



## Kirby Toon

### WHAT'S THE NAME OF YOUR BUSINESS?

Forward Community Investments, Inc. (FCI).

### IS THERE ANY HISTORY BEHIND THE NAME CHOSEN?

Our name reflects the essence of our work—advancing equity and opportunity across Wisconsin. We began in 1994 as the Madison Area Community Development Loan Fund, later transitioning to the Dane Fund to broaden our reach within Dane County. In 2005, we formally adopted the name Forward Community Investments, a nod both to Wisconsin's state motto and our commitment to propelling communities toward a more just and inclusive future.

### WHAT IS THE PURPOSE OF YOUR BUSINESS?

For more than 30 years, Forward Community Investments (FCI) has served as a catalytic partner in Wisconsin's pursuit of promoting greater social and economic opportunity. As a Certified Community Development Financial Institution (CDFI), our purpose is to invest in people, projects, and organizations that create lasting, community-led change.

We act as an investor, connector, and advisor—deploying mission-driven capital and customized technical support to ensure that individuals and communities have the tools and resources to thrive. Our flexible financing solutions are tailored to meet the needs of nonprofits, community organizations, real estate entrepreneurs, and small businesses across the state. At the core of our work is a steadfast commitment to building financial strength and sustainability for those advancing equity in their communities.



### HOW DO YOU FEEL ABOUT BEING IN THE HUB?

Relocating to the HUB was a natural extension of our commitment to place-based investment and community-rooted impact. FCI was founded in Madison, and the Dane County geography remains a cornerstone of our work. The HUB's vision for inclusive economic development aligned seamlessly with our mission.

As an early supporter of the building's development through our New Markets Tax Credit investment, we were proud to play a role in bringing this transformative space to life. Becoming one of the HUB's first tenants allowed us to deepen that investment, not only as occupants but as partners to fellow tenants. We've supported several HUB-based entrepreneurs in launching or expanding their businesses. It's been deeply rewarding to witness their success and to be part of a shared ecosystem of equity-focused enterprises.

### LET ME HAVE A SHORT COMMENT TO A LONG-TERM GOAL?

FCI's long-term vision is anchored in both urgency and ambition. Wisconsin continues to rank among the most inequitable states in the nation across key economic and social indicators. To confront these challenges, FCI has established bold growth objectives: over the next three years, we aim to expand our state-wide reach and serve a significantly greater number of borrowers across the state. We will achieve this by growing our investor and capital base, expanding strategic partnerships, and investing in technology to enhance the efficiency and impact of our work.

In a time of uncertainty for mission-driven funding, FCI remains a reliable and unwavering partner to organizations advancing equity—working to expand access, strengthen the infrastructure that supports thriving communities, and build lasting resilience across Wisconsin.

