

Nelly Rojas-Moreno

Chief Credit Officer

LiftFund

San Antonio, Texas

My name is Nelly Rojas-Moreno. I am Chief Credit Officer at LiftFund. I am humbled and excited to be nominated for the board of Opportunity Finance Network and I would be honored to receive your vote and the opportunity to represent you and your organization in these exciting and important times.

My path in the opportunity finance field started when I joined LiftFund, a year after graduating college. My affinity towards micro business, started when I was a young girl, with my family owning their own *tiendita* that served as our family's income in San Luis Potosi, Mexico. I've taken my life experiences and my professional experiences and applied them to my mission in life – to serve others and provide them a hand up.

For 19 years, I have dedicated my life to leveling the financial playing field for underserved entrepreneurs by developing innovative and flexible underwriting criteria while managing risk for the organization. Joining LiftFund in its early years allowed me to learn from our clients and team and grow with the organization and the industry. I understand the opportunities and challenges micro and small business lenders face, and most importantly, the barriers our customers face. Through the hard work of CDFIs and institutions like OFN, we have demystified credit worthiness and helped thousands of families start and grow businesses, stabilize incomes, and create jobs for themselves and their communities. If elected as your next OFN board member, I will advocate that we grow our impact and share our collective stories and data of transforming lives through capital.

During my tenure at LiftFund, I have had the honor of leading many initiatives to deepen the impact of our work, and collaborate with other CDFIs to further our support for the families and communities we serve. I am proud of the development of our Microlending Management Software (MMS), a small business lending platform that has supported the work of many CDFIs across the United States since 2007. I am an Annie Casey Fellow, a Latina Leadership Fellow. I am also an active member of OFN: I've joined the organization and many CDFIs in our advocacy efforts for the CDFI and SBA programs and for the last 8 years and I've had the opportunity to lead learning sessions at OFN's annual conference.

I strongly believe that OFN has been instrumental in facilitating a platform for CDFIs to come together and exponentially grow our impact, and I know it will continue to serve a pivotal role as our industry continues to evolve. I am excited about the opportunity to join the OFN board because I am passionate about economic development, equality and opportunity. My proven

expertise in risk management, credit strategy, loan program development and advocacy make me a valuable candidate for this leadership role. As a Latina, an immigrant, and the daughter of an entrepreneur, the mission of CDFIs is close to my heart. I am committed to being a strong advocate and representative of our collective mission to advance economic opportunity in our communities. I hope to have your backing and support.

LiftFund, formerly Accion Texas, has molded me and provided me opportunities I believe I would not have experienced anywhere else. I believe OFN has that capacity – of allowing our organizations to navigate and be represented in areas that may seem foreign, yet important for us to be present. If elected to the OFN board, I'll make sure that we use our collective impact and voices to keep equity and equality of affordable capital and resources to transform lives front and center.