

# Minority Community Advancement Racial Empowerment Strategy (Minority CARES)

Americans are reacting with understandable horror at multiple recent instances of racial injustice and insensitivity. There are never immediate solutions to long-standing problems. Investing in underserved minority communities can narrow economic disparities and complement an organization's and/or investor's impact beyond donations and grants.

## About Minority CARES

In response to strong client interest in making investments that focus on solutions to racial inequality, Community Capital Management (CCM) is launching Minority CARES, a blend of eight of CCM's 18 existing impact themes. CCM's Minority CARES amplifies and expands upon our existing investing philosophies to further allow our investors the ability to target and positively impact empowerment for minority individuals, businesses, and communities. Minority CARES utilizes CCM's investment-grade fixed income impact strategy already available on major platforms and in various impact investing models. Minority CARES will invest in market-rate, investment-grade, and well-researched bonds that align with the values of social justice, improvement in the lives of those in historically marginalized communities, and increased economic opportunity for people of color.

## Impact Reporting

As with all CCM investments, those made in Minority CARES will be subject to a use of proceeds analysis and tracked within CCM's proprietary impact database for reporting and transparency. Clients invested in Minority CARES will receive quarterly impact reports on the overall strategy including granular level detail on the ways that minority individuals, businesses, and communities are benefitting from their investment dollars. The impact reports will include spotlights on recent investments along with aggregate impact data.

## Case Study: Minority CARES Investment

### 1330 7th Street Apartments, Washington D.C. | Sector: Taxable Municipals

1330 7th Street Apartments is an affordable rental property for families. The property is in a moderate-income and majority-minority census tract. The property has provided affordable housing to very low-, low-, and moderate-income families for over 30 years. 1330 7th Street Apartments is a Community Preservation and Development Corporation (CPDC) property, which provides residents with high-quality, tailored, site-based programs for children and adults. CPDC's Community Impact Strategies team works with residents, non-profits, and local/federal government agencies to create strategic alliances to create programs and resources for residents and those in the community. They have five impact areas that serve as the basis for all Community Impact Strategies:

- **Economic Development:** access to job placement and training, financial literacy workshops, transportation, and technology
- **Education:** early school readiness, youth development, parent engagement, and adult literacy
- **Environment:** energy efficiency, recycling, and water conservation
- **Health and Wellness:** health education and awareness; nutrition/fitness classes; access to social and human services
- **Resident Engagement:** civic involvement, volunteerism, community participation, and cultural exchange

### Opportunity Set

Impact Theme	ABS	Agency CMBS	Agency MBS	Corporate Bonds	Taxable Municipals
Affordable Health and Rehab Care	●	●		●	●
Affordable Housing	●	●	●	●	●
Economic Inclusion	●				
Education and Childcare	●	●		●	●
Enterprise Development and Jobs	●	●		●	●
Human Empowerment		●			●
Minority Advancement	●	●	●	●	●
Neighborhood Revitalization	●	●		●	●



Image Source: Apartments.com

## Research

Each of the bonds that CCM selects for a portfolio must meet our stringent impact and financial criteria. Our proprietary approach researches the use of bond proceeds for every security, ensuring a full understanding of the programs being financed and their positive environmental and social impacts. Social impact includes how the bond benefits minorities and invests in underserved minority communities and allows investors the opportunity to use their capital to advance racial equality, tackle social disparities, and help build an economy that provides opportunities for everyone from affordable housing to access to capital – the basic building blocks of income equality.

## How to Invest

Institutional investors can invest in a separately managed account or through CCM's CRA Qualified Investment Fund Institutional Shares (ticker: CRANX). For more information, please contact David Sand, chief impact strategist, at [dsand@ccminvests.com](mailto:dsand@ccminvests.com).

## About CCM

Community Capital Management, Inc. (CCM) is an investment adviser registered with the Securities and Exchange Commission. Headquartered in Fort Lauderdale with employees in Boston, Charlotte, the New York City area, and Southern California, CCM was founded in 1998 and manages approximately \$2.8 billion in assets. The firm believes a fully integrated portfolio – one that includes environmental, social, and governance (ESG) factors – can deliver strong financial performance while simultaneously having positive long-term economic and sustainable impact. CCM's strategies utilize an innovative approach to fixed income and equity investing by combining the positive outcomes of impact and ESG investing with rigorous financial analysis, an inherent focus on risk management, and transparent research. For more information, please visit: [www.ccminvests.com](http://www.ccminvests.com).



*Our firm and our clients are optimists. We believe that impact investing can help make our society work better and can be a ladder of opportunity for people who have been the victims of systemic racism and oppression. Many of the underpinnings of the practices and tools of our sector of the industry can be traced directly to the injustice of redlining in major American cities.*

*- David Sand, Chief Impact Strategist*



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