH, 2022:

Community Reinvestment Information Session

of Registrants - 42
of Actual Attendees - 22

General Overview:

- The Community Reinvestment Act is a foundational funding mechanism for CDCs and CAP/CAAs, however understanding how to leverage the legislation for resources can be difficult. This webinar filled that gap, explained the connect

between CRA and CDCs/CAAs, and notified attendees of an opportunity to advocate for their needs in the upcoming CRA Rule Change.

Webinar content and discussion points:

- What is CRA?
- Upcoming CRA Rule Change
- CAP Perspective

Presenters:

Doni Tadesse, Southern California Organizer, Community Reinvestment Coalition

Pritika Ram, Chief Business Development Officer, Community Action Partnership of Kern County

FAITH-BASED CDC WEBINAR: SMALL BUSINESS LENDING – AUG 23RD, 2022:

A small business lending overview for faith-based organizations.

of Registrants - 35
of Actual Attendees - 14

Webinar content and discussion points:

- Small Business Lending
- Technical Assistance

Presenters:

Roberto Barragán, Executive Director, California Community Economic Development Association

FAITH-BASED CDC WEBINAR: LEADERSHIP AND SUCCESSION – SEPT 22ND, 2022:

Leadership development and succession planning training for faith-based organizations.

of Registrants - 40
of Actual Attendees - 19

Webinar content and discussion points:

- Leadership in Community Development
- Stages of leadership
- 10 themes of Leadership
- Leaders of Color model of leadership
- Diversity in leadership

- Developing leaders directly from community
- 21st Century Leadership
- Engaging in leadership development at all stages

Presenters:

Bob Zdenek, Senior Consultant, CCEDA

Gisela Salgado, Director of Leadership Development Programs, California Coalition for Rural Housing

Wendy Ryan, Author, Learn Lead Lift

SSBCI AND CALCAP WEBINAR W/ TREASURER'S OFFICE – NOV 16TH, 2022:

State Small Business Credit Initiative and CalCAP program overview for community development organizations.

of Registrants - 47
of Actual Attendees - 32

Webinar content and discussion points:

- SSBCI
- CalCAP Loan Loss Reserve for Small Business
- CalCAP Collateral Support for Small Business

Presenters:

Shela Tobias-Daniel, Executive Director, California Pollution Control Financing Authority

FAITH-BASED CDC WEBINAR: RURAL AFFORDABLE HOUSING 101 – NOV 18TH, 2022:

Affordable housing 101 educational session for faith-based organizations operating in rural areas.

of Registrants - 38
of Actual Attendees – 9

CCEDA POLICY & ADVOCACY

Advocacy Vision	CCEDA will work to create just and equitable economies in low-income communities of color who have been historically discriminated against due to racism and classism. Our work will create thriving communities who can protect themselves from economic exploitation and predation.
Advocacy Mission	CCEDA will advance and support legislation that serves to economically benefit and empower low-income communities of color. On issues ranging from wealth building, to affordable housing, worker's rights, creating quality jobs, defending from economic exploitation, to energy/solar access; we will introduce and build coalitions of support for legislation that serves historically marginalized low-income communities.

THE PROCESS

Leverage Networks

- Build rapport as a Policy Advocacy group among our current network of contacts, and leverage our network for policy support.

Build Relationships

- Build policy-based relationships with current contacts, connecting directly with policy staff and legislators.
- Further, build new relationships to strengthen policy support network.

Research & Advocate

- Find legislation that fits CCEDA's Vision and Mission to lend our support to, advancing our mission and building our policy support network.

POLICY HIGHLIGHTS

AB 2950: Community Development Tax Credit Bill	Housing Working Group	SB 1208: Universal Low-Income Assistance Application	CA Lifeline Program
<p>CCEDA secured sponsorship from Assembly Adam Grey and re-introduced a bill to create a 50% Community Development Tax Credit that would benefit CDCs statewide. The bill advanced beyond the California Assembly Revenue and Tax Committee, but was held in the Appropriations Committee.</p>	<p>CCEDA created a coalition of 19 community organizations and nonprofits seeking to address the issue of affordable housing in California. The coalition meets monthly, sharing strategies, legislation, and updates in regards to affordable housing.</p>	<p>This bill would streamline the application process for low-income assistance programs, allowing for information sharing between implementers, so that qualifying applicants can be automatically enrolled to assistance programs. Bill signed by Governor.</p>	<p>The CA Lifeline program offers low-income Californians assistance for wireless telecom services (cell phones and broadband internet). However, a recent proposed decision by the CPUC would eliminate this subsidy for customers who also receive the federal Affordable Connectivity Program. CCEDA enacted a campaign to raise awareness and request public comment, with 38 comments collected so far.</p>

CCEDA CELEBRATING A VICTORY: NET ENERGY METERING RULING

Due to the efforts of CCEDA, and a coalition of low-income advocates, the CPUC voted unanimously to approve a more equitable net-billing plan that takes low-income communities into account. CPUC ruling is providing nearly a billion dollars in incentives to support more solar projects for low-income homeowners!

WHAT ARE THE NEW REGULATIONS?

- For new customers, less utilities are to be paid for excess power (of at least <75%), in comparison to current rates, helping address the cost shift affecting low-income rate-payers. This will begin in April. However, this change will not apply to residents who currently have solar systems.
- The new tariff works with an additional \$900 million in upfront incentives for residential solar plus battery storage adopters. Approximately \$630 million are set aside to help low-income households purchase rooftop solar systems.
 - Residential customers enrolled in CARE or FERA
 - Resident-owners of single-family homes living in disadvantaged communities.
 - Residential customers who live in California Indian Country.
- Retains low-income VNEM program as is.

ACCESSORY DWELLING UNIT (ADU) PROGRAM

California Community Economic Development Association (CCEDA) continues to partner with the California Housing Finance Agency (CalHFA) to help low to moderate income homeowners throughout California receive \$40,000 grants to cover pre-construction costs for building accessory dwelling units (ADUs).

CCEDA's Accessible Dwelling Unit (ADU) Program provided \$18 million in applications originated.

Accessory Dwelling Units (ADUs) have been known by many names: granny flats, in-law units, backyard cottages, secondary units and more. No matter what you call them, ADUs are an innovative, affordable, and effective option for adding much-needed housing in California.

The state has earmarked \$100 million in grant funding to encourage construction of ADUs, which are small residential units on lots with pre-existing homes that provide an affordable solution to the state's housing crisis.

"The lack of affordable housing has become the primary problem facing the State of California," said Roberto Barragan, Executive Director at CCEDA. "Construction of ADUs provides the fastest immediate solution to that problem and helps low and moderate income homeowners create a valuable secondary income source."

Through CCEDA, low and moderate homeowners can apply for the \$40,000 CalHFA ADU grant, whether the recipient has all the cash needed for an ADU project or requires a loan to bridge the gap. The grant, which does not have to be repaid, provides up to \$40,000 for pre-development and non-recurring closing costs associated with the construction of the ADU. Pre-development costs include site prep, architectural designs, permits, soil tests, impact fees, property survey, and energy reports.

SOCIAL MEDIA & MEMBERSHIP

NEW PERKS FOR 2022

<p>New Website Design & Revamp:</p> <p>The NEWLY designed and improved site features: information about technical assistance training, webinars, workshops, worksheets, job opportunities, news section, events calendar and exclusive members only content. The site also includes a live chat feature for visitors to get answers to questions quickly! The website provides visitors a way to easily track our latest events and will give users a place to easily access resources that are community development related.</p>	<p>Our members only section under ‘Resources’, will feature exclusive content (case studies, dictionaries, toolkits and helpful guides) to help with those looking to develop a Community Development Corporation, a Community Development Financial Institution and more!</p>
<p>CCEDA Membership Metrics</p>	<p>61 New Memberships</p> <ul style="list-style-type: none"> • Compared to 2021: 34 members (up +27 members) <p>Membership Details: Spotlight Requests - Affiliate Marketing with Other Nonprofits</p>
<p>Membership Benefits</p>	<p>CCEDA is featuring all members with a Spotlight on our website, social media and email newsletters once a month of their latest events, top news and noteworthy milestones!</p> <p>Exclusive Access to our Resource Bundle</p> <ul style="list-style-type: none"> • CED Dictionary • Research & Development Toolkit • How-To Manuals/Resource Guide • Case Studies • Guides & Presentations – Watch & Download Webinar Presentations and Files • Q&A Guides for CDCs and CDFIs • Helpful Workbooks on CED practice(s) • Post Your OWN Organizations Upcoming Events & Webinars on CCEDA’s Calendar – Up to SIX per year (subject to approval)

Membership Benefits (continued)	<p>Connect with other organizations with access to networks of CDCs in California:</p> <ul style="list-style-type: none"> • Priority Spot to our Live sessions/Webinars (Get first notification before everyone else and early registration access) • Access to Members only events • Spotlight your organization on CCEDA's website • More Resources for CED Training and Funding: • Monthly newsletters • Weekly funding newsletters • Information on available funding • Free and/or discounted specialized training • Discounted conference registration • Professional networking opportunities • Technical assistance with projects • Advocacy on issues affecting the CED community
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EMAIL MARKETING & SOCIAL MEDIA METRICS

Email Marketing:

2,354	.09%	13.37%	71.43%	17.86%
Email Contacts	Unsubscribed Rate	Open Rate	Highest Click-Through Rate	Highest Click Rate
Compared to 2021	Compared to 2021			
1,689 contacts	Unsubscribe Rate			
+665	-2.1%			

157,095	13.37 %	10.09%	98.69%	71%
Emails Sent	Average Open Rate	Average Click Through Rate	Email Delivery Rate	Best Performing Email
319+ emails	20,726 Emails Opened			Paid Members:
				Weekly Funding Newsletter
				(04/28/2022)

FACEBOOK	LINKEDIN	TWITTER
<ul style="list-style-type: none"> • Page Reach: 1,135,363 • Page Visits: 679 • Paid Reach: 27,263 • Paid Impressions: 41,379 • Page Likes: 86 • Post Reach: 875 	<ul style="list-style-type: none"> • Page Views: 555 • Unique Visitors: 283 • Custom Button Clicks: 15 • Visitor Demographics: 	<ul style="list-style-type: none"> • Followers: 34 • Profile Visits: 109 • 91 Day Period (October 2022 – Dec 2022) • Impressions per Day: 30 • Engagement Rate: 3.0% • Link Clicks: 17 • Retweets: 4 • Likes: 26 • Replies: 3

CCEDA BOARD OF DIRECTORS & STAFF

BOARD OF DIRECTORS

Chairman <i>Kerry Doi, President & CEO Pacific Asian Consortium in Employment</i>	Members <i>Brian Angus, Chief Executive Officer (Retired) Fresno Economic Opportunities Commission</i>
Southern Vice Chair <i>Pritika Ram, Chief Business Development Officer Community Action Partnership of Kern</i>	<i>Kip Bowmar, Director of Planning and Evaluation San Francisco Conservation Corps (SFCC)</i>
Northern Vice Chair <i>Luis Granados, CEO Mission Economic Development Agency</i>	<i>Joe Duran, CEO Stanislaus Equity Partners</i>
Secretary <i>Georgia Berland Human Service Designs</i>	<i>Susan Howard, Retired</i>
Treasurer <i>Mark Wilson, President & CEO Coalition for Responsible Community Development</i>	<i>Antonio Manning, President & CEO Affordable Living for the Aging (ALA)</i>
	<i>Thomas Tenorio, CCAP, CEO Community Action Agency of Butte County, Inc.</i>

STAFF

Executive Director

Roberto Barrágan

Director of Programs and Technical Assistance

Elena A. Frias

Training and Advocacy Manager

Elias Garcia

Marketing & Membership Coordinator

Dawn Perkins