

# ABC:AnewAmerica

From CalAKPsiWiki

## Contents

- 1 Organization
- 2 Project
- 3 Results
- 4 Testimonials
- 5 Notes
- 6 See Also

## Organization

**AnewAmerica Community Corporation (ANA)** was founded in 1999 by a group of community leaders representing immigrants and community development advocates who saw a continuing lack of integrated job creation, asset development, and community empowerment strategies for low-income new Americans living in the San Francisco Bay Area. ANA offers a holistic three-year program, the Virtual Business Incubator, that assists new Americans in the San Francisco Bay Area to establish or expand small businesses, build personal assets for the sustainability of their families, and develop the community assets necessary to support the political, social, and cultural empowerment of their communities.

## Project

The ABC team will assist ANA in analyzing the feasibility of constructing a new microlending branch and developing the microlending program's business plan. The final deliverable will be a framework for the microlending branch including future loan applicant criteria, financial assessments, and initial funding strategies.

## Results

While working with the program director at ANA, as well as many other microlending organizations throughout the Bay Area, the ABC team identified that the scale in which ANA wished to pursue the microlending division would not be financially feasible. However, ANA is unique compared to other microlending organizations in its partnership with the Individual Development Account (IDA) program which offers a 2:1 match rate<sup>[1]</sup> savings account for those with low incomes. IDAs work similarly to 401(k) plans and other matched savings accounts to encourage savings efforts among the poor. Through further investigation of the Individual Development Account (IDA) program that was already in use by ANA, the ABC team was able to recognize its use for the microlending division and able to construct ways to ensure the financial stability of the organization. Due to the limited initial funding for ANA's microlending branch, ABC helped to construct a more stringent selection criteria and loan payment packages. With the help of the ANA staff, the ABC team recommended that the organization develop a more structured branch in order to minimize financial losses and increase their social impact.

## AnewAmerica

 AnewAmerica Logo	
<b>Client Website</b>	<a href="http://www.anewamerica.org/">http://www.anewamerica.org/</a>
<b>Project Contact</b>	Gonzalo Martinez Metzler (Program Director)
<b>ABC Project Chair(s)</b>	Jane Lee, Jennifer C. Liu
<b>ABC Project Team Members</b>	Brian Chan, Alexis Geno, Dexter Lau, Janice Li, Jacqueline Yu
<b>Start Date</b>	Fall 2005
<b>End Date</b>	Spring 2006

## Testimonials

- *The team exceeded our expectations, ABC researched the competition and their proposal is consistent with our expectations...Your resources are of great value to us, especially time, knowledge and commitment to research potential new programs like the micro lending program...Their proposal of a micro lending program is the first step towards establishing our program. We will use the proposal as our first working document to initiate discussion with our board and program team members. <sup>[2]</sup>*
- *Up until now, I have only had experience with trivial assignments and cases that don't ever get the chance to delve into the most fundamental facets of consulting, such as client interaction. Working with ANA gave us the freedom to exercise these techniques as well as the opportunity to work with faculty when there were skills that we have not had a chance to learn yet. <sup>[3]</sup>*

## Notes

1. ↑ *Federal and state governments and/or private sector organizations and individuals can match deposits for low-income families*
2. ↑ Gonzalo Martinez Metzler, Program Director, ANA
3. ↑ Dexter Lau, ABC Team Member

## See Also

- Alpha Beta Consulting

Retrieved from "<http://www.calakpsi.com/internal/wiki/index.php/ABC:AnewAmerica>"

---

- This page was last modified 10:07, 16 July 2006.
- This page has been accessed 22 times.