

# Building The Better Bank

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America's Most Convenient Bank®

## *Selling Your Outcomes: Impact Measures for Nonprofits*

**July 18, 2013**

**Marilyn Drayton  
Community Development**



- Member of TD Bank Financial Group (NYSE: TD)
  - \$826.4 Billion in Assets as of April 30, 2013
  - Serving nearly 20 million customers globally
- The 10th largest bank in the U.S. with \$224 Billion in Assets as of 4/30/13
- 1,310 + 'Stores' and 1,889 ATMs from Maine to Florida and growing
- Full service financial institution
- Outstanding CRA Rating by OCC – 2011
- *Money* Magazine's "Best Banks in America"
- 2013 DiversityInc Top 50 Companies
- Community Service Leadership Award – Financial Services Roundtable

- South FL - Regional Headquarter
- Over 2,100 Employees
- 171 Retail Stores
- Outstanding CRA Rating by OCC – 2011
- Regional Community Development Experts
- TD Community Development Corporation – NMTC Target Area
- Charitable Giving Aligns with CRA LMI Strategy

# A Good CRA Decision....

- Strategically Aligning Giving Priorities with Corporate Pillars or Specific Areas of Focus
- **CRA Low-Moderate Income (LMI) Impact**
- Favorable Returns and Financially Feasible
- Measurable Community Impacts (ie. # jobs, housing units, etc.)
- Sustainability of Project/Program
- Strong Organizational Capacity
- Responsiveness to Community Needs



- Demonstrates Awareness of Industry and Market Trends
- Quantifies CDC Contribution to local economies
- Transcends “*Vision*  *Impact*”
- Highlights CDC Role in Neighborhood Transformation
- Effects Change in CED Public Policy Efforts
- Supports CED Mission and Advocacy
- Key Driver in Leveraging Public/Private Partnership Models



**THANK YOU!**



**Marilyn Drayton, South Region Group Manager**  
**Community Development**

**TD Bank, America's Most Convenient Bank**

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