

# Natural Asset Lending Strategy

## Why?

The Mountain Association for Community Economic Development (MACED) demonstrates effective community development efforts that make a difference. Building economic wealth is important, but only in the context of community and environmental sustainability. Our respect for people and place has fueled a 30-year partnership working with Appalachian communities to improve the overall quality of life in the region. MACED recognizes that to have impact at a meaningful scale, we must identify strategies that create change beyond that of a particular investment. Our investment in the rich natural resource assets of the region is our commitment to positive social and economic change.

Across all of our business development efforts, MACED seeks to work with business partners that do not degrade or abuse the natural resources of the region.

## What?

MACED seeks to invest in businesses that are deliberate stewards of the region's natural resources – land, trees, water and air. These natural resources are an important foundation for the economic future and well-being of the region's communities. MACED seeks to support businesses that are intentional about employing a business model that directly protects or promotes the natural world.

- Eco-tourism
- Environment-friendly businesses
- Sustainable forestry
- Recycling
- Outdoor education and recreation
- Agricultural diversification
- Value-added agricultural efforts in the region



*Torrent Falls Resort in Campton, Kentucky*

## Who is MACED?

For over 30 years, MACED has been working with people in Kentucky to create economic opportunity, strengthen democracy and support the sustainable use of natural resources. We have contributed to the growth, financial stability and long-term success of many Appalachian Kentucky businesses.

## Need more info?

For more information about our lending programs or to request a loan application, contact Greg Doyle, Senior Lender, 859-986-2373 or visit our website at [www.maced.org](http://www.maced.org).