

**For Immediate Release**

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## **New Hampshire-based non-profit named a finalist in the National Business Plan Competition**

*ROC USA™ to present in Lower Manhattan on June 18<sup>th</sup>*

**Concord, NH** — ROC USA, LLC, a non-profit social enterprise launched on May 8, 2008 by the New Hampshire Community Loan Fund, has been named as one of four finalists in the Mezzanine-stage Business Plan Competition held by the Social Business Exchange.

ROC USA President Paul Bradley will make the competition's final presentation on June 18 in Manhattan at the Growth Philanthropy Network's inaugural "Social Impact Exchange Conference on Scaling."

The Social Impact Exchange is a joint project of the [Growth Philanthropy Network](#) and Duke University's [Center for Strategic Philanthropy and Civil Society \(CSPCS\)](#) at the Sanford School of Public Policy and its [Center for the Advancement of Social Entrepreneurship \(CASE\)](#) at the Fuqua School of Business.

The purpose of the Social Impact Exchange is to share and develop knowledge that leads to successful execution of local, national and international scaling efforts, facilitate increased financing of scaling initiatives through collaborative funding opportunities and venues, and develop infrastructure that helps build the field of scaling social impact.

"Scaling refers to deepening and expanding one's impact," said Paul Bradley, founding president of [ROC USA, LLC](#) and former vice president of the [Community Loan Fund](#).

"With resident ownership of communities proving successful in New Hampshire over the last 25 years, ROC USA was created to provide homeowners in other states the same opportunity for community ownership," he said.

"ROC USA was designed to achieve scale – making resident ownership viable nationwide – and designed to become a sustainable social enterprise," said Andrea Levere, president of CFED and Chairwoman of the Board of Directors, ROC USA. "We are building a strong base to achieve these audacious goals by having market leaders like NCB Capital Impact, NeighborWorks® America, the Ford Foundation, Fannie Mae and Bank of America join us in a very significant and aligned way," she notes.

ROC USA offers training, networking and financing to help owners of manufactured homes gain security through community ownership. Since its launch, its national network of 11 technical assistance providers, including the Community Loan Fund, has helped 16 manufactured home communities in eight states across the country purchase their communities – preserving 1,128 homes.

In rural regions of the United States, 26 percent of homes owned by low-income homeowners are manufactured or “mobile homes.” Many of these are located in manufactured home communities (or “parks”) where the home is owned by households and the lot on which it sits is rented. Resident ownership occurs when owners of manufactured homes form a resident corporation to purchase their community when it becomes available for sale.

“Homeowners want security and control over costs in the community; resident ownership delivers both,” notes Bradley. There are an estimated 50,000 manufactured home communities in the US.

ROC USA’s affiliate non-profits provide local technical assistance and training programs to help homeowners buy their communities and secure their economic futures in 34 states, including AK, AL, AR, AZ, CA, CO, CT, DE, IA, ID, KS, LA, MA, MN, MS, MT, ND, NH, NJ, NM, NY, NV, OH, OK, OR, PA, RI, SD, TX, TN, UT, WA, WI and WY.

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ROC USA™ is a social enterprise that offers training, networking and financing to help owners of manufactured homes gain security through ownership of their communities. It works through two wholly-owned subsidiaries: the ROC USA Network, comprising non-profit Certified Technical Assistance Providers that provide the pre- and post-purchase training and technical assistance; and ROC USA Capital, which makes community purchase loans; [www.rocusa.org](http://www.rocusa.org).

The New Hampshire Community Loan Fund turns investments into loans and education, to create opportunity and transform lives. It collaborates with a wide range of donors and lenders, and with business, nonprofit and government partners, to provide the financing and support people need to own homes, have quality jobs and child care, and become financially independent. Established in 1983, the Community Loan Fund was one of the first Community Development Financial Institutions in the nation, and has received industry awards and recognition for social impact, financial strength and performance. For more information, visit [www.communityloanfund.org](http://www.communityloanfund.org) or call (800) 432-4110.