Impact Investing in the San Joaquin Valley: Targeting Capital to Wellbeing in an Inclusive, Sustainable Regional Economy

presented by the San Joaquin Valley Impact Investment Fund

Wednesday, September 18, 2019 - 8:00 AM to 4:00 PM

Meeting Location: Self-Help Enterprises
8445 W. Elowin Court - Visalia, CA 93291
Free parking is available in the building lot and on the street

The San Joaquin Valley Impact Investment Fund thanks its sponsors for their generous partnership in presenting its annual convening, Impact Investing in the San Joaquin Valley. We thank Self-Help Enterprises for generously hosting the event in their Visalia offices this year.

AGENDA

8:00-9:00 Registration – Continental Breakfast

9:00-9:30 Welcome & Introductions

9:30 – 10:30 Grants Plus Impact Investments – Envisioning Inclusive and Sustainable Development in the San Joaquin Valley
Grantmakers are increasingly using impact investing to complement, sustain and scale their promising grant initiatives. Understand key impact investing definitions, practices, partnerships and trends, including how impact investing partnerships are working to make a more inclusive, prosperous and sustainable San Joaquin Valley.

Lisa Richter, Avivar Capital, moderator
Ellen Braff-Guajardo, Sierra Health Foundation, San Joaquin Valley Health Fund
Rachel Wick, Blue Shield of California Foundation

10:30 – 10:45 Break
10:45 – 12:00  **Investing in Healthy Communities with a Life Course Lens**
Communities and their impact investing partners are working to coordinate services that foster healthy human development over the life course. Hear how leading regional institutions are working in alignment to promote greater regional prosperity and quality of life, along with reduced health and social systems costs.

Leilani Barnett, moderator  
Tom Collishaw, Self Help Enterprises  
Jeremy Hofer, Self-Help Federal Credit Union  
Juanita Hallstrom, RCAC

Noon – 1:00  **Lunch - Anchors as Drivers of Local and Regional Sustainable Development**
As regional anchor institutions, health systems leverage their institutional assets to build healthier and more prosperous communities where they operate. Hear health systems describe the range of approaches—from local hiring, to procurement, climate risk mitigation measures and impact investing—that health anchors are using to better promote health and wellbeing for all.

Gil Alvarado, Sierra Health Foundation, moderator  
Jean Nudelman, Kaiser Permanente  
Steven Henry, United Health Group

1:00 – 1:15  **Break**

1:15 – 2:30  **Investing in Healthy Businesses and Farms in the San Joaquin Valley**
Increasing economic opportunity for all calls for ensuring an inclusive and vibrant small business sector, with enterprises and farm/ag businesses owned and operated by diverse entrepreneurs. Hear how the San Joaquin Valley’s Community Development Financial Institutions (CDFIs) and their impact investing partners are continuing to expand this vital activity in the region.

Javier Hernandez, Avivar Capital, moderator  
Kiel Lopez-Schmidt, Community Vision  
Tate Hill, Access Plus Capital  
Charles Elliot, Beneficial State Bank

2:30 – 3:30  **Leveraging Federal and State Resources for an Inclusive and Sustainable San Joaquin Valley**
Government is a critical partner to impact investing and broader regional efforts to build inclusive economies. Hear how regional communities are harnessing both state and federal resources to enhance their local community development efforts in both urban and rural areas.

Richard Dana, Sierra Health Foundation, moderator  
Betsy McGovern-Garcia, Self-Help Enterprises  
Ann Rogan, City of Stockton

3:30 – 4:00  **Wrap up and Next Steps**
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SPEAKER BIOGRAPHIES

Gil Alvarado, Sierra Health Foundation. Gil serves as Senior Vice President of Administration and CFO for Sierra Health Foundation and The Center. In this role, he is responsible for strategic business planning and management of all foundation administrative activities, investments and finances, and provides leadership to ensure compliance with state and federal fiscal and regulatory policy. Gil also serves as the President of the San Joaquin Valley Impact Investment Fund. Before joining Sierra Health Foundation in 2006, Gil served as Chief Financial and Information Officer for the Paso del Norte Health Foundation in El Paso, Texas. He currently serves on several national and regional boards, and has been involved in leadership roles within regional nonprofit communities. Gil earned a Bachelor of Business Administration in Accounting from Texas A&M University and a Master of Science in Information Technology from the University of Phoenix. He is currently licensed as a CPA.

Leilani Barnett, Federal Reserve Bank of San Francisco. Leilani leads multi-sector collaborations to overcome community development challenges by building on local assets in the inland areas of California, including the Central Valley and Sacramento, and San Diego and Ventura Counties. Her work includes Healthy Communities initiatives, cross-sector strategies, and innovative investment approaches. Through public/private/community-based partnerships, Leilani helps low- and moderate-income communities and families with workforce development, affordable housing, health, education, economic development, financial services, and small business and rural development. Leilani’s past experience includes having managed the Sacramento Housing and Redevelopment Agency’s Section 8 (HCV) program, benefiting 12,000 low-income families. Leilani has also worked as a consultant to Cities and Counties throughout California, and she has an extensive background in private real estate development, including transit-oriented, infill, mixed-use development, affordable housing, and master-planned communities. She received a B.A. from Brown University and a Master’s degree in City and Regional Planning from U.C. Berkeley.
Ellen Braff-Guajardo, Director, Regional Programs, Sierra Health Foundation. Based in Fresno, Ellen directs the San Joaquin Valley Health Fund (SJVHF), a community-driven funder collaborative whose mission is to advance health and racial equity across the vast, diverse region. As of early September 2019, the SJVHF has 21 funder partners and 98 community organization partners and has sub-granted over $8 Million to SJV community-based organizations to support capacity building and policy and systems change. SJVHF's community-driven 2019 IHHEEL policy platform identifies the following priority areas: immigrant rights, health access, housing, education equity, environmental justice and land use & planning. Undergirding the policy platform is acknowledgement of the critical importance of community organizing, civic engagement, grassroots leadership development, and family economic security for movement building and sustained systemic change. Ellen leverages her extensive local, state and national philanthropic and nonprofit experience to expand and increase the Foundation and Center’s work for children and families experiencing some of the worst health, social and economic outcomes in the state. Prior to joining the Sierra Health Foundation, Ellen served five years as a national program officer for W.K. Kellogg Foundation on the Healthy Kids Team, where she developed and led a national strategic grantmaking portfolio in support of healthy community and health equity with a focus on policy and systems change. Ellen spent the bulk of her career as an attorney and project director with California Rural Legal Assistance, in addition to serving as a program officer with The California Endowment and as a senior policy advocate with California Food Policy Advocates.

Tom Collishaw, President and CEO, Self-Help Enterprises. Self-Help Enterprises is a multi-faceted housing and community development nonprofit serving the San Joaquin Valley of California since 1965. The oldest and largest self-help housing organization in the country, Self-Help Enterprises was a pioneer in the development of sweat-equity housing for rural low income people. Since its beginning in 1965, the nonprofit organization has assisted 6,300 families in the construction of their own homes, rehabilitated another 6,600 homes, and developed over 1,450 units of affordable rental housing which it owns and operates. Tom is routinely sought out for input on legislative matters related to housing at both the state and national levels. He serves on the boards of Housing California, California Coalition for Rural Housing, National Rural Housing Coalition, National Farmworker Housing Directors Association, and is President of the National Rural Self-Help Housing Association. Collishaw is a graduate of Colgate University and the Achieving Excellence in Community Development program at Harvard Kennedy School of Government.

Richard Dana, Sierra Health Foundation. Richard is the Director of Economic Development at the Sierra Health Foundation, helping to lead a new emphasis on inclusive economic development. Richard brings deep knowledge and experience in community economic development through his work at the Mutual Assistance Network, a community-based nonprofit dedicated to enhancing the economic and social infrastructure of the northern Sacramento region, where he served as Executive Director from 2000 to 2019. During that time, he directed programs such as two Birth and Beyond Family Resource Centers and a Black Child Legacy Campaign Community Incubator Lead site; social engagement activities that include community centers, sports leagues, clubs and classes; and partners in development projects to construct homes, promote home ownership, jobs and economic achievement.
Charles Elliot, Beneficial State Bank. Charles is the Vice President, Consumer Lending Manager for Beneficial State Bank with a primarily responsible for the auto lending operations in California, Oregon, and Washington. He was raised in Porterville, CA, received a Finance degree from Fresno State, and has a 10-year background in consumer lending working for Community Development Financial Institution (CDFI lenders). Charles is passionate about the mission of these organizations to find ways to provide access to credit at fair terms for low-moderate income communities throughout the Central Valley and beyond. For over 10 years, Beneficial State Bank has provided fair and transparent banking services to help people and organizations align their money with their values. The bank seek borrowers that purposefully support people and planet through their corporate practices, such as the provision of living wages and benefits, well-being opportunities for staff, sustainability practices and policies, and community service programs. Seventy-five per cent or more of bank loan dollars support a new economy that is fully inclusive, racially- and gender-just, and environmentally restorative.

Juanita Hallstrom, RCAC. Juanita Hallstrom joined RCAC in 2000 and became Loan Fund Director in 2017. She oversees loan originations; manages RCAC’s lending program, activities and staff; develops new lending and other financing products and programs; serves as the Chief Executive Officer’s liaison to the board’s Loan Committee; coordinates and communicates with individual clients or networks of clients and funding sources; participates in strategic planning, program development and marketing of RCAC programs, products and services; and assists in establishing major economic objectives and policies for RCAC. In her previous role as Assistant Director of Lending and Housing, Juanita was responsible for the supervision and oversight of the Loan Administration staff. Her duties included loan closing, loan servicing, investor reporting, cash flow management and the maintenance of RCAC’s Loan Fund systems. She was also responsible for the implementation of several new programs, including RCAC’s 502 Pilot Packaging Program. Prior to joining RCAC, Juanita was the closing manager for a local bank and the operations manager for a large mortgage company.

Javier Hernandez, Avivar Capital. Javier is a Vice President at Avivar, bringing over nine years of combined experience in the fields of Investing Banking and Civil and Environmental Engineering. Prior to joining Avivar, Javier was a member of the Financial Advisory Services practice at Houlihan Lokey, a global investment bank, where he worked closely with private equity funds, pension funds, family offices, and corporations, on a wide range of transactions, ranging from valuations of debt and equity investments to strategic advisory, capital planning, fund analysis, mergers and acquisitions, and spin-offs and divestitures. Before working in financial advisory, Javier specialized in the planning and execution of public and private water infrastructure projects and management solutions in the United States. He spent more than four years as a design engineer at Pacific Advanced Civil Engineering, a leading Southern California engineering firm, working at the intersection of innovative design and environmental sustainability in the water sector. Javier also worked as an expert consultant to Aquatic Informatics (AI), a Canadian-based and VC-backed technology firm, on the expansion of its proprietary real-time data management tool for water agencies and utilities into Latin America. As part of this role, Javier led numerous training sessions and workshops in Mexico and Panama in partnership with various public agencies, policymakers, and other key stakeholders on the adoption of data-driven technologies in their decision-making processes. Javier holds an MS in Civil and Environmental Engineering from the University of Illinois at Urbana-Champaign and an MBA from the UCLA Anderson School of Management. He is a native Argentinian and is fluent in Spanish.

Steven Henry, United Health Group. Steven joined UnitedHealth Group in 1997 and is a Director in the Treasury, Investment Management department. In this role, he is responsible for assisting in the development of portfolio
strategies, asset allocation, and works closely with external investment managers. He also helps direct and oversee UnitedHealth’s socially responsible investments, and portfolios supporting the AARP Medicare products. Prior to joining UnitedHealth Group, he held various Treasury roles with US Bank and as an implementation manager for SunGard Financial Systems. Steven holds a Bachelor of Science degree with concentrations in Business Administration from Warner Pacific University in Portland, OR and is a CFA charterholder.

Tate Hill II, Access Plus Capital. Tate is the Director of Administration at Access Plus Capital, one of two place-based CDFIs in the greater Fresno region. He leads fund development & investor relations, borrower/business technical assistance, compliance reporting and public relations. Previously, Tate was the President & CEO of the award-winning Fresno Metro Black Chamber of Commerce and founder of its Chamber Foundation acting as a strong advocate for entrepreneurship and economic growth in the African-American community. In 2014, he organized the Central Valley Business Diversity Partnership, a regional coalition that encourages greater diversity and inclusion in procurement and jobs for communities of color. Under his leadership, the chamber developed new programs including the Central Valley Business Diversity Expo, the Women’s Entrepreneurship Network, the Fresno African-American Community Exchange, and the Fresno Green Team. Previously, he was the Central Valley Vice President for Youth Leadership Institute, a national youth leadership & training organization and Vice President of Program Services at Fresno West Coalition for Economic Development. Native to central California, Tate has participated and lead over 200 town halls, community meetings and workshops addressing housing, land use, education and business development in urban and ethnic neighborhoods. A sought after leader, he served on President’s Council of the US Black Chambers, PG&E’s Community Advisory Committee, and he regular commentates on Sunday Matters, a regional political show on NBC-KSEE24. He has been on the Mayor’s Advisory Council since 2009 and recently joined the board of directors of The Greenlining Institute, a national research, advocacy, and leadership development organization for economic equity. He has received numerous awards including being a two-time Fresno NAACP Image Award winner and named to Fresno’s 40 Under 40. Tate has a master of science in community economic development from Southern New Hampshire University and a bachelor’s degree in business with an emphasis in finance from the Craig School of Business at California State University, Fresno. He is a proud alumnus of Edison High in West Fresno.

Betsy McGovern-Garcia, Self-Help Enterprises. Betsy is Program Director – Real Estate Development at SHE, bringing over 14 years’ experience in affordable housing development, including extensive project management experience, grant compliance, grant writing/reporting and affordable housing development. Betsy is responsible for all aspects of SHE real estate development, including site identification, acquisition, entitlements and financing. Her expertise includes HOME, CDBG, LIHTC and USDA Rural Development federal financing programs. Prior to joining SHE, Betsy served as the Natural Resource Conservation Analyst for the City of Visalia and as the Project Manager for the City of Tulare where she secured and managed over $6 million of grant and loan funding for the Tulare Redevelopment Agency. She also led development of affordable housing in Tulare, including single-family units developed through a partnership with SHE. Betsy has served as a Board Member for the Kings/Tulare Continuum of Care on Homelessness and as a Committee Chair for the Tulare/Kings U.S. Green Building Council Branch. She holds a Master’s Degree in Business Administration from St. Ambrose University and is a Leadership in Energy & Environmental Design (LEED) Accredited Professional.
Jeremy Hofer, Self-Help Federal Credit Union. Prior to working in finance, Jeremy Hofer worked as a community organizer in areas of healthy food access and environment. In 2008 he transitioned to a startup Community Development Financial Institution (CDFI) called Fresno CDFI which was focused on lending to and training small business entrepreneurs. In 2018, Jeremy moved to Self Help Credit Union as their Sr. Business Development Officer on Self Help’s west coast Commercial Lending team. Today he works to connect community development minded organizations and projects with the capital they need to secure and improve their facilities, with a focus on food systems, non-profits, faith communities, multi-family housing, charter schools, and medical services. Jeremy has a Masters in Community Economic Development from Southern New Hampshire University.

Kiel Lopez-Schmidt, Northern California Community Loan Fund. Kiel Lopez-Schmidt has a diversity of experience that spans architecture, community development and food business. He has made improving quality of life for all in the San Joaquin Valley the focus of his work. Kiel holds a BA in Architecture from University of California Berkeley and a certification from the National Charrette Institute. Kiel now serves as the Central Valley Regional Manager of the Northern California Community Loan Fund. NCCLF has a variety of consulting and lending resources to communities at the margins of opportunity that deserve a trusted partner on their journey towards financial growth and stability.

Jean Nudelman, Kaiser Permanente. As Director of Community Benefit Programs for Kaiser Permanente, Northern California, Jean works to improve the health of communities by leveraging the assets and resources of Kaiser Permanente to improve the economic vitality and the health of communities throughout Northern California. Jean is working to advance economic opportunity in Northern California communities by supporting job creation through strengthening small businesses and supporting Kaiser Permanente’s efforts to increase purchasing from local and diverse suppliers. Jean leads a team that works to improve the health of communities through providing charitable contributions, cultivating strategic partnerships and leveraging Kaiser Permanente’s organizational resources. Kaiser Permanente’s Regional grants program provided over $30 million in contributions to community partners to address prioritized community health needs including Access to Health Care and Coverage; Healthy Eating Active Living; Community and Family Safety; Mental Health and Wellness; Homelessness and Housing; and Economic Security. Jean holds a BA in Classical Archeology from Oberlin College, and an MPH from UC Berkeley School of Public Health and lives in the East Bay with her family.

Lisa Richter, Avivar Capital. Lisa is a managing partner and co-founder of Avivar Capital where she co-leads Avivar’s overall business activities, bringing over two decades of fund management and investing experience spanning asset classes, return expectations, geographies and issue areas, and frequently incorporating place-based or sector focus to increase equitable access to opportunity. Clients range from small to the nation’s largest independent and community foundations, banks and institutional investors, with interests ranging from place-based outcomes to theme-based strategies that apply traditional asset allocations to earn market-rate expected returns. Lisa authored the Grantmakers In Health Guide Impact Investing and co-authored Equity Advancing Equity (a guide to community foundation impact investing). She serves or has served as a director or advisor to the Center for Community Development Investments of the Federal Reserve Bank of San Francisco (where she currently also serves as scholar-in-residence), Bank of America National Community Advisory Council, Dignity Health’s Community Economic Initiatives Subcommittee, American Journal of Preventative Medicine, Women Leading the Way in Impact Investing,
CDFI Coalition, US Social Investment Forum, New Markets Tax Credit Coalition, and The Philanthropic Initiative. She holds a BA and an MBA from the University of Chicago.

Ann Rogan, Executive Advisor, Economic Innovation, Office of the Mayor - City of Stockton, CA. Ann combines entrepreneurial and global partnerships experience to help define business strategy and new services for early-stage companies. She is currently leading an economic innovation portfolio for Mayor Michael Tubbs’ Office in Stockton that oversees workforce access, green economy opportunities and an Opportunity Zones strategy. Her work in emerging markets has spanned sectors - including education, healthcare, clean energy, and digital identity. Ann has co-founded two companies in renewables and 3D printing - both focused on tackling last mile access challenges. Most recently, she served on the Government of Estonia’s e-Residency Advisory Group to advance digital entrepreneurship. Prior to that, she led the team responsible for global strategy and community development at Singularity University in Silicon Valley. Ann earned a BA from McGill University in International Development and English Literature. She tweets sporadically @amrogan.

Rachel Wick, Blue Shield of California Foundation. Rachel is a senior program officer at Blue Shield of California Foundation, where she leads the development of a new initiative focused on designing the future of health in California. Previously, she led the Foundation’s statewide policy and systems change strategies focused on advancing the integration of primary care, mental health and substance use treatment, the spread of electronic consultation (e-consult) between primary care and specialty care systems, and the launch of accountable communities for health. Prior to joining Blue Shield of California Foundation, Rachel spent eight years at the Consumer Health Foundation in Washington, D.C., implementing and evaluating a health equity and advocacy strategy, first as a program officer and then as director of policy, planning and special projects. Rachel was selected as a 2010 Terrence Keenan Emerging Leader in Health Philanthropy Fellow by Grantmakers in Health. She holds a bachelor’s degree in philosophy from the College of St. Benedict and an MPH in health management and policy from the University of Michigan.