

Building a More Inclusive Economy Through
Financial Innovation

CNote



“We believe in the power of credit unions to generate greater economic opportunity and financial inclusion across the United States...

And we’ve identified a trillion-dollar impact capital opportunity to help them do it.”

Catherine Berman
Chief Executive Officer, CNote



How it Works

We use technology to connect impact-motivated corporations, who want to see their deposits create positive impact, to the inspiring credit unions that do that every day.

>\$300M deployed in communities in 2022

81% invested in BIPOC-led small businesses

51% of our deposit partner senior leadership are women



NETFLIX



T.RowePrice®

patagonia®



Capital + Data + Community



Scalable Impact

The Impact Cash®Solution



Access to Deposits

Sticky deposits for your institution.
Capital faucet creates access as-needed.



Streamlined Impact & Storytelling

Quantify the impact you generate with data.
Highlight your story of social change.



New Clients & Visibility

Connect with major brands and Fortune 1000
Potential for co-branding opportunities that increase membership base.



CNote and Self-Help Federal Credit Union, A Case Study



Free Deposits

Self-Help received deposits from corporate clients through CNote's Impact Cash platform.

Marketing and Impact Reporting

CNote helped highlight Self-Help's community work through impact reporting, borrower stories, community profiles, and provided an Impact Assessment.

Corporate Connections and Visibility

Self-Help was connected with CNote's corporate clients like Apple and was included in a press release that was republished on over 470 websites.

A Sampling of CNote Credit Union Partners

"Just like we benefited from the funds on deposit we received from CNote, which have the potential to grow, we have benefited from the organization's energy and collaborative approach.

- Alison Beck Yonas, Senior Vice President,
Finance and Strategic Investments



CNote
Thank you

Access deposits today: deposits@mycnote.com

