

## Table of Contents: COMMUNITY REINVESTMENT CHALLENGE

1. [Why CRC](#)
2. [CRC's Mission](#)
3. [Benefits of Local CRC Involvement](#)
4. [Guiding Principles](#)
5. [CRC Focus](#)
6. [Summit Project Selection/Chapter Sustainability Initiatives](#)
7. [How Can Chapters Get Involved Locally](#)
  - 7.1 [Opportunities to Contribute](#)
8. [CRC Core Team Structure](#)

## Community Reinvestment Challenge (CRC)

The Community Reinvestment Challenge (CRC) was formally launched by the CoreNet Global Board of Directors in October 2002. As the world's premier real estate organization, CoreNet Global has a social responsibility to the communities in which we live and work. This responsibility is already being addressed by many among CoreNet Global's network of Chapters through growing "reinvestment" initiatives worthy of corporate commitment and support. Please read further to discover how CoreNet Global helps to support the efforts of local Chapters while becoming a global leader in community improvement.

### 1. Why CRC?

CoreNet Global members hear from many worthy causes, but CoreNet Global's Community Reinvestment Challenge (CRC) is truly special. Here's why:

- CRC has no overhead -- all the money goes directly to those in need.
- CRC carefully identifies real needs and opportunities for us to help make a difference. The CRC team identifies the projects, members do the work and we all have the reward of seeing that, through these efforts, people's lives are improved.
- CRC participation creates strong bonds between members and cements friendships through the shared experience of lifting hammers or paintbrushes to help improve the quality of life in the community.

Ask a CRC volunteer how the experience has affected him or her; the positive feedback is universal. And, if you can't participate in person, you can still be a part

of making these efforts a success by making tax-deductible donations toward materials budgets for renovation projects. The growing popularity and increasing Chapter involvement in CRC attests to its relevance as an important demonstration of social responsibility in the corporate real estate profession.

### 2. CRC's Mission

**To invest a portion of our members' cumulative talents, resources and actions in Community Reinvestment initiatives.**

**In partnership with its network of Chapters, CoreNet Global will be a catalyst for enabling significant contributions to improving local communities worldwide.**

### 3. Benefits of Local CRC Involvement

Although an important part of our Global Summits, CRC projects are sustained primarily through continued commitment by Chapters. In fact, participation by Chapters is crucial to the success of these projects. We as a whole are only as strong as our individual parts or Chapters. Therefore, the stronger the CRC is locally, the stronger the Chapter, and the stronger the Chapter, the stronger our global network. This connection is incredibly supportive of the CRC benefits model and helps provide a clear picture of why Chapters benefit from local CRC participation. Please read below for specific benefits of CRC Chapter involvement:

- Enables corporate social responsibility locally and internationally;

- Provides opportunities to learn, to give back and to invest in the future of local communities
- Serves as a vehicle for Chapter recognition;
- May generate increased media exposure, which helps with recruitment;
- Provides a non-threatening environment for members to network and engage in CoreNet Global activities through coordinated efforts;
- Fosters an environment for personal development and interaction;
- Brings Chapters together in informal settings;
- Provides opportunities for individuals to give back to local communities, and
- Keeps members engaged by connecting them to shared goals and outcomes.

#### 4. Guiding Principles

A series of guiding principles has been developed to promote CRC at Summits and within Chapters. These are:

- The Community Reinvestment Challenge (CRC) will be a year-round initiative undertaken by CoreNet Global and its Chapters in support of the overall community reinvestment mission.
- A CRC “Core Work Group” will focus on specific projects to be delivered during the CoreNet Global Summits and maximize CRC exposure to attending members in an effort to promote involvement at local levels. Continued Chapter involvement allows for a more sustainable model.
- CoreNet Global Chapters will maintain accounting of total hours and funds collected. CoreNet Global CRC teams will maintain running tallies of all Chapters’ CRC initiatives and contributions to quantify and promote the level of CoreNet Global’s

commitment to community reinvestment.

#### 5. CRC Focus

The focus of the CRC core group is to ensure successful projects in each of the cities where CoreNet Global Summits are hosted, while CoreNet Global works to collect, promote, and recognize the total effort invested by all Chapters. Since its inception, the Community Reinvestment Challenge has contributed to needy communities in Toronto, Atlanta, Chicago and San Antonio, with plans to continue making a positive difference in each of the cities which host CoreNet Global Summits in North America.

Thus far, CRC Summit projects and local Chapter initiatives have contributed over \$320,000 and almost 2,800 hours in volunteer labor -- all in support of improving the communities in which we live and work. These projects are sustained beyond the Summit timeframe, as dedicated Chapter volunteers continue the initial improvement efforts.

#### 6. Summit Project Selection / Chapter Sustainability Initiatives

All Global Summit project options are gauged against pre-determined criteria, which are measured based upon their contribution to the overall CRC mission. Of the pre-determined criteria, Chapter sustainability and commitment carry the most weight. Project complexity, real estate focus, possible benefits based upon community size and a project’s ability to reinforce CoreNet Global identity are also factors. Upon completion of a North American Global Summit, each CRC project is handed over to the host Chapter for completion and follow-through.

## 7. How Can Chapters Get Involved Locally?

Effective Community Reinvestment (CRC) involvement is important, and it begins at the local level. It generates a cumulative effect from there, and percolates upward through numerous channels, programs and levels to the global Board of Directors level. Chapters interested in creating a CRC program should first designate a Committee leader who is passionate about the program and identify opportunities for the Chapter to achieve success in this area. CRC Chapter leaders are encouraged to form a Committee which assists in the planning and implementation of these initiatives.

### 7.1 Opportunities to Contribute

Chapters contribute to the Community Reinvestment Challenge (CRC) in two ways:

- Financially – Committees designate specific charitable beneficiaries, determine the model for raising money, and promote personal and corporate tax-deductible donations to the fund.
- Hands-on Project Involvement – Committees designate and organize local projects, and then recruit volunteers to work effectively as a team to accomplish the goal.

In keeping with CoreNet Global branding guidelines, Chapters are encouraged to select projects which are closely aligned to the corporate real estate profession. Opportunities for local involvement may include, but are not limited to:

- University alliances – Chapters may reach out to local universities by engaging students in local programming or by sponsoring

corporate real estate students financially or by serving as a mentor.

- Participation in local community enhancement projects or cleanup efforts
- Fundraisers such as charity golf outings, awards dinners, luncheons, silent auctions
- Financial Contributions to CoreNet Global Learning
- Donations of time and/or money to work incentive programs
- Environmentally related projects
- Home renovations
- Junior Achievement or similar youth mentoring programs

## 8. CRC Core Team Structure

CRC co-chairs are responsible for the recruitment of work groups, the overall management of CRC project plans, securing project approvals, coordinating CRC work groups, ensuring successful project delivery, and ensuring project closeout. However, all CRC initiatives and responsibilities are managed through the core team structure, which is organized as follows:

- Fundraising/Finance – Manages and enables all contributions and budgeting, performs financial accounting, ensures financial integrity and accounts for financial and member contributions to the project.
- Chapter Liaison – Works closely with the Global CRC team to facilitate fundraising and work projects locally and as appropriate during CoreNet Global Summits.
- Marketing & Communications - Recruits the marketing and communications work group members, develops marketing and communications plans, ensures CRC's integration with Global Summits, promotes CRC through planning,

visibility, and execution, ensures contributors' recognition with appropriate follow-up, coordinates meetings and publishes minutes and action items from these meetings.

To optimize CRC involvement locally, it is suggested that Chapters organize CRC committees in a manner which is in line with the organizational structure above. And, while each of the above teams has specific goals and responsibilities, all work closely together, and the successes of one are very dependent upon the contributions of the other.

CoreNet Global Summit cities as well as Chapter communities are continuously benefiting from CRC programs. If you or your Chapter is interested in learning more about the CRC project and team, please contact CoreNet Global online at <http://chapters.corenetglobal.org/CRC/> or by telephone at 1-800-726-8111. The Global CRC Team members are available to assist Chapters in identifying and implementing sustainable community reinvestment activities.