



CREATING A FAIR FINANCIAL MARKETPLACE

MISSION ASSET FUND



We are a nonprofit organization on a mission to create a fair financial marketplace for hardworking families.



HELEN'S STORY



THE SHADOWS

INVISIBLE



54 million people are without access to affordable credit

17 million adults are unbanked

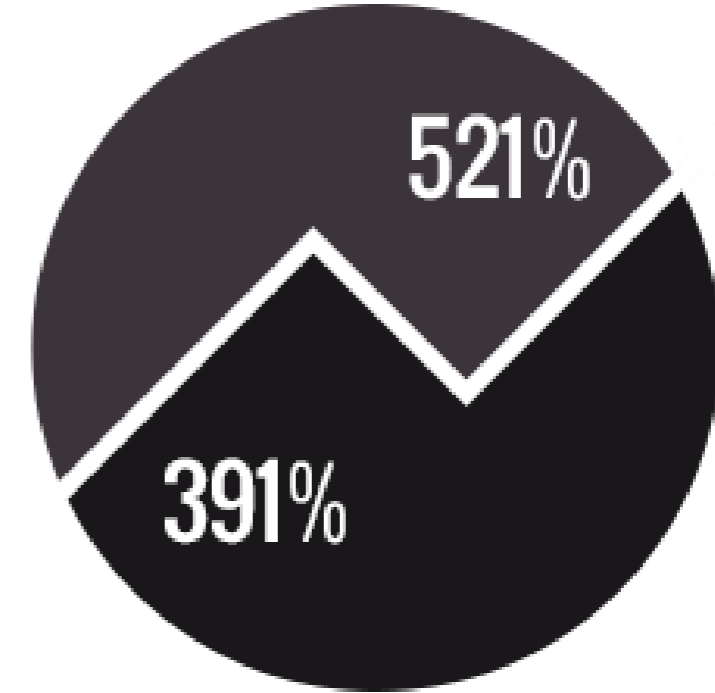
STUCK



Wages are flat. Cost of living is up

No access to low-cost credit

STRAPPED



9.5% income spent on financial services.

Their debt service ratio increased from 17.7% in 2007 to 23.5% in 2010

OUR SOLUTION

RECOGNIZE



Participants are financially savvy,
innovative

informal financial strategies are
bona fide activities

TRANSFORM



Create programs to transform
financial pain points

Build savings and credit
opportunities

SCALE



Use technology to increase
capacity and impact

Create a network of Lending
Circle providers nationwide

RECOGNIZE

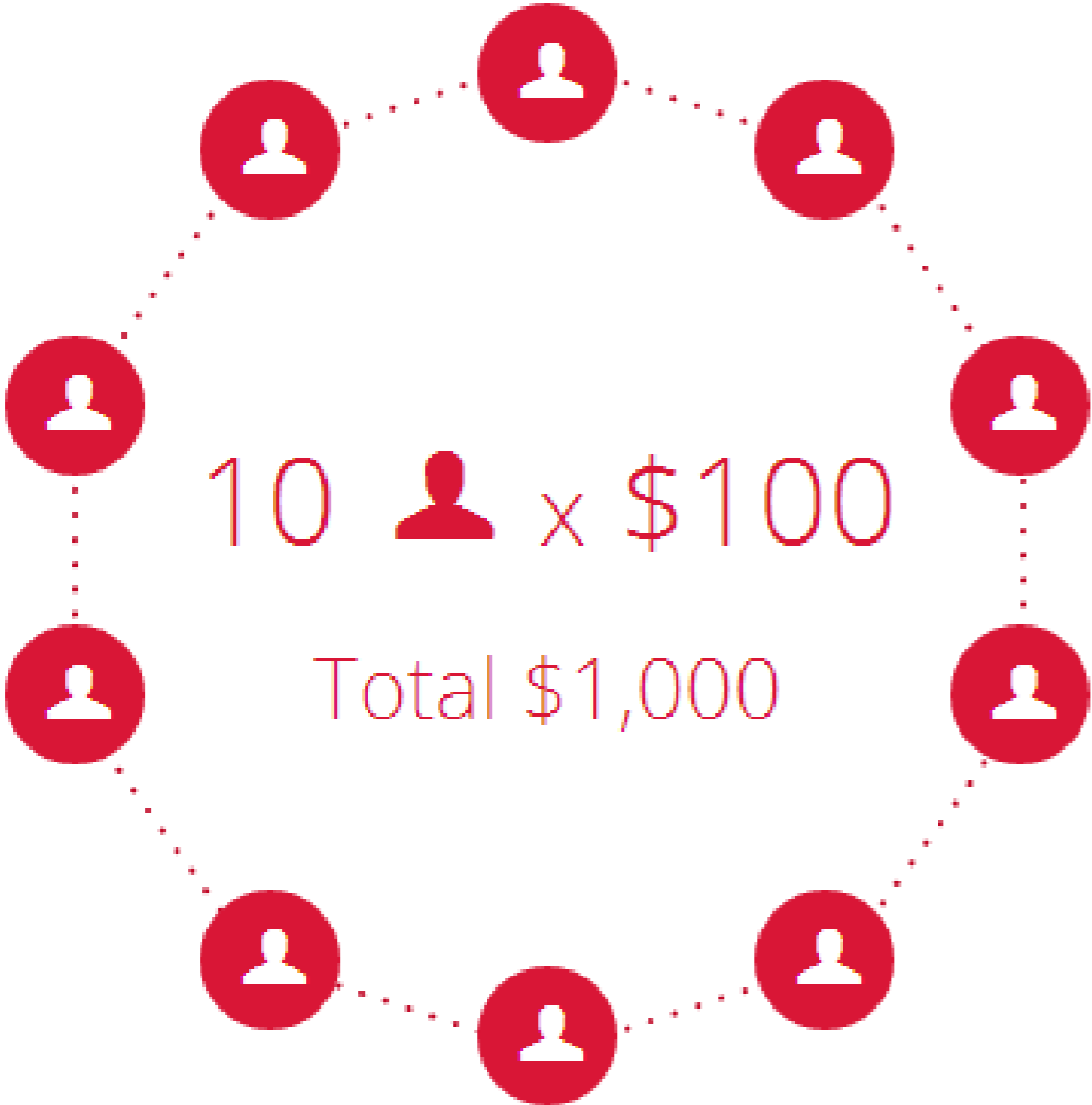






It's a global practice

People come together

To lend and borrow money to each other

LENDING CIRCLES



FEBRUARY		\$1,000
MARCH		\$1,000 ✓
APRIL		\$1,000
MAY		\$1,000

SOCIAL LOAN PROGRAMS

**WANT TO MOVE INTO
A NEW APARTMENT
BUT CAN'T AFFORD
THE SECURITY
DEPOSIT?**



**READY TO APPLY
FOR DEFERRED
ACTION BUT DON'T
HAVE
\$465?**



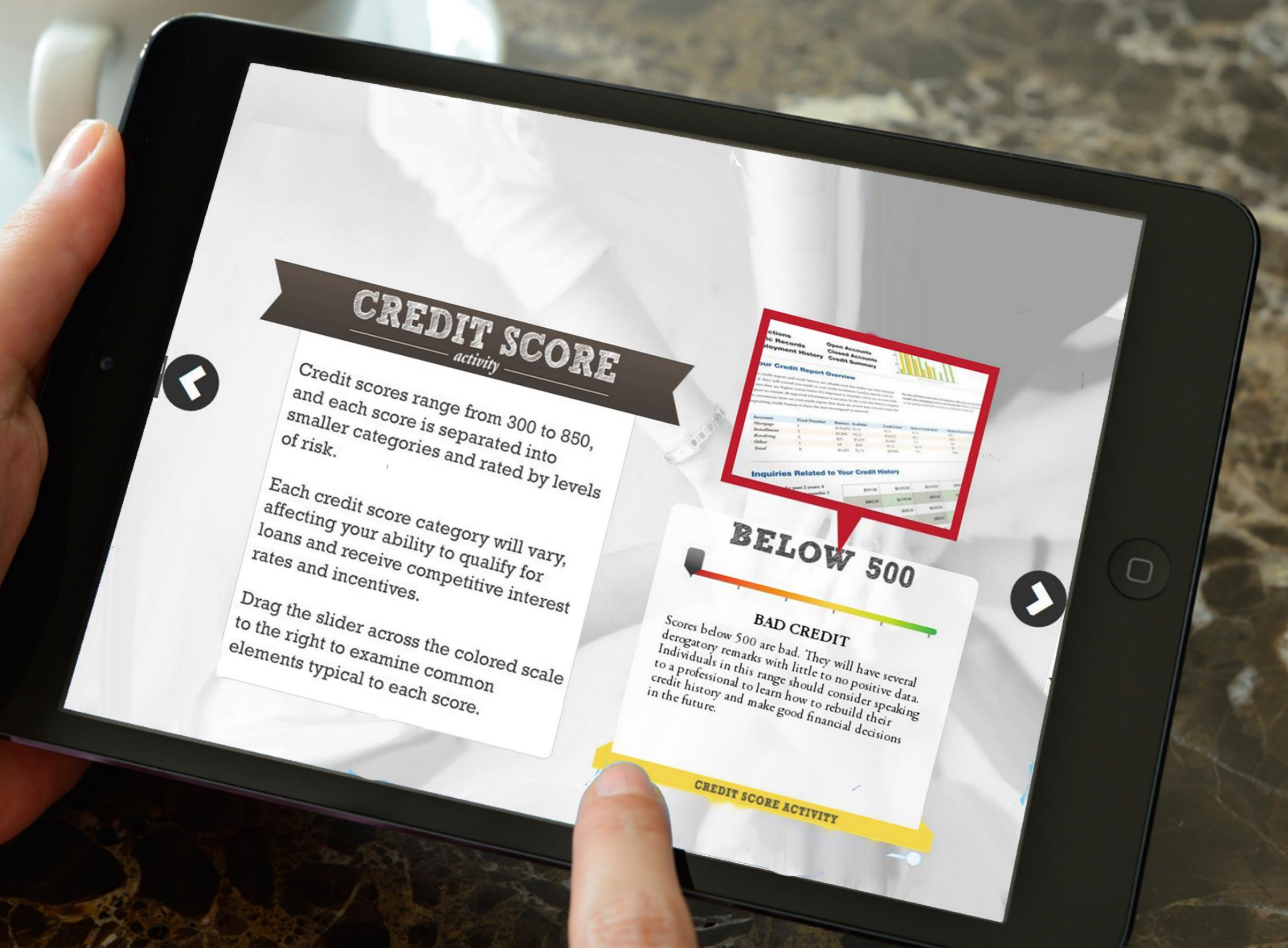
**READY TO APPLY
FOR CITIZENSHIP
BUT DON'T HAVE
\$680?**



TRANSFORM



FINANCIAL EDUCATION



+27
POINTS

IMPACT



**168 AVERAGE
POINT INCREASE
TO CREDIT SCORE**

**90% SUCCESS
RATE AT
ESTABLISHING
CREDIT SCORES**

**\$1,051 REDUCTION
IN HIGH COST
DEBT**

**\$2.8M IN TOTAL
LOAN VOLUME**



SCALING IMPACT

100,000

This platform will allow us to rapidly reach 100,000 underserved individuals in the U.S.



SKILLS

Participants have easy, on-the-go access to financial education that's tailored to their interests and needs.



THRIVE

Our participants will have a tangible way to improve their financial health as they go through our programs.

ACCESS

Participants will be better prepared on their journey into mainstream financial products, apps and services.



OUR PARTNERS

California

- A New America
- Central City Neighborhood Partners
- Family Independence Initiative
- Fremont Family Resource Center
- Korean Resource Center
- Mexican American Opportunity Fund
- Pilipino Workers Center of Southern California
- San Francisco LGBT Center
- The Next Door, Inc.

D.C.

- National Coalition for Asian Pacific American Community Development (CAPACD)

Illinois

- Chinese American Service League

Nevada

- Financial Guidance Center

New York

- Chhaya Community Development Corporation

Minnesota

- Latino Economic Development Center
- Comunidades Latinas Unidas en Servicio

Oregon

- CAPACES Leadership Institute

Texas

- Chinese Community Center
- Family Pathfinders

Washington

- 21 Progress
- El Centro de La Raza



ANY
QUESTIONS
?

NEXT STEPS

- Join our next webinar on Tuesday, Sept 9 at <http://bit.ly/mafreg>
- Share the info with your colleagues

STAY IN TOUCH

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