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### **Appalachian Community Capital Announces the Creation of a Regional Data Analytics Hub at the 2022 Clinton Global Initiative**

Christiansburg, VA. (September 19, 2022) – Appalachian Community Capital (ACC) is pleased to announce its participation in the Clinton Global Initiative (CGI) 2022 Meeting, a platform for CGI members to convene, connect, and coordinate actions that address global challenges. During today’s meeting, ACC committed to launch a regional inclusive Data Analytics Hub, a key component of the organization’s new strategic focus on Technological Transformation and Knowledge Sharing. The hub will provide insights into underserved small businesses across the region, which will help ACC and its members better understand the dynamics affecting these businesses and tailor their outreach, products, and services to be more effective and aligned to the businesses’ needs and circumstances. ACC members are community development financial institutions (CDFIs) and other mission-focused lenders located in and serving small businesses in Appalachian by providing capital, business advisory services, and other types of support.

Once the Data Hub is launched, ACC estimates that it will be able to reach an additional 3,000 regional small businesses over the 2022-2026 timeframe, an increase of 100% over current levels of regional engagement. ACC members can benefit from opportunities for leverage, economies of scale, knowledge-sharing, and partnership linkages. This data driven approach will allow members to develop and deploy targeted, client-centric, and high impact investment strategies that will help to accelerate small business owners’ and entrepreneurs’ success in the region.

“A major blocking point to reaching the region’s capital-starved, underrepresented small businesses has been the lack of critical analytical data” said Donna Gambrell, ACC’s President

and CEO. “Our inclusive Data Analytics Hub will allow members to develop high-impact strategies and collect relevant amounts of data to leverage the data in a more proactive way.”

ACC’s strategy is aimed at expanding the insights, capacities, and reach of primarily bricks-and-mortar CDFIs into a more proactive approach to informing, designing, and effecting broader and deeper outreach to historically disadvantaged communities across America’s largest and most diverse rural region, covering 423 counties across 13 states, with over 25 million residents.

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### **About Appalachian Community Capital**

Appalachian Community Capital is a CDFI lending intermediary created to raise capital for its 32-member CDFIs and other mission-based lenders. The members, in turn, use ACC’s capital to fund small businesses and entrepreneurs in underserved areas in Appalachia. The members—many of which have been in operation for more than 20 years—and their affiliates manage over \$1 billion in assets supporting economic development in Appalachia.

### **About the Clinton Global Initiative**

The Clinton Global Initiative (CGI) convenes global and emerging leaders to create and implement solutions to the world’s most pressing challenges. CGI works with partners to drive action through its unique model. Rather than directly implementing projects, CGI facilitates action by helping members connect, collaborate, and develop Commitments to Action — new, specific, and measurable plans that address global challenges. Through CGI, the community has made more than 3,700 Commitments to Action that have made a difference in the lives of more than 435 million people in more than 180 countries