Selling Your Outcomes: Impact Measures for Nonprofits

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Marilyn Drayton
Community Development
TD Bank Overview

- 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
TD Bank in Florida

- 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
Value of Community Impact Data

- 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!

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