**2024 Talking Points for CDFI Advocacy**

**CDFI Introduction**

* Good [MORNING, AFTERNOON]. My name is [NAME] and I serve as [TITLE] of [CDFI NAME], a CDFI credit union located in and serving [IDENTIFY AND DESCRIBE COMMUNITIES SERVED, INCLUDING STATE NAME, RURAL/SMALL TOWN/URBAN OR OTHER].

**Preserve & Maintain Funding Levels for the CDFI Fund**

* I strongly urge you to continue bipartisan support of the US Department of the Treasury’s Community Development Financial Institutions (CDFI) Fund in the FY 2025 Financial Services and General Government (FSGG) bill.
* I strongly urge you to:
  + Support funding at the $354 million proposed in the FY 2025 Senate bill
  + Oppose any efforts to cut the CDFI Fund below its current $324 million FY 2024 levels.
* I also strongly urge you to PRESERVE the CDFI Fund and oppose any efforts to cut funding below current levels in the FY 2026 budget.

**CDFIs are a Proven Market-Based Solution**

* CDFIs are vitally important in promoting job creation and economic opportunity across the nation - from disinvested urban neighborhoods to struggling rural communities to underserved Native American communities. But they cannot do their job without the CDFI Fund.
* For the past 30 years, CDFIs have earned bipartisan support because they have proven themselves as one of the federal government’s best market-based strategies. They use a small amount of public dollars to leverage a multitude of private monies to restore and promote economic vitality and self-sufficiency in distressed, low-income, and persistent poverty communities.
* The Fund was established as a bipartisan initiative to promote access to capital and local economic growth in communities with unmet needs across the country. Since 1994, CDFIs have leveraged at least [$8](https://www.occ.treas.gov/topics/supervision-and-examination/bank-management/minority-depository-institutions/cdfi-fund-09-01-2023.pdf) in private sector investment for every $1 in public funding received.
* CDFIs are financial intermediaries thatmeasure success by focusing on the “double bottom line” of financial performance and promoting job creation, affordable housing, and economic opportunity. CDFIs direct at least 60% of their lending toward economically distressed people and communities. By providing a “hand up” rather than a handout, they advance financial independence and combat poverty in areas that big banks overlook.

**CDFIs Invest in Community Needs**

* In [FY 2023](https://www.cdfifund.gov/sites/cdfi/files/2024-05/CDFI_Fund_FY_2023_Annual_Report_FINAL_508c.pdf), the CDFI Program (the CDFI Fund’s “flagship” program) awardees alone made more than 2 million loans or investments totaling more than $57 billion. This financing included $20.2 billion for consumer loans, $14.1 billion for home improvement and purchase loans, $9.8 billion for business and microenterprise loans, and $5.8 billion for residential real estate transactions. CDFIs also financed nearly 77,000 affordable housing units.
* PLEASE SHARE AN IMPACT STORY FROM YOUR INDIVIDUAL CDFI

**CDFIs Attract Broad-Based Support**

* CDFIs received praise from both parties for their historic role in revitalizing local economies impacted by the COVID-19 pandemic.
* The strong performance of regulated CDFIs in the first round of the Paycheck Protection Program (PPP) was instrumental in the program’s expansion, ensuring small businesses continued operating and kept Americans employed during the pandemic.
* In 2020, the Trump administration worked with Congress to include an unprecedented $12 billion of funding for CDFIs in the Consolidated Appropriations Act of 2021. This included $9 billion in long-term capital for depository CDFIs and Minority Depository Institutions (MDIs) through the Emergency Capital Investment Program (ECIP), which unlocked access to capital for the hardest-to-serve small businesses and provided mortgages to underserved homebuyers. ECIP participants made more than [$58.3 billion](https://home.treasury.gov/system/files/136/ECIP-2023-Report-Final-07.12.24.pdf) in loans over 18 months, including $10.3 billion in rural communities and $10.2 billion in persistent poverty communities.
* [PLEASE NOTE: THIS BULLET FOR CONVERSATIONS WITH SENATE MEMBERS WHO ARE NOT MEMBERS OF THE COMMUNITY DEVELOPMENT FINANCE CAUCUS ONLY – HOUSE MEMBERS NOT INTERESTED IN SENATE] The CDFI Fund aligns squarely with conservative priorities. In the Senate, 13 Republicans from largely rural states are active members of the Senate CDFI Caucus, including both Republican Senators from Mississippi, Louisiana and Arkansas, as well as Senators representing plains states (Mike Rounds – SD, and Jerry Moran-KS) and the Mountain West, (Steve Daines – MT, Cynthia Lummis – WY).

**CDFIs are critical to [STATE] economy**

PLEASE FIND THE CDFI CREDIT UNION STATE PROFILE FOR YOUR STATE [HERE](https://inclusiv.org/2024-inclusiv-state-profiles/) TO FILL IN THE APPROPRIATE FIGURES BELOW

As of Q1 2024, [STATE] is home to [XX] CDFI credit unions. They serve [XX] members at [XX] branch locations and achieve impact through [$XX] in active loans to members, building people’s capacity to manage credit, increase savings, and increase their financial well-being.

[SENATOR OR REPRESENTATIVE NAME] support for the CDFI Fund would have a profound impact on the future of [STATE] communities and would align squarely with our shared values of promoting self-sufficiency and economic empowerment.