



SPRINGBOARD Social Innovation — Forum

December Theme: *Financing the Good*

The 2nd Wednesday of each month~

Panel Facilitator



Rupert Ayton - Center for the Development of Social Finance
www.cdsofi.org
movilix.com

Rupert Ayton is the founder of the Center for the Development of Social Finance, a non-profit education and research organization whose mission is to serve communities by promoting a greater understanding of money and finance. CDSF's past successes have ranged from teaching homeless families basic budgeting and money management skills to educating institutional investors on the opportunity presented by microfinance.

Mr. Ayton's leadership derives from more than twenty five years of corporate finance experience. He has been involved in the issuance of debt, equity, structured finance securities, managed money market and mortgage portfolios, and has structured and traded over-the-counter interest rate contracts.

Mr. Ayton currently serves as Chief Financial Officer of Movilix Financial Services, a mobile solution for the unbanked Hispanic community in the US and Latin America. Mr. Ayton also provides financial consulting services to non-profits and social mission enterprises. He is an adjunct lecturer in finance at the University of Portland, and he holds a B.S. degree from California State University, Northridge, and a M.B.A. from Golden Gate University.

Panelists

- **Banking**
ShoreBank Pacific, Mark Moffenbier
- **Engaged Philanthropy**
Social Venture Partners Portland, Mark Holloway
- **Micro-philanthropy**
Springboard Innovation, Amy Pearl
- **Grants**
Vision into Action, Joy Hunt

Banking – ShoreBank Pacific

Mark Moffenbier, VP Cash Management and Deposit Services

eco-bank.com

ShoreBank Pacific is the first commercial bank in the United States with a commitment to environmentally sustainable community development. ShoreBank Pacific, a Washington State chartered, FDIC insured bank, was formed in 1997 as a joint project of ShoreBank Corp., Chicago (the nation's first community development bank) and Ecotrust™, an environmental non-profit located in Portland, Oregon. Through their lending programs, ShoreBank Pacific brings together conservation and community and economic development. SBP uses a sustainability evaluation system to measure each borrower's impact on the community, conservation, and economy.

Engaged Philanthropy – Social Venture Partners Portland

Mark Holloway, Executive Director
www.svpportland.org

Mark assumed the role of SVPP's Executive Director in the Spring of 2007. He was most recently the Manager of Corporate Outreach for the Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria (GBC) in New York City. He was responsible for recruiting more than 60 international corporations to join the fight against these global pandemics. Prior to this, Mark served as a consultant with Community Resource Exchange (CRE), providing management assistance in fundraising, communications, and organizational development to leaders of New York's nonprofit community. Mark has a degree in public relations from Loyola University New Orleans as well as an MBA and MA in Theology from the University of Notre Dame.

Social Venture Partners Portland (SVPP) is a community of engaged donors. For SVPP, really giving back means contributing expertise and networks along with donations. It means rolling up their sleeves and getting involved. Combining grant making, volunteerism, nonprofit capacity building and philanthropic education, SVPP is pioneering the field of engaged philanthropy. SVPP awards both unrestricted cash grants and skilled volunteers to selected Investees. SVPP

invests in organizations around the four-county area of Portland, Oregon with a focus on at-risk children, youth and families. Rather than fund short-term projects or programs, they seek to strengthen and support the long-term capacity of nonprofits to fulfill their mission.

Micro-philanthropy – Springboard Innovation

Amy Pearl, Executive Director

www.springboardinnovation.org

Amy is the executive director and co-founder of Springboard Innovation. She draws on extensive experience in the education, corporate, and social sectors to shape her vision of addressing global challenges with interdisciplinary problem solving. By designing learning experiences to teach social entrepreneurship skills and strategies to youth and adults in high-need, underserved communities worldwide, she hopes to build a more equitable, innovative, and capable society. Her own career has taken her from the classroom and school district to a regional educational research laboratory to managing international education initiatives online for a major international technology company.

Grants - Vision into Action

Joy Hunt

www.visionpdx.com

The Vision into Action (VIA) Coalition is a broad, community-led alliance of organizations, businesses, government and individuals acting collectively to ensure implementation of Portland's community vision, visionPDX. The VIA's Community Action Grants donate up to \$10,000 to community groups ranging from youth-focused efforts to sustainable design and building initiatives. Projects are selected in each of the "Five Elements" identified through the visionPDX process: Built Portland, Economic Portland, Environmental Portland, Learning Portland, and Social Portland.

Joy Hunt began her professional career as a Teacher for American teacher and youth worker in Washington, DC. After four years in the classroom, she transitioned to the philanthropic sector and became a Program Associate with the Ford Foundation's Leadership for a Changing World Program at the Advocacy Institute. Next, Joy went on to pursue a Masters in Community Development at Portland State University with a special emphasis on public outreach, equity planning, and low-income community economic development. As a graduate student, Joy managed the Community Action Grants program for the Vision into Action coalition. Joy currently works on the Neighborhood Partnership Fund's asset building initiative. The asset building initiative makes it possible for low-income Oregonians to increase their household financial resources and stability by opening Individual Development Accounts.

Workshops

Grants

Angela Southwick, Neighbors West-Northwest
Emily Rice, Community Watershed
Stewardship Program
Janelle Geddis of the Metro grants program

Rooms for Peace

John Brown, Rooms for Peace

Community Currency

Alan Rosenblith, Community Prosper

Business Law 101

Nancy Murray, Community Development
Legal Clinic

Micro-philanthropy and Sustaining Strategies

Amy Pearl, Springboard Innovation

Angela Southwick, Neighbors West- Northwest

www.nwnw.org

Neighbors West-Northwest provides support to neighbors in twelve vibrant Neighborhood Associations in northwest and inner southwest Portland. Active citizen volunteers within these diverse associations provide public input to the city and work at the grassroots level to directly impact livability in our communities. Seven coalition offices citywide provide services to over 90 Portland neighborhoods.

The Office of Neighborhood Involvement and the seven neighborhood coalition offices partner to offer the City of Portland's Neighborhood Small Grants Program. Each fall, Neighborhood Associations and community-based organizations are invited to apply for projects benefiting each coalition area. The goal is to provide such groups an opportunity to expand their community-building capacity, attract new and diverse members and sustain those already involved.

Emily Rice, Community Watershed Stewardship Program

www.portlandonline.com/BES/index.cfm?c=43077

The Community Watershed Stewardship Program supports community groups and citizens who want to improve the health of Portland watersheds. The program is a partnership between Portland's Environmental Services, Portland State University, and Northwest Service Academy (NWSA) AmeriCorps. Any project within Portland's city limits that promotes citizen involvement in watershed

stewardship and the health of urban streams will be considered for funding.

Project Examples

* Education/Monitoring—utilizes community resources as a teaching tool, involves community members, and has a high impact on a broad segment of the community; or uses established monitoring protocol to collect data with a commitment to use it as part of a larger watershed enhancement project.

* Ecoroofs -- are vegetated roof systems that replace conventional roofs and collect, filter and evaporate rainfall, and reduce stormwater runoff.

* Stormwater Features – include infiltration projects like bioswales and porous paving.

* Restoration– includes the removal of non-native invasive plants and restoration site maintenance.

* Naturescaping – enhances the nearby waterway or upland area through planting and native plant propagation.

Janelle Geddes, Metro's Grants Program

<http://www.oregonmetro.gov/index.cfm/go/by.w eb/id=24924>

The Portland metropolitan area is expanding. This growth increases pressure on water quality and fish and wildlife habitat. How can our region achieve a balance between development and conservation? What are the best ways to improve ecological functions within our growing urban areas? How can existing neighborhoods increase the presence of nature? The Metro Council is seeking creative answers to these questions through the Nature in Neighborhoods capital grants program. The first three projects were awarded funding by the Metro Council in August 2008

John Brown, Rooms for Peace

roomsforpeace.org

Rooms for Peace allows travelers to connect with willing hosts in their destination cities, towns, and countries. The money they would normally spend on lodging is instead donated to charities chosen in advance by the host and the traveler (a portion goes to support Rooms for Peace itself).

Alan Rosenblith, Community Prosper

www.communityprosper.org

Community Prosper is an alternative currency about to be launched in Portland. Their Community Credit Network connects local businesses, charitable organizations (COs), and individuals in a mutually beneficial three-way partnership. The Community Credit Network allows local businesses to attract the loyalty of people who support COs without any up-front cash costs, provides COs with a powerful

fundraising tool, and makes it easy for citizens to support COs without losing any of their buying power.

Nancy Murray, Community Development Legal Clinic

The Community Development Law Center provides low or no cost legal services to nonprofit organizations in Oregon. CDLC's attorneys represent affordable housing and economic development organizations in real estate, land use, construction, corporate, and employment matters. CDLC staff also conducts trainings in subjects such as housing finance, asset management, and the rights and responsibilities of non-profit board members.

Nancy Murray comes to CDLC with 20 years of real estate experience. She has represented nonprofits, private developers, lenders and local governments in various real estate transactions and developments. Her work has included residential, commercial and industrial real estate development, brownfield redevelopment, as well as general corporate matters. In addition to affordable housing, Nancy's interests include environmental protection and land conservation, and she has served as counsel and as a board

member to several Oregon nonprofits involved with land conservation activities.

Nancy served as chair of the Real Estate and Land Use Section of the Oregon State Bar Executive Committee and as co-chair of the Real Estate Legislative Committee.

Nancy graduated from Wellesley College and earned her J.D. from Lewis & Clark Law School.

Amy Pearl, Springboard Innovation

Amy's workshop will preview a novel fundraising tool, The ChangeXchange, as well as other innovative ideas for generating funding through micro-philanthropy.

Resource Guides

- **Willamette Week - free copies of the Give Guide**
- **Portland Development Commission - free copies of their Small Business Handbooks**