Community Assets for People (CAfP) was established in 1999 as the lending arm of CAP Services, a nonprofit that has served on the frontlines of the war on poverty since 1966. Its mission is to increase the capital available to low-income people and businesses benefiting low-income people. CAfP provides affordable loans to low- and moderate-income people to enable them to buy or repair their homes. The organization also finances small businesses that benefit low-income people or bring new wealth into the community. CAfP and CAP Services serve a six-county, largely rural region of central Wisconsin that includes some of the state’s poorest communities. CAfP’s products and services include first time homebuyer loans, housing rehabilitation loans and weatherization services, small business loans, home buying counseling, and business planning services.

Success Story: Central Waters Brewing Company, Amherst, WI

Financing from CAfP enabled Central Waters, established in 1998, to become Wisconsin’s first solar powered brewery. To mark the debut of its new solar water heating system, the brewery launched a red ale made with locally-grown organic barley, and pledged to donate the proceeds from the sale of the ale to the Midwest Renewable Energy Association. “CAP makes the impossible possible,” said Paul Graham, President of the Central Waters Brewing Company.