



## **U.S. TREASURY DEPARTMENT OFFICE OF PUBLIC AFFAIRS**

Biographical sketches of the CDFI borrower and program beneficiary attending today's event:

### **Paloma Izquierdo-Hernandez**

*Bronx, New York*

Paloma Izquierdo-Hernandez is the President and Chief Executive Officer of Urban Health Plan (UHP), a federally qualified health center located in the South Bronx. She began her tenure at UHP in 1976 as the organization's office manager and moved through the ranks to become first the administrator, then the executive director and in 1996 she became the President and CEO. Ms. Izquierdo Hernandez has grown UHP from a one-site facility to a network of three health centers; five school health programs; four sites at facilities for at-risk populations; and two administrative facilities that house multiple grant-funded programs. Ms. Izquierdo Hernandez was raised in the Bronx, NY. She holds a masters degree in speech pathology from Columbia University's Teachers College and a master of public health from Columbia University's Mailman School of Public Health.

The expansion of UHP was made possible by financing from The Primary Care Development Corporation (PCDC), the only Community Development Financial Institution in New York State and the largest in the country specifically investing in primary care. In 2007, U.S. Treasury awarded PCDC \$40 million in New Market Tax Credits – the largest community development investment made to date in primary care. Today, PCDC will receive a \$2 million Recovery Act CDFI Award; they subsequently plan to generate \$20 million in new loans that will allow community health centers to expand, providing services to almost 100,000 low-income residents.

### **Wilfredo "Bio" Feliciano**

*Bronx, New York*

Wilfredo Feliciano is a founding member of Top Artistic Artists Cru (TATS CRU), Inc., a Bronx-based graphic design company. Headquartered at The Point, TATS CRU is on the forefront of mural art. In the early 1990s, Wilfredo and two of his high school friends -- all

talented mural artists -- were struggling to get their business off the ground. They were working out of an old Ford Bronco, had little equipment, and were relying on word of mouth to get new clients. But then they were approached by The Point who offered them a headquarters, gave them space to paint their murals and equipment to grow. TATS CRU has been hired to paint sets for Broadway plays, music videos and movies. Coca Cola, Pepsi, Kodak and McDonalds have sought them out for their unique graphic arts skills. Their revenue, at one point, reached \$1 million a year.

Over the years, The Point has received critical financing from the Nonprofit Finance Fund (NFF), the only national Community Development Financial Institution to service the nonprofit sector exclusively. Today, NFF will receive a \$1.9 million Recovery Act CDFI Award, which they plan to use to generate up to \$10 million in additional loans and help as many as 20 small and mid-sized nonprofits expand.