

# Saint John Community Loan Fund

**Investing in People - Investing In Community** 

2011 Annual Report

# **Our Mission**

To improve social conditions for people living in Saint John by promoting economic independence and fostering entrepreneurship in our community.

# **Our Activities**

The Saint John Community Loan Fund (Loan Fund) helps individuals create income, build assets, and attain greater self-reliance by providing:

- · business loans
- · employment loans
- · shelter loans (deposits, moving)
- financial literacy training (Money Matter\$)
- leadership training (Power Up in partnership with UCSN)
- entrepreneurship training with youth (YES!)
- matched savings program (A\$\$ETS)
- business plan development training with women (Enterprising Women)

The Loan Fund promotes community investing. It recruits investments to build its loan pool and donations to safe-guard the loan pool against losses.

Like banks or credit unions, community loan funds maintain reserves to protect themselves and their investors. The Saint John Community Loan Fund exceeds the industry standard by setting aside 30% of total loans out.

No investor has lost money

# **Our Contractors and Funding Partners this Year**

- Canadian Mortgage and Housing Corporation
- Canadian Women's Foundation
- · Co-operators Foundation CED Fund
- Greater Saint John Community Foundation
- Human Resources and Skills Development Canada Canada Summer Jobs
- · McKean Family Foundation
- Mount Saint Vincent University
- Social Development Government of NB
- Urban Core Support Network
- · Women's Issues Branch Government of NB
- Youth Engagement Funding Government of NB

# Sustainable Livelihoods & Asset Mapping

In 2004, the Loan Fund began delivering Money Matter\$ a five module financial literacy program. On of those modules dealt with assets, but it went much further than financial or durable assets. In fact, it looked at five asset areas; Personal, Human, Social, Physical and Financial. This is part of the Sustainable Livelihoods model, which builds on the premise that individuals grow in these 5 key "asset" areas to attain economic security. This made a lot of sense so we are now incorporating a process called



Melanie shows the growth in an asset mapping exercise.

asset mapping with many of our program participants. It is a process by which participants rate themselves in each asset area, before, sometimes during, and at the end of a program. This allows the participant and us, to see how individuals have grown, and where we may continue to work. Loan Fund Staff have over 120 hours of training in the Sustainable Livelihoods model and are recognized as some of the leaders in delivery of this model in the country.

# **Cumulative Stats At A Glance\***

### Loans

Loans Disbursed	201
Value of Loans	\$319,343
Value of Loans Repaid	\$154,091
Value of Loans Written off	\$75,763 (24%)

# Impact (from business and work loans)\*\*

Activity Providing Main Income	61%
Activity Providing Extra Income	21%
Activity Discontinued or Unknown	18%

# **Program Participants**

Financial Literacy	1772
Leadership Development	92
Enterprise Development & Business Planning	170
Matched Savings	19

<sup>\*</sup>September 1999 to March 31, 2011

<sup>\*\*</sup>Plus millions in income generated and thousands in reduced provincial income assistance costs.

# President's Message

For any business or organization to be established and to grow you need commitment and skill to carry it out. This is true for those we help but it is also true for ourselves. Staff at the Loan Fund demonstrate both compassion and skill in their work. This year we hired new staff and invested in training to insure they are working with skills to help them do their job well. We are fortunate to have a wonderful partner in the Canadian Women's Foundation that, through their capacity grant enables the Loan Fund to participate in various training opportunities. And it is clear staff are making a difference by being invited to participate this year in provincial and national discussions on financial literacy and asset building. Our manager has been named the co-chair of one of three provincial advisory committees that will work at implementing New Brunswick's Poverty Reduction Plan. What I like the most though is seeing



Louise Béland is a self-employed interpreter, an investor, and the president of the Loan Fund.

individuals who we help take risks to create new beginnings for themselves, like Paul who is launching trunx4bikes.com and Kpazay who started Blessed Fingers. I urge anyone who can, to join me and others like the Saint John Board of Trade to invest in the Saint John Community Loan Fund.

Louise Béland, President

# Manager's Message

This year has seen us surpass some milestones; for loans, we made our 200th and for training we exceeded our 2000th participant! We increased our number of partners by 100%. Program staff have exceeded themselves in their work ethic, and our partners have been great to work with. But of course it is not all about numbers, it is about impact. This last year we saw individuals consolidate debt and control it through our financial literacy program, others started generating income through work or business, another bought a house after years of saving. On the front page is a photo of our Enterprising Women doing a module in financial literacy in the grocery store. Looking at unit price is pretty boring in the class, but when you actually go out to a store and start comparing you learn and it is fun! That is what we try to do here, find ways to help individuals, including ourselves, to learn and build opportunity. This coming year we will continue to do so as we start planning for

another building! Stay tuned.

Seth Asimakos General Manager

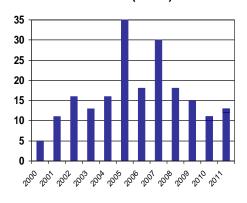
Staff of the Loan Fund standing outside their location at 133 Prince Edward St.



### Loans Per (Fiscal) Year

# **Loan Report**

The Loan Fund received 105 inquiries in fiscal 2011; 52% of which came from women and consistent with previous years. Thirteen loans were negotiated which again is consistent with an expected loan to inquiry rate of 10%. Our loan loss rate dropped marginally to 24%, which though high, is still going in the right direction. The Loan Fund had a change in loan staff who has made



positive changes to procedures which should improve loan administration and underwriting and thus lower loss rates in the coming years. We have not changed who we serve but only how we handle inquiries and changed elements of the application and credit agreements to provide better information. The financial literacy part of the loan is being integrated into the front end of the loans process so the borrower has the tools to change before they are loaned money. This past year we found that payment method of pre-authorized electronic transfer had to be reviewed and determined that post-dated cheques are better for us having lower penalties when borrowers budgets become upset and payment fails. One new product has been added to our line of loans and that's for starting Social Enterprises which will play part in the emergent Social Economy in New Brunswick.



# **TRUNX for Bikes**

Paul Reeves is a bicycle creator. He wanted more comfortable handlebars so he made a set from parts of an old exercise bike. A wet back led to a fender made from an old bicycle tire. When he wanted something to carry his gear he invented Trunx for Bikes! Trunx is a bicycle saddlebag made of corrugated plastic, it is solid

and light. The Loan Fund worked with Paul to fine tune the product, seek out a local manufacturer, marketing assistance and help build a website. In fact, www.trunx4bikes.com launched on July 25th, 2011. Check it out and if anyone in your family is a bike enthusiast, Trunx is a great accessory to have. Besides working on Trunx, Paul also worked on the Loan Fund building, and continues to find ways to give back.

"I'm not just building a company, I'm building a better person" Paul Reeves

# Money Matter\$

Money Matter\$ is a five module financial literacy training program delivered to clients of partners

throughout the city. This year we grew from 11 to 21 partners; had 167 participants finish the full five module program; and an astounding 798 complete part of the program! This last year, additional material was developed to enable delivery to lower literacy levels and different target populations, such as youth and individuals with learning disabilities. The Loan Fund worked closely with the Learning Exchange to develop a more indepth budgeting curriculum and for youth residing in Crescent Valley, we developed Mo' Money Mo' Fun. We also provided our first Money Matter\$ out of our Saint John area to the King's County Family Resource Centre in Sussex.



Assets

Banking Budgeting Consumerism

Credit

POWER UP! is a 10 week leadership training program envisioned and managed by the Urban Core Support Network and delivered in

partnership with the Saint John Community Loan Fund. The program targets women living in the 5 priority neighbourhoods with three intakes per year. The program has two main components; leadership skills and community engagement and covers topics such as business basics, communication skills, problem solving, neighbourhood day planning, leadership, goal setting, presentation and facilitation skills.

This past year we had over 31 women sign up, with 29 completing the program. (One woman left to return to full time employment while the other left due for medical reasons.) Of these 29 women 6 women have gone on to full or part time employment. A new and exciting component of the POWER UP! this year has been the development and implementation of a mentorship program; wherein mentors are matched with past and present graduates of Power UP! We see the mentorship program as an opportunity for individual growth for both the mentors and mentees, while building and enhancing their networks, self-sufficiency and advancement through the realization of reaching life-long goals.

### **Money Matter\$ Partners:**

- · AIDS Saint John
- Canadian Council on Rehabilitation and Work—Youth to Futures
- Community Adult Learning Program (CALP)
- · Coverdale Centre for Women
- Crescent Valley Resource Centre— Teen Vibe
- Department of Social Development
- John Howard Society—Quantum
- John Howard Society—Skills Link
- · Key Industries
- · Key to Well Being
- Kings County Family Resource Centre
- · Loan Fund—Enterprising Women
- Loan Fund—A\$\$ETS
- ONE Change
- ONE Home
- Open Door Club
- Multicultural & Newcomers Resource Centre (MNRC)
- Partners in Alternative Learning, Hampton
- PRUDE Inc.—Breaking Free
- Saint John Learning Exchange— BEST
- Saint John Learning Exchange— Workforce Prep
- Saint John YM/YWCA
- School District 6—PACE Workroom
- St. John the Baptist King Edward
- Teen Resource Centre— Independent Living
- · The Key to Well Being
- Urban Core Support Network— POWER UP!
- · Vibrant Communities Saint John



# I am Rebekah

Hello, my name is Rebekah. I am a graduate of POWER UP! 8. I enjoyed POWER UP! because it helped me to identify goals, both long term and short term for myself over the course of the 10 weeks. The two goals that were most important to me were to get my own apartment and to get into the Armed

Forces. Since POWER UP! I have moved into my own place, continue to work full time and am still working on my goal of being accepted into the Armed Forces. My POWER UP! mentor has helped me to stay focused on my goals and to realize not to give up on my dreams. I have continued to be part of POWER UP! and my community by co-facilitating to other POWER UP! groups, staying active in my church, working out at the YMCA and continuing with my upgrading.



# **Community Partner**

The more agencies and services are connected the more we are able to support individuals in their path to an improved quality of life. Our community's poverty reduction strategy is about trying new ideas and building on our successes – the same recipe for both individuals and communities. The Loan Fund has been an important partner in contributing to this recipe! We have worked together with North End Works which helped individuals imagine the possibilities of starting their own business, with Learn & Go which strengthened the leadership capacity of individuals in improving their neighbourhoods, and with Catch the Wave which helps individuals recognize their own assets and build connections to employers and other community resources. Our partnership continues to develop with more ideas in the wings. As a partner in poverty reduction, the SJ Community Loan Fund is a stellar example of innovation and a comprehensive approach to complex issues. Thank you to all the staff and board members of the Community Loan Fund; we cherish your commitment and your energy!

Cathy Wright
Vibrant Communities Saint John



AUDITED FINANCIAL STATEMENTS
For the year ended March 31, 2011
Excerpts from the audited statements prepared by Wilshaw & Associates. For complete statements please contact the office.

Balance Sheet			2011	2010
	Operating Fund \$	Loan Funds \$	Total \$	Total \$
Assets				
Current assets				
Cash	82,097	58,090	140,187	146,531
Term deposits Accounts receivable	2,876	81,348	81,348 2,876	79,863 3,600
Interest receivable	-	550	550	613
Prepaid expenses	5,354	-	5,354	5,410
	90,327	139,988	230,315	236,017
Property, plant and equipment (notes 3)	338,732	-	338,732	347,169
Notes receivable (note 4)		53,375	53,375	49,739
	429,059	193,363	622,422	632,925
Liabilities				
Current liabilities				
Accounts payable and accrued liabilities Accrued interest	17,615	7 760	17,615	15,113
Interfund balance	195	7,760 -195	7,760 -	6,318 -
Demand bank loans	164,540	-	164,540	143,962
Current portion of loan payable	10,000	-	10,000	10,000
Current portion of notes payable	-	38,049	38,049	16,824
	192,350	45,614	237,964	192,217
Deferred contributions	4,167	-	4,167	4,167
Loan payable (note 4)	10,000	-	10,000	10,000
Notes payable (note 7)		142,149	142,149	163,138
	14,167	142,149	156,316	177,305
Fund Balances				
Loan Funds	-	5,600	5,600	4,992
Unrestricted	222,542		222,542	258,411
	222,542	5,600	228,142	263,403
	429,059	193,363	622,422	632,925
Fund Balances – Beginning of year	258,411	4,992	263,403	257,280
Excess revenue (expenditures) for the year	-35,869	608	-35,261	6,123
Fund Balances – End of year	222,542	5.600	228,142	263,403

Income Statement			2011	2010
	Operating	Loan		
	Fund \$	Funds \$	Total \$	Total \$
Revenue				
Government grants & fee for service	119,906	-	119,906	82,994
Non Government grants & fee for service	113,482	-	113,482	124,602
Donations	-	10,473	10,473	8,635
Fundraising	6,180	-	6,180	8,388
Rent	16,933	-	16,933	16,337
Interest on loans	-	2,412	2,412	791
Fees on loans	-	1,396	1,396	1,781
Interest on term deposits	-	1,423	1,423	1,920
Loan recoveries	-	969	969	325
Miscellaneous	43	-	43	2,295
	256,544	16,673	273,217	248,068
Expenditures				
Wages and benefits	206,099	-	206,099	150,116
Occupancy costs	14,330	-	14,330	15,113
Office & supplies	5,017	-	5,017	7,684
Advertising	2,052	-	2,052	1,947
Amortization	14,277	-	14,277	13,789
Telephone & internet	4,477	-	4,477	4,215
Fundraising	1,992	-	1,992	1,900
Professional fees	15,798	-	15,798	13,887
Governance expenses	2,170	-	2,170	1,701
Networking/partnership	3,373	-	3,373	685
Training program expenses	6,186	-	6,186	5,000
Education expenses	3,185	-	3,185	2,595
Savings matching	3,097	-	3,097	3,060
Interest on investor and bank loans	9,313	3,057	12,370	13,732
Loan reserves	-	11,869	11,869	1,930
Miscellaneous	1,047	1,139	2,186	4,591
	292,413	16,065	308,478	241,945
Excess revenue (expenditures) for the year	-35,869	608	-35,261	6,123

Note 3			2011	2010
	Cost \$	Amort. \$	Net \$	Net \$
Land	50,143	-	50,143	50,143
Building	314,785	30,941	283,844	291,640
Furniture, equip- ment, computers	8,701	3,956	4,745	5,386
	373,629	34,897	338,732	347,169

Note 7	Income				
	Generation \$	Shelter \$		NPO \$	Total \$
Opening balance	105,076	24,886		50,000	179,962
New loans	1,236	-	-		1,236
Loans repaid	-	-1,000	-		-1,000
	106,312	23,886		50,000	180,198
Less: Current portion	32,049	6,000	-		38,049
	74,263	17,886		50,000	142,149

Note 4	Income Generation \$	Shelter \$	NPO \$	Total \$
Notes receivable				
Opening balance	20,449	9,305	49,953	79,707
New loans	24,500	2,165	200	26,865
Payments received	-7,866	-2,717	-777	11,360
Written off	-100	-1,627	-	-1,727
	36,983	7,126	49,376	93,485
Loan reserves				
Opening balance	16,190	7,778	6,000	29,968
Donations	10,000	473	-	10,473
Written off	-100	-1,627	-	-1,727
Loan Fees	1,211	185	-	1,396
	27,301	6,809	6,000	40,110
		•		
Notes receivable - net	9,682	317	43,376	53,375

# Enterprising Women (eW)



Enterprising Women is an enterprise development training program with primary financial support from the Canadian Women's Foundation. Offering two intakes per year, Enterprising Women wants to build businesses with women. Each intake

includes 20 weeks devoted to understanding and developing all components of a business plan, with the objective of having a complete business plan ready for presentation for financing. The loan committee will help provide feedback on the business plan, and may eventually see an application for financing from the EW graduate. The program also includes one on one coaching and mentorship for the period of two years. To date, eW has supported the start-up of 10 small businesses, with more to come!

# **eW Businesses**

Band Geek
Blessed Fingers
Cher-Wear
I Love SJ Pottery
Universal Healing
Kim's Sew n' Sew
Kosy Feet
Newman House
Scrap Your World
Wellness Innovator

Kpazay Tarr came to Saint John with her young daughter with the hope of building a new life, and a new business. While working full time, she launched her business "Blessed Fingers" in the fall of 2010. Offering hair extension and braiding services, as well as African food, Kpazay quickly saw demand for African themed clothing and her business expanded! In taking Enterprising Women, Kpazay not only learned about writing a business plan, she also learned the ins and outs of running a small business in Canada. Kpazay had the entrepreneurial spirit to make her dreams a reality in coming to Canada and starting a business; the Loan Fund is happy to be along for the journey!



# A\$\$ETS



Angelisa's NEW Home!

A\$\$ETS (Acquiring Savings & Skills for Employment, Training and Self-Sufficiency) is a 36 week program that helps individuals build skills and saving\$ needed to achieve greater self-reliance. The program consists of financial literacy training, life skills training, personal asset mapping, goal setting and employment prep. We help participants build financial assets by opening a joint credit union account with participants and offering a 3:1 match to their savings. Participants can save up to \$960!

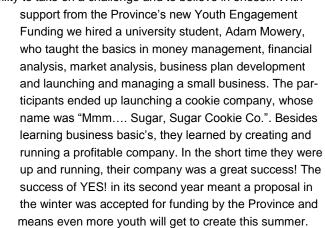
The Loan Fund's A\$\$ETS program was designed for individuals like Angelisa Corey. A single mother of 2, Angelisa was working call-in and part time hours. With dreams of full time work and living in a safe neighbourhood for her children, she was accepted into the training. There were many times that she struggled to maintain her dream, but she hung in there, saving in her matched savings each month and staying focused on her goals. With her determination, she was able to secure full time work AND bought her first home in the fall of 2010, using her personal and matched savings as the down payment.



# Youth Entrepreneurship Success is a summer program to help youth understand the basics of business and most importantly

their potential to create - this could be to create income, or art, or a business.

All require the ability to take on a challenge and to believe in oneself. With





 $\hbox{``Boys and Girls Club youth receive their start up loan''!}\\$ 

# **Greeting Card Sales**

The Loan Fund continued to send greetings around the world from Saint John via their greeting card fundraiser. The fundraiser has raised close to \$75,000 in its eight years while promoting the Loan Fund and artists in the region. Artists graciously donate their artwork to be used in our cards and this past year's artwork, Coastal Alight, was donated by Dafna Mildenberg. Dafna was great to work with and helped generate sales as well from her shop on Prince William St. The retailers listed below and our volunteers help generate the sales. This year our top individual sellers were again, Louise Béland, Abby Colwell and Brian Duplessis. Top retailers were the NB Museum, Beckwith, and Klausen Framing. Volunteers also were able to set up at the Regional Hospital and generated healthy sales. Thank you all and to our volunteers: the University Women, Mary Doherty, Douglas Edwards, Kathryn Asher, Jennifer Nicholls, Louise Béland, and Marjorie Hamilton.

Rob Roy was one of the artists that provided artwork for the first group of greeting cards in 2003. His classic photo of the Bandstand under snow was the best seller of all our cards. He joined the board that same year following the fundraiser and began chairing the greeting card committee soon after. He has provided a great deal of his time and photographic expertise as a volunteer with the Loan Fund, he photographed all artwork, the building development, as well as events, and people in the Loan Fund. At the board room table he provided both thoughtfulness and levity. Thank you for all your time and expertise Rob!

### Greeting Card Sales 2003-2010 Raises Close to \$75,000





# Retailers

Anglican House Bookstore
Beaverbrook Gallery (Fredericton)
Beckwith & Co.
Crofter (Sackville)
Handworks
inprint

Klausen Custom Framing
Kingston Community Market
Mario's Picture Framing
NB Museum Gift Shop
Paul's Flower Shop
Pictures Plus
Saint John Arts Centre
Slocum & Ferris
Trinity Galleries
UNBSJ Bookstore
Westminster Books (Fredericton)

# **Training our Trainers**

This past year has seen a growth in training opportunities for the Loan Fund staff! Two staff participated in the Canadian Women's Foundation national learning event to continue to expand and develop our knowledge of the Sustainable Livelihoods Model and asset mapping. All training staff completed the YMCA's intensive Life Skills Coaching certificate program and all staff participated in Changing Minds; a program to help front line workers better understand and work with individuals with various levels of mental wellness. In addition, 2 staff members participated in a week long training session with Ridgewood Addiction Centre with remaining staff participating in the coming fall. Committed to providing the best training and service to clients, we continue to focus on staff development.



Joe and Melanie in Toronto attending the Canadian Women's Foundation annual learning event

Our part in the NB Poverty Reduction Strategy

In November 2009, the Government of New Brunswick released its poverty reduction strategy, *Overcoming Poverty Together - The New Brunswick Economic and Social Inclusion Plan.* The Economic and Social Inclusion Corporation was formed to implement the plan. Three advisory committees were set up as part of the strategy; Health Benefits; Social Assistance Reform; and Social Enterprise and Community Investment Funds. Seth Asimakos was asked to cochair the Social Enterprise and Community Investment Fund (SECIF) Committee with André Leclerc, of the Edmundston campus of L' Université de Moncton. Other members hailing from Saint John include Gerry Pond and Michael Arbow. The mandate of the SECIF Committee is to develop a provincial policy framework for social enterprise and community investment funds.



# **Board and Staff Profiles**

Marjorie Hamilton was a member of the board of the Saint John Human Development Council when the Community Loan Fund was being established and developed. She has served for many years on the Greeting Card Committee of the Loan Fund and has been a member of the Loan Fund Board since 2009. Marjorie and her husband have lived in retirement in Saint John since 1992. Previously, she was involved in community development work in different cities in Canada, the US, and Great Britain.





Joe Godin joined the Loan Fund in the Fall of 2010 as Loans Coordinator. He has several years of experience in both Client care and Office Services management, a useful combination when it comes to what he does here as Loans Coordinator. He volunteers his spare time working to increase awareness of Active Transportation, especially cycling. His main reason for coming to work for us is that he wanted to work directly for the community in which he lives.

Vicki Cosgrove joined the Loan Fund as the POWER UP! program facilitator in May 2010. She brings past experience working in the non-profit sector of over 13 years and has worked across the county from Tuktoyaktuk, NWT to Nova Scotia. Feeling at home working with the staff at the Loan Fund and Urban Core Support Network, she finds inspiration in the passion, commitment and attitude of helping she sees in her co-workers and partners.





Alexandra Warner, a recent graduate of the University of New Brunswick Saint John, joined us after having completed five business internships here in the region as well as abroad. Her experience as a consultant and trainer has been invaluable in the coordination of Money Matter\$, A\$\$ETS and YES!. Alexandra has also assisted in the delivery of the Enterprising Women program. Alexandra is eager to make a difference in the world and will move on in September 2011 to pursue a master's in human rights in Spain. Good luck!

# **Board of Directors**

President Louise Béland, Conference Interpreter Vice President Abby Colwell, Mortgage Brokers City

Secretary Kathryn Asher, Human Development Council Treasurer Beverly Zirobwa, Ernst and Young

Past President Bob Boyce, Robert L. Boyce Architect
Brian Duplessis, ILA Local 273

Don LeBlanc, Century 21

Marjorie Hamilton, retired community development worker

Rob Roy, Rob Roy Reproduction

Randy Hatfield, Human Development Council (completed term)

Alicia Love, Stewart McKelvey (resigned) Jennifer Nicholls, Geologist (resigned)

# **Advisors and Committee Members**

Peter Asimakos, Uptown Saint John Julie Dingwell, AIDS Saint John

Mary Doherty Douglas Edwards

Don Mitchener

Gerry Pond, Mariner Partners, Inc.
Paulette Stoddart, Cooke Aquaculture
Donna Mazerolle, Mazerolle & Associates

Sarah Latham, Aliant

Rhea Bowen, Atlantic Health Sciences Corporation Teri Woosnan, Diamond Ledgers Business Services

### Staff

Seth Asimakos, General Manager Matt Brown, Loans Officer (completed term) Vicki Cosgrove, Training Coordinator Joe Godin, Loans Officer Adam Mowery, 2010 Summer Student Alexandra Warner, Training Coordinator Melanie Vautour, Training Coordinator



# Saint John Board of Trade Investing in the Spirit of Entrepreneurship

The Saint John Board of Trade's mission is "To contribute to a productive economic environment for business in Saint John. To provide encouragement, assistance and guidance for established enterprises, or those aspiring to become established in business." The Board of Trade has been an investor in the Saint John Community Loan

Fund since 2007 and this investment fits perfectly with our mission statement. The Community Loan Fund strengthens our business community and the spirit of entrepreneurship in our area through micro-lending which develops businesses at the ground level.

Imelda Gilman, President Saint John Board of Trade

# Invest. Help build our community. Help build someone's future.

If you are interested in making an investment or donation, please call 652-5600. All investments receive 3% return and donations receive a Charitable Tax Receipt.



# Saint John Community Loan Fund

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Email: loanfund@nbnet.nb.ca Web: www.loanfund.ca

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