

Your Money and Your Community

Is your money circulating in the local economy to the benefit of you and your community?

or ...

Are you helping extract wealth from your community?

We have put together this tool to help you make the best decisions regarding where you put your money and where you get your loans.

Local Banking Campaign:

Banking plays an important role in creating a sustainable local economy.

Shifting deposits to local banks and credit unions allows the institutions rooted in our communities to leverage our money for the people and businesses that make Portland great, including capital for small business loans, development of affordable housing and job creation.

Banking local shifts financial resources to the community's best interests not absentee investor's profits. We hope you and the organizations you are connected to will be empowered to make the best choices in keeping money circulating where you live.

From June through September local banks and credit unions will be tracking the shift to local community banking so make sure to take action and spread the word soon!

For more information or to join this campaign visit: www.sbnportland.org/resources



Put Your Money Where Your Mouth Is

Local Banking Builds Real Wealth in Your Community



Where YOU Put Your Savings & Where You Get Your Loans Affects YOUR Community

A. Is Your Money Rooted in YOUR Community?

The more a bank/CU operates in multiple communities, the less commitment they have to yours*

- 2 75% + branches in Portland-Metro area
- 1 Majority of branches in NW (OR/WA)
- 0 OR/WA is only a part of their focus

*some banks/CUs may have policies that intentionally put deposits to work in the communities where they were deposited

B. Who owns it?

Where ownership is, profit goes*

- 2 Non-Profit, Coop owned
- 1 Owners/Shareholders live in NW
- 0 Absentee owners/shareholders

*ownership also relates to democratic control. The same ranking order applies to a community's ability to positively influence a bank/CU.

C. Do Your Deposits Create Good Loans in YOUR Community?

Deposits are leveraged into loans. Profit is one motivation for loans, though loans can be targeted for any purpose. What do you want to fund?

- 2 Official lending policies to benefit underserved communities*
- 1 Loans that benefit local businesses and individuals
- 0 Engaged in predatory/subprime lending

*I.e., Community Development Financial Institutions (CDFIs) that target underserved communities and have stricter accountability plus access to federal money to further their mission

Bank/Credit Union*	A. Money Rooted in Portland Area	B. Ownership is Local	C. Loans Serve Community	Total
Advantis CU	2	2	1	5
Albina Community Bank	2	1	2	5
Bank of Oswego	2	2	1	5
Consolidated FCU	2	2	1	5
Northwest Resource FCU	2	2	1	5
OnPoint Community CU	2	2	1	5
Oregonians FCU	2	2	1	5
Point West CU	2	2	1	5
Rivermark CU	2	2	1	5
Unitus Community CU	2	2	1	5
Clackamas Community FCU	1	2	1	4
Lewis and Clark Bank	2	1	1	4
Northwest Bank	2	1	1	4
Northwest Preferred FCU	1	2	1	4
ShoreBank Pacific	1	1	2	4
See http://thinklocalportland.org/images/sbnp/areabanks.pdf for full list				
Umpqua Bank	1	0	1	2
Keybank	0	0	1	1
U.S. Bank	0	0	1	1
Bank of America	0	0	0	0
Wells Fargo Bank	0	0	0	0
Washington Mutual/Chase	0	0	0	0

*This list represents the top tier of local banking options in Portland contrasted with a few from the bottom tier. Some credit unions, like Northwest Priority and First Tech were omitted as were many of the smaller credit unions (under \$75million in assets) as they are typically only open to select employee groups—if you are eligible for one, investigate and support them if they meet your banking criteria!

While this list will hopefully inform your banking decisions, it is only the beginning of effectively and intentionally banking local. Each bank or credit union is unique. Some will resonate with your values more than others. Ask questions! Some of the other questions we think are important include: Does the bank participate in the voluntary Community Reinvestment Act? Some banks/CUs make a priority of lending to underserved areas without being required to, does yours? If so, to whom and how much? How do they view their social impact and role in the community? How are employees treated and compensated? Is it fair and just? Is there diversity and inclusivity? What makes this bank/CU special? Do they put their money and volunteer resources where their values are? Please share what you learn: info@realwealthpdx.org