

# Equitable Lending Leaders



A 12-Session Intensive to Advance Equitable Outcomes in Small Business RLF Lending Programs



## PROGRAM TOPICS

Fall 2021 Cohort (Beginning November)

- **Outreach:** Strategic Marketing with Limited Resources
- **Engagement:** Reaching and Connecting with a Diverse Range of Small Businesses
- **Lending Process:** Improve Borrowing Experience
- **Lending Decision-Making:** Underwriting to Reach Diverse Business Owners
- **Improving the Program:** Recommendations for Federal Program

## What Is It?

**Equitable Lending Leaders** is a 12-session, online cohort program that will bring together leaders from revolving loan funds (RLFs) across the country to learn and adopt best practices in equitable small-business lending, and to provide input on how the U.S. Economic Development Administration (EDA) might craft measures of equity and performance metrics to potentially be incorporated in future funding criteria and the RLF risk analysis system. The cohort sessions will cover everything from decision-making processes and underwriting criteria, to marketing outreach, and the accessibility of technical assistance.

## Why This Program?

As an investment in advancing equitable outcomes in small-business lending, **Equitable Lending Leaders** is designed to support and prepare RLF leaders to implement practices that will expand your client base and your loan distribution to reflect the diversity of your community and embody the economy you want to build.

We know RLFs are working with limited bandwidth to meet increasing need in their region. This program will help you leverage your existing capacity and resources to improve both efficiency and effectiveness in your lending in service of a strong economic development strategy that purposefully aims for and achieves equitable outcomes.

## Who is Eligible?

This program is open to anyone operating, or on the staff of, an RLF that receives funding from the U.S. Economic Development Administration.

## Who is Leading It?

**Equitable Lending Leaders** is a program created through a grant from the U.S. Economic Development Administration to Recast City and Institute for Local Self-Reliance (ILSR). Bringing expertise in smart growth, community reinvestment, real estate analysis, small business growth, and stakeholder engagement, ILSR and Recast City join the EDA RLF Program to help operators achieve regionally-specific equitable outcomes through their lending practices. Ilana Preuss, Founder & CEO of Recast City will lead the cohort sessions—bringing national best practices on equitable outcomes in small business loan funds to RLF operators and facilitating a knowledge and skills exchange between participants. This work will also inform policy recommendations to the national EDA RLF program and will be led by Kennedy Smith, Senior Researcher at ILSR.

## How Much Does it Cost?

This program is funded through a grant from the US EDA, and is being offered free-of-charge to eligible participants. RLF operators will receive an invitation to apply from Recast City – please be on the lookout for this email.

If you have questions about the **Equitable Lending Leaders** program, please contact Serena Jezior (Recast City) at [serena@recastcity.com](mailto:serena@recastcity.com).