

# Partnering for Community Success

## Realizing Development Goals with CRA

*Presented by Jerry Flach  
gflach@valleynationalbank.com  
Community Development Program Manager*



# About Valley

 **FOUNDED  
in 1927**

  
Employees  
**3,400+**

(VLY)  
Valley National Bancorp  
NEW YORK STOCK EXCHANGE

assets  
OVER   
**\$29 BILLION**

  
**230+** Branches  
across **4 States**

deposits OVER   
**\$18.2 BILLION**

**225**  
ATMs  


 **18** LOANS OVER  
**BILLION**



# Valley National Bank

<https://www.valleynationalbank.com/About/Community.aspx>



# CRA CAREs

**C**ommunity Services for Low-Moderate Income (LMI) individuals


**A**ffordable Housing, Serving LMI geographies and people.

**R**evitalization: access to opportunity; Tax Credit Programs

**E**conomic Development: Small Businesses



# Collaborative Goals



Provide financial literacy, small business seminars and housing counseling to LMI individuals and small businesses

Provide financing to not for profit organizations to improve community health

Communicate access to financial information, products and services

Understand our communities needs/requirements/capabilities



# Increase Homeownership



Community Advantage and Plus Home Ownership Mortgages



Valley Community Advantage Savings Account (First Home Club)



FHLB Affordable Housing Program (AHP)



The Neighborhood Revitalization Tax Credit Program NRTC



# Application Success



Discuss application with funder to realize synergies



Complete the application with all attachments.



Be realistic!



Impact Statement



# Investing for Collaboration

