

# HFLA CORPORATE PARTNER PROGRAM



Forming Strong Partnerships to Help  
Build Financially Stable Communities

HFLA Northeast Ohio  
23300 Chagrin Blvd., Suite 204  
Beachwood, OH 44122  
(216).378.9042





# NORTHEAST OHIO'S MOST PRECIOUS RESOURCE

Investing in Northeast Ohio's renewal starts with investing in its most precious resource, its residents.

Residents are the backbone of Northeast Ohio's economy. Communities filled with financially stable residents spur four strong elements: small business, industry, housing and retail.

Elements of a financially unstable neighborhood include: a depressed housing market, slow small business growth, little to no industry and retail. Predatory financial tools such as payday loan products and check cashing centers are often the only options.

As a result, residents experience financial, social and education inequities that make obtaining the American dream next to impossible for not only the current population, but for future generations.

## SUSTAINABLE CHANGE

How does a region address the pressing needs within financially unstable communities that will bring about sustainable change?

***By providing much needed interim financial tools in the form of interest-free loans and the building of positive credit.***

An interest-free education, standard or small business loan helps those in the low to moderate income bracket obtain some of the same financial options available to those in higher income brackets.

For 115 years, HFLA Loan Pool Funds have been sustained through compassionate donors and foundations.

To make a bigger impact in our communities, additional funding is needed. We turn to the corporations of Northeast Ohio to expand our reach. Together, we can help build financially stable communities.

# THE POWER OF PARTNERSHIPS

For decades, corporations and local government have partnered with nonprofits to aid in the process of rebuilding Northeast Ohio.

These powerful partnerships have birthed important projects such as the Playhouse Square District, Gordon Square Arts District and Glenville Circle North. The past decades have revealed that our region prospers when solid partnerships are in place.

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HFLA has specialized in providing long-term financial relief solutions to the residents of this great region for 115 years. 2020 plans include scaling up operations and empowering even more Northeast Ohio residents with interest-free loans. Partnering with HFLA to achieve these goals provides your organization with the ability to directly impact individual residents and help build sustainable change.

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## CORPORATE PARTNER PROGRAM

*People remember who believed in them  
and gave them a chance.*

The HFLA Corporate Partner Program gives your organization the ability to create a loan pool fund that will expand your reach into Northeast Ohio communities, specifically, those with high concentrations of low to moderate income residents.

Belief is a powerful motivator. A deserving Northeast Ohio resident will understand that your organization believes in and will give he or she a chance. This will be communicated through logo placement on HFLA loan documents to include:

- Welcome letters to loan recipients and guarantors/cosigners
- Payoff letter to loan recipients and guarantors/cosigners
- Logo and name of corporation will be listed on the HFLA website and all social media platforms

### \*Suggested HFLA Corporate Partner Program Participation Levels

<b>ED</b>	<b>EDUCATION LOAN POOL</b>	\$ 50,000 \$ 80,000	will fund at least (6) students will fund at least (10) students
<b>ST</b>	<b>STANDARD LOAN POOL</b>	\$ 52,000 \$ 105,000	will fund at least (5) NEO residents will fund at least (10) NEO residents
<b>SB</b>	<b>SMALL BUSINESS LOAN POOL</b>	\$ 54,000 \$ 107,000	will fund at least (5) small businesses will fund at least (10) small businesses

\* Levels include administrative cost and third party fees



# ANATOMY OF AN HFLA LOAN

- 1 A person applies for a loan with HFLA.
- 2 Loans require a guarantor or co-signer:
  - A. Student loans require a co-signer
  - B. Standard loans require a guarantor
  - C. Business loans – the owner is considered the guarantor
- 3 If the loan looks viable, HFLA brings the applicant in for a loan committee which consists of 3-4 board members.
- 4 The applicant is notified whether or not the loan has been approved. The borrower will then execute the paperwork and receive their check.
- 5 The borrower makes set monthly payments for the term of the loan.



- 6 Those payments go back into HFLA's loan fund.
- 7 The money paid back is lent out to the next person in need.

# THANK YOU!

NOTES AND QUESTIONS



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