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**OPPORTUNITY FINANCE NETWORK NAMES JENNIFER VASILOFF  
NEW EXECUTIVE VICE PRESIDENT OF POLICY**

*Veteran Advocate for CDFIs to Lead Public Policy for OFN*

**PHILADELPHIA** —Opportunity Finance Network (OFN), the leading network of community development financial institutions (CDFIs) that work in urban, rural, and Native markets to deliver sound financial returns and real changes for people and communities, announced today that Jennifer Vasiloff has joined its executive team as its new executive vice president of policy. In this position, Vasiloff provides direction for OFN’s policy work and implements OFN’s public policy programs, conducting policy research and advocacy.

“Jennifer Vasiloff has been a driving force behind advocacy efforts for CDFIs at both the grassroots and national level for a decade,” says Mark Pinsky, President & CEO of Opportunity Finance Network. “She is extraordinarily adept at working with multiple constituencies to achieve a common goal. We are pleased to have Jennifer join us at OFN with a focus on aligning public and private capital to benefit low-income and low-wealth people.”

Prior to her appointment, Vasiloff provided government relations and public policy advice as an independent consultant to OFN and other non-profit organizations. From 2001—2006 she served as Executive Director of the Coalition of Community Development Financial Institutions where she was the industry’s primary advocate with federal government officials and directed all programs for the organization. From 1998—2001, she was Vice President of the Sheridan Group, a government relations firm where she represented such clients as the Aids Alliance for Children, Youth and Families and the Campaign for Tobacco-Free Kids. For seven years she served as Executive Director of the Coalition on Human Needs, a national anti-poverty coalition with such members as the Center on Budget and Policy Priorities, the Children’s Defense Fund and the Center for Community Change. While at the Coalition, Ms. Vasiloff led advocacy campaigns addressing welfare reform, food stamp benefits and raising the minimum wage.

Vasiloff has also led public education and advocacy campaigns for such membership organizations as the League of Women Voters, Physicians for Social Responsibility, and the National Clean Air Coalition. She graduated with honors from the University of Pennsylvania.

“I am excited to assume this new role at OFN” says Vasiloff. “In these difficult economic times, the work of *responsible* lenders such as CDFIs has never been more important. Appropriate public policies can help CDFIs be even more effective at the community level. I look forward to actively promoting the opportunity finance industry with policy makers in our nation’s capital.”

OFN’s policy agenda recommends that the federal government can and should invest in opportunity finance by supporting programs, regulations, and practices that promote, encourage, and complement the work of CDFIs and other opportunity finance institutions.

A high resolution, headshot photograph of Jennifer Vasiloff is available at <http://www.opportunityfinance.net/press/photos.aspx>.

**About Opportunity Finance Network**

**Opportunity Finance Network (OFN)**, the leading national network of more than 160 private financial institutions, creates growth that is good for communities, investors, individuals, and the economy. Members of



OFN are community development financial institutions (CDFIs) who deliver responsible lending to help low-wealth and low-income communities join the economic mainstream. To date, the opportunity finance industry has financed more than \$25 billion in underserved markets in all 50 states, yielding more than **200,000 jobs, 500,000 housing units, and 5,000 community facility projects**. More information is available at: [www.opportunityfinance.net](http://www.opportunityfinance.net).

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