



BY BESPOKE GROUP & CNOTE

Wealth in Motion: How Flexible Capital Reaches Communities When It Matters Most

Impact is not separate from investing. Every investment has an impact, whether that impact is carefully considered or ignored.

That idea shaped one investor's work with [Bespoke Group](#), an independent, strategy-first wealth advisory firm that helps high-net-worth individuals and families clarify the purpose of their wealth and build tailored strategies for ownership, structuring, stewardship, and long-term legacy. Bespoke's approach begins with the client's goals and values, then translates them into practical decisions about how wealth should be deployed, protected, and carried forward.

This investor did not come asking for an impact label on an existing portfolio.

She came with a sharper brief: use my capital to change who gets access to opportunity, and do it with the same seriousness around risk, return, liquidity, and privacy that governs the rest of my wealth. Her priorities were specific. She wanted to reach women and girls, entrepreneurs, and communities that feel every shortcoming in access to capital, healthcare, education, child services, and other building blocks of stability.

Bespoke's work with her began with stewardship. Owning wealth creates the ability to deploy it. Stewardship adds the responsibility to consider who is affected when it moves. Together, Bespoke and the investor translated that responsibility into practical investment themes,





The Bespoke team

including expanding economic opportunity, supporting women and underestimated entrepreneurs, and helping communities access the resources and institutions that make long-term stability possible.

That flexibility shows up across the portfolio. On the private side, the investor backs fund managers and companies working close to the problems they are trying to solve, including healthcare, accessibility, community infrastructure, and business ownership. Through donor-advised fund structures, Bespoke can also align public market investments with future giving, allowing current holdings and eventual grants to speak to the same purpose.

flexible credit became another important part of that strategy. The investor's capital supports

municipal bonds funding healthcare and education, private credit for women-led businesses, and mission-driven lenders that extend loans where mainstream banks or public funding may be cautious, constrained, or absent. Across the portfolio, the question was not only "what does this yield?" but "what does this make possible, and for whom?"

That search for disciplined, flexible, impact-oriented credit led to CNote.

CNote's Community Finance Platform

CNote is a woman-led financial technology platform that helps accredited and unaccredited investors put capital to work in communities across the country. Through its fixed income offerings, CNote connects investor capital with a diversified network of community financial institutions, including CDFIs, that provide affordable financial products to people, small businesses, homeowners, and community organizations often underserved by traditional finance.

CNote's fixed income investments are directed through community financial institutions that know their markets and understand local capital needs. Rather than requiring investors to source, evaluate, negotiate, and monitor individual CDFI relationships, CNote provides a platform for deploying capital through vetted community lenders, supported by due diligence, portfolio monitoring, servicing, and impact reporting.

CNote's fixed income offerings include the Flagship Fund and ImpactFlex Notes. The Flagship

Fund is designed as a streamlined way to begin investing in community finance, providing mission-driven capital to CDFIs across the United States. Over the past decade, CNote's Flagship Fund has helped deliver more than 600 loans to CDFI partners, support more than 7,000 affordable housing units built or preserved, and create or retain more than 11,000 full-time jobs.

ImpactFlex Notes offer a more tailored option for investors seeking to align larger pools of capital with specific impact priorities, geographies, or community needs. For the investor profiled in this piece, that flexibility made it possible to support five CDFIs with distinct missions, including small business advising and lending, homeownership support, nonprofit and social enterprise financing, and community resilience.

A Natural Fit for Flexible, High-Impact Capital

For this investor, CNote offered a practical way to move from values to implementation. Through ImpactFlex, she could support a diversified group of community financial institutions financing small businesses, affordable housing, community facilities, financial inclusion, and other place-based needs across the country.

That breadth mattered. Instead of choosing a single CDFI, geography, or project, the investor could support a range of communities and impact themes through one investment relationship. CNote's platform helped manage the operational work behind that deployment, including sourcing, underwriting, documentation, monitoring, reporting, and ongoing relationship management.

From CNote's perspective, the partnership worked because the investor brought both conviction and flexibility. She had clear financial expectations and a defined interest in expanding economic opportunity, particularly for underestimated entrepreneurs and communities

often left out of traditional finance. At the same time, she trusted CNote to translate those priorities into capital deployment through CDFIs positioned to put the funds to work quickly and responsibly.

Tammy Vandebroek, CNote Vice President of Partnerships, put it this way: "This investor was an ideal partner for ImpactFlex. She came with clear goals, clear financial expectations, and real trust in CNote's ability to place capital where it could meet community needs."

The timing also mattered. The investor's most recent \$8 million ImpactFlex investment came as CDFIs were navigating delayed federal funding, uncertainty around future public support, and rising demand from the communities they serve. Flexible private investment can help preserve momentum when other sources of funding are constrained or delayed.

At the same time, the need for CDFI lending was increasing across several of the areas this investment reached. Small

businesses were facing higher costs, uneven revenues, and tighter access to affordable credit. Nonprofits and social enterprises needed flexible financing to expand services and sustain operations. Lower-income and first-time homebuyers were confronting elevated mortgage rates, high home prices, rising insurance costs, and limited supply. In Minneapolis, intensified immigration enforcement activity had disrupted immigrant communities and small business corridors, creating urgent working capital needs for entrepreneurs affected by sudden revenue loss and uncertainty.

Julia Phipps, CNote Vice President of Investments, said: “This investment came at a critical time because it gave CDFIs flexible capital to respond to multiple pressures at once. The CDFIs supported through this investment are working with entrepreneurs, homeowners, nonprofits, social enterprises, and communities navigating economic disruption. In that context, flexible capital is not abstract. It helps lenders keep lending, respond quickly, and meet the needs they are seeing in real time.”



Impact Investments in Action

The investor's ImpactFlex capital was directed to five CDFIs with distinct geographic and mission focuses. Two of those institutions, Renaissance Community Loan Fund and MEDA, show how flexible capital reaches borrowers through lenders that understand local markets.

Renaissance Community Loan Fund, based in Gulfport, Mississippi, provides home and small business lending across Mississippi and Alabama, pairing capital with homeownership counseling, financial fitness classes, and ongoing business coaching. That combination

matters because many borrowers seeking to buy a first home, start a business, or expand an enterprise may not yet meet conventional underwriting requirements related to down payment, collateral, credit history, or cash flow. For these borrowers, the barrier is not only access to a loan. It is access to the preparation, guidance, and support needed to use financing successfully.

That support also strengthens the CDFI model itself. When borrowers succeed and repay, capital can be recycled to meet the next community need.





As Chuck Wall, CFO of Renaissance Community Loan Fund, explains, “Every successful repayment allows us to reinvest in the next entrepreneur, the next homeowner, and the next community need. That's why flexibility, accountability, and support are just as important as the capital itself. Sustainable lending isn't about making one loan; it's about creating a cycle of opportunity that continues to grow.”

That cycle is visible in Renaissance’s support for Freedom 1957 and CREED63 in Birmingham, Alabama. Danielle Hines saw the Arthur Shores Law Center in Birmingham’s historic Civil Rights District as more than a building. An attorney, entrepreneur, and Major in the Alabama Air National Guard, Hines had made a promise to preserve the landmark’s name,

keep space affordable for attorneys, and turn it into a catalyst for renewed investment. She transformed the property into CREED63, a 14,000-square-foot hub offering coworking space, private offices, workshops, legal and accounting resources, and business support for entrepreneurs.

Preserving a historic property while keeping commercial space affordable required the kind of flexible financing Renaissance is built to provide. Renaissance provided a \$275,000 small business loan and a \$25,000 SBA microloan, giving Hines the capital to continue renovating legacy spaces and expanding CREED63’s work. Today, CREED63 has more than 300 active members, full building occupancy, a statewide business directory with more than 700 listings, and affordable memberships beginning at \$39.99 per month. Its PACE business accelerator has also helped participating businesses grow revenue, showing how one real estate investment can become a platform for entrepreneurship, job creation, and community reinvestment.

MEDA, based in Minneapolis, supports entrepreneurs through business consulting, access to

capital, and connections that help small businesses start, grow, and scale. The investor's capital aligned with MEDA's role as both lender and adviser, supporting entrepreneurs who are building businesses, creating jobs, and strengthening local economies.

That work is especially important in Minneapolis, where small businesses have faced overlapping pressures, including rising costs, shifting customer traffic, and disruption affecting immigrant business corridors.

Pateng Yang knew what she wanted Viengchan Market to become: a family-owned business rooted in culture, community, and everyday service. But growth required more than demand from loyal customers. Yang needed to manage cash flow, rethink the store layout, and find financing that would let the business expand without losing its footing. MEDA stepped in as both lender and adviser, helping her strengthen the business behind the storefront.

That work is especially important in Minneapolis, where small businesses have faced overlapping pressures, including rising costs, shifting customer traffic, and disruption affecting immigrant business corridors.

Pateng Yang knew what she wanted Viengchan Market to become: a family-owned business rooted in culture, community, and everyday service. But growth required more than demand from loyal customers. Yang needed to manage cash flow, rethink the store layout, and find financing that would let the business expand without losing its footing. MEDA stepped in as both lender and adviser, helping her strengthen the business behind the storefront.

What mattered was that MEDA looked beyond the transaction. As Yang put it, "They wanted to know about my experience and why I was doing this kind of business. They cared where I came from and what I was trying to build. Over time, they felt less like a lender and more like a trusted partner, willing to listen through the struggles and celebrate milestones with us." With that support, Viengchan Market expanded into a second location and built a stronger foundation for long-term growth.

Wealth in Motion

This story is ultimately about what happens when wealth is treated as something in motion. Philanthropy, investing, and family structures all shape where capital goes, how it behaves, and who it touches. This investor's choice was to make sure her investment capital carried the same sense of responsibility as her giving.

Bespoke helped translate that responsibility into a broader portfolio strategy. CNote helped move a portion of that strategy into community finance, where capital could reach CDFIs lending through federal delays, entrepreneurs navigating disruption, families pursuing homeownership, and community-serving organizations working to grow.

That is the deeper promise of flexible capital. It does not sit apart from financial discipline. It gives investors a way to ask a fuller question: not only what does this yield, but what does this make possible, and for whom?

For investors seeking both performance and purpose, the path is increasingly practical. With thoughtful advisory guidance and infrastructure like

CNote's, capital can be deployed with intention, managed with discipline, and connected to measurable outcomes in communities across the country.

Interested in putting your capital to work in communities across the country? Learn how CNote's Flagship Fund and ImpactFlex solutions can help align your investment strategy with measurable community impact. **Explore@mycnote.com**

Disclaimer:

Bespoke Services and Bespoke Advisory LLC and its members, officers, directors, owners, employees, agents, representatives, suppliers, affiliates, subsidiaries, and service providers (collectively “Bespoke”) provide these materials for informational purposes only. The content of these materials does not constitute legal, tax, investment, financial, or other advice. Nothing contained in these materials constitutes a solicitation, recommendation, endorsement, or offer by Bespoke or any third party service provider to buy or sell any securities or other financial instruments in this or in any other jurisdiction in which such solicitation or offer would be unlawful under the securities laws of such jurisdiction. All content in these materials is information of a general nature and does not address the circumstances of any particular individual or entity. Nothing in these materials constitutes professional and/or financial advice, nor does any information in these materials constitute a comprehensive or complete statement of the matters discussed or the law relating thereto. You alone assume the sole responsibility of evaluating the merits and risks associated with the use of any information or other content of these materials before making any decisions based on such information.

Bespoke only serves as a fiduciary for clients of Bespoke Advisory LLC, an investment adviser registered with the U.S. Securities and Exchange Commission. As a registered investment adviser, Bespoke Advisory LLC is a wealth management firm offering investment advisory services, serving as a multi-family office for high-net-worth and ultra-high-net-worth individuals and their families. Although the foundation of the wealth of many of our clients is Bitcoin or crypto, clients of Bespoke Advisory LLC may also invest in more traditional asset classes. Bespoke Advisory LLC aims to provide holistic analysis and tailored investment account strategies and utilize third-party investment advisory firms that are screened and selected to give exposure to specialized strategies within the tailored accounts. Services included in these materials may be provided by an unregistered affiliate of Bespoke Advisory LLC. Affiliates of Bespoke Advisory LLC do not act as a fiduciary when providing their services. Prospective clients that are interested in advisory services must engage Bespoke Advisory LLC by a separate advisory agreement that sets forth the investment advisory relationship between the individual or family and Bespoke Advisory LLC.