

FOR IMMEDIATE RELEASE

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New Year, New Initiative

Beginning Jan. 1, 2017, the Center for Rural Entrepreneurship (CRE) is operating under the umbrella of [Virginia Community Capital](http://www.vcc.virginia.edu/) (VCC) to launch a new **national** initiative focused on *direct investing for good*, aka impact investing. This new partnership will bring VCC's 10 years of mission-aligned investing expertise in Virginia, together with CRE's 15 years of nationwide entrepreneurial development and community development philanthropy expertise to help communities and place-focused foundations use more of their assets to advance local prosperity.

While there are important changes coming, our relationships will not change. We will continue to work with our place-based partners to build entrepreneurial communities and with the [Aspen Institute Community Strategies Group](http://www.aspeninstitute.org/community-strategies-group/) to advance community development philanthropy. At the same time, we will be teaming with Teri Lovelace at VCC to realize our emerging vision of this new national direct mission-related investing initiative for place-focused foundations. Much of our current work is strategically aligned with this new initiative, which is what makes it so exciting for us! Ultimately, we believe that this partnership will bring new resources that we can share. And, we are convinced that this partnership will enable us to continue and deepen CRE's work for years to come.

"Every board member wants to see the organization (s)he is serving thrive and grow its impact exponentially. In very few non-profits is this possible. The opportunity for CRE to become an integral part of VCC provides one of those rare opportunities. Knowing the leadership of both organizations, I am excited about the future growth of CRE's work and impact across the country. Their tested models and tools can now reach so many more communities across the country. I look forward to continuing the important work with a now expanded Center team in the seven state region that we serve in the South."

Ines Polonius, Executive Director, Communities Unlimited (current partner and former CRE board member)

We are excited about the new opportunities that lie ahead for CRE and we look forward to continuing to build our collective knowledge of community economic development. We are happy to answer any questions you might have and look forward to sharing more news about this new venture in the next few months.

We will continue to operate from our offices in Nebraska and North Carolina. Please note that the Nebraska office has moved--see the new address above. For more information about the Center, call (402) 323-7336 or visit <http://www.energizingentrepreneurs.org>. For interviews, please email Ann Chaffin at ann@e2mail.org.

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The **Center for Rural Entrepreneurship** helps communities throughout the U.S. and Canada build a prosperous future by supporting business, social and civic entrepreneurs. We work in partnership with communities to provide research-based, asset-focused, comprehensive and customized economic development strategies emphasizing entrepreneurship. The Center is a 501(c)(3) nonprofit organization.