



July 2009

Dear Supporter of The Capital Good Fund,

I am writing on behalf of the Capital Good Fund (CGF), a non-profit microlender based in Providence, Rhode Island, to tell you about an exciting opportunity to share in our vision of creating a poverty-free, inclusive and vibrant green economy through microfinance. CGF was founded by entrepreneurial individuals from Brown University who understand that we can create an economy that is environmentally sustainable and socially equitable if we provide low and moderate-income individuals with the tools they need to participate and thrive in this new green economy. Specifically, we are developing one of the first loan products in the country, a green business loan, that will be made to those that cannot access capital from mainstream sources and who will either start or expand green businesses, or launch ventures that will incorporate green elements. Examples include green cleaning companies, local and organic food vendors, weatherization contractors, and any number of small ventures that recycle, use efficient lighting, and in myriad other ways take steps that lower their operating costs, improve public relations and result in environmental benefits.

We believe these loans can have a transformational impact on the lives of our borrowers. Microfinance has proven an effective tool for alleviating poverty and promoting community economic development in the United States. What makes our loan program unique is that in addition to those benefits, we educate our borrowers about environmental issues and help them incorporate sustainability into their enterprises. In order to launch this new loan product and create a model for green microfinance for small business in the U.S., The Capital Good Fund has set a goal of raising \$100,000 by September 1 so that we can reach 25 high-impact, low and moderate-income entrepreneurs. Your contribution will help us realize this goal.

To date, we have lent \$9,800 to small businesses and people applying for U.S. citizenship. Our loans have already begun to have a catalytic effect on the lives of our borrowers, helping them to realize life-long goals of opening up day care centers, starting a cleaning company and expanding a tailoring business, for example. In these tough economic times, we continue to receive inquiries from dozens of inspiring entrepreneurs that need our microloans to be able to succeed with their business ideas and secure income for themselves and their families. Your contribution will enable us to serve these aspiring business owners today.

Our entrepreneurial culture, strong connections with community partners in the greater Providence area, and commitment to our borrowers and stakeholders make our organization ideally suited to serving the community. Your contribution will not only permit us to make more loans to more people, it will also help demonstrate a model that can have a transformational impact on domestic microfinance and on small-scale green entrepreneurship. To learn more about our organization and to make a tax-deductible contribution, visit our website, <http://www.capitalgoodfund.org>, send us an email at [andy@capitalgoodfund.org](mailto:andy@capitalgoodfund.org), or give us a call at 866-584-3651.

Thank you very much for your support.

Sincerely,

Andy Posner  
Co-Founder, Executive Director, The Capital Good Fund