

Quarter Four 2019

# CNote Quarterly Impact Report





## Letter from CNote's CEO

This quarter has been the most significant one in CNote's three-year history. We passed the milestone of helping to create or maintain over 3,000 jobs across America. Knowing that more people are employed because of CNote's investors makes me extremely proud. It also reminds me of the transformative power of capital, which I believe we are all just beginning to realize together.

Looking forward to 2020, I'm excited to further demonstrate our commitment to delivering competitive returns and impact. I truly believe you can do both. To that end, we've launched a new product called the Promise Account that allows institutions and individuals with large cash balances to deposit their capital with Low-Income Designated Credit Unions and CDFI Banks for deep impact while being fully insured. We believe that taking the risk out of impact investing can allow us to be a bridge for capital to flow from mission-focused investors to the financially under-served communities we aim to support every day.

Thank you for your continued support of CNote. Please feel free to share this update with friends, colleagues and business partners. If there's ever anything myself or my team can do for you, please email me at [cat@mycnote.com](mailto:cat@mycnote.com)

With Gratitude,

A handwritten signature in black ink that reads "Catherine Berman". The signature is fluid and cursive, with a large loop at the end of the last name.

Catherine Berman  
CNote CEO

## Snapshot impact this quarter

57%

dollars to minority-led businesses (MLB)

35%

dollars to women-led businesses (WLB)

43%

dollars in LMI communities

324

Jobs Created / Maintained

\*CNote's Quarterly Reports have a one-quarter lag on impact data. This is because we report data received directly by our CDFI partners and that data does not come in real-time.

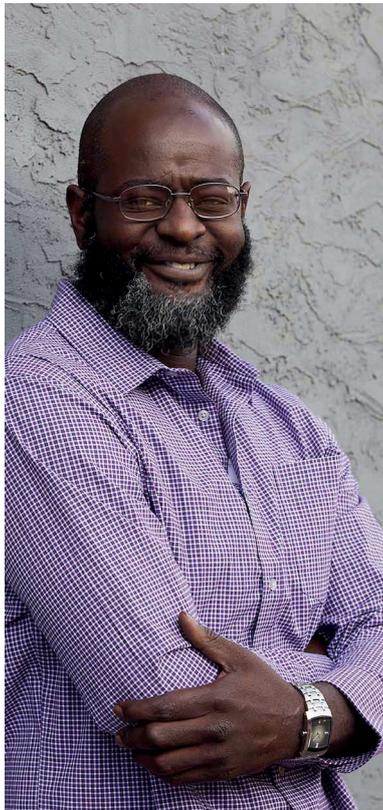
## CNote Updates

CNote continues to expand our network of CDFIs. Our newest partner, *The Entrepreneur Fund* focuses on small business lending and was the CDFI for the story on the next page.

CNote launched a new cash-management solution called the *Promise Account* that helps institutions and individuals with large cash allocations earn a competitive, fully-insured return, with impact.



## Impact Snapshot: Meet Jamar Kirk of Cycles Broken LLC



Jamar Kirk didn't have to think too hard about what to name his new business, which provides consulting, coaching, mentoring, and resources to often marginalized and at-risk demographics of his community – a community that struggles with violence, drug use, and a 50 percent high school attrition rate for minority students.

After all, that's just like the community Jamar grew up in.

"When I was in high school, my mom couldn't afford to buy me school clothes," Jamar recalled. "So it's winter in Duluth, and I'm in holey shoes and a coat that didn't zip up, and I'm not really eating the greatest at home. You're dealing with all of that and then you have to show up at school and be perfect. It's not a great feeling."

Jamar's struggles weren't unique to him, and the challenges he faced when he was a teenager are the same that many continue to face today. "I identify with a lot of the kids that I see here," Jamar said. "A lot of the young men I see here are about to go through the exact same things that I went through. If I can reach out to this or that person and directly have an effect on them or start a wave of change for them, I'm here for it. It's really personal to me."



Jamar provides moral support and life coaching, and his expertise includes helping clients manage their finances, establish credit, buy homes, get visitation rights and secure child support. Although he consults, coaches and mentors individuals and families, Jamar also works closely with local nonprofits and businesses. Recently, he's been facilitating business planning workshops with Families Rise Together, a nonprofit that works to strengthen families by engaging parents in their children's lives and in the community.

"A lot of kids don't think they're capable of growing. A lot of adults don't think they're capable of growing. But I'm still here, and I've been through so much," Jamar said. "It was really bad being a product of my environment, but I was shown another way. I'm driven by my family and kids, and I'm able to do what I do by being fearless. I always tell people 'there are options for happiness and fulfillment in life, and I'm here to help with that.'"



This story comes from CNote CDFI partner, Entrepreneur Fund, based in Minnesota

