

CARL F. RIST
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OVERVIEW

- Elected public official
- Almost thirty years' experience in designing and implementing programmatic innovations and advocating public policies to promote wealth-building and financial inclusion for low-income adults and children in the United States. Experience working with non-profit organizations, state and local officials, social enterprises, financial institutions, large institutional donors, and individual donors.
- Proven innovator with a track record of designing and successfully executing new policy and programmatic innovations designed to expand wealth and economic opportunity for low-income households.
- Strong manager with established track record in bringing together creative and multi-talented teams to accomplish varied objectives, including executing national demonstrations, organizing and leading policy campaigns, designing and leading fundraising campaigns, and implementing internal ventures.
- Effective communicator with experience speaking at events ranging from large national conferences to local meetings with grassroots advocates; also long track record of publications in fields ranging from asset-building and financial security to community and economic development.

EXPERIENCE

CITY OF DURHAM, NC

Durham, NC (2023 – PRESENT)

At-large member, Durham City Council

- Important board and commission assignments include:
 - the Triangle West Transportation Planning Organization,
 - the Upper Neuse River Basin Association,
 - the Durham Housing Authority,
 - the Durham Workforce Development Board,
 - Downtown Durham, Inc. and
 - Jordan Lake One Water.

SELF-EMPLOYED

Durham, NC (2019 - PRESENT)

Independent consultant

- Specializing in asset-building, economic opportunity and financial security strategies designed to benefit residents in low-income communities
- Clients have included:
 - Charles Stewart Mott Foundation (Flint, MI)
 - Financial Security CLT (Charlotte, NC)
 - Richmond Memorial Health Foundation
 - Indiana Institute for Working Families
 - National Association of State Treasurers

PROSPERITY NOW (FORMERLY CFED)

Durham, NC (1991-2019)

Senior Director of Children's Savings and Senior Advisor, Asset Building

2015 to 2019

- Directed CFED's efforts, including field building, public policy advocacy, and consulting services, to ensure that 1.4 million low-income children have access to children's savings accounts (CSAs) by 2020
- Provided overall leadership of advocacy efforts at the state and local level designed to develop a pipeline of large, public CSA programs with a strong likelihood of launching between 2018-2020
- Lead efforts of Children's Savings team to build the infrastructure (including appropriate account products, financial technology and eventual federal policy) for scaling CSAs in the long-term
- Responsible for building the capacity, performance and cohesiveness of the 5-person Children's Savings team
- Provided shared leadership with Development team in cultivating and stewarding donors, and ultimately raising a budget of over \$1 million per year

Executive Director, 1:1 Fund (a project of CFED)

2011 to 2015

- Re-designed and launched fledging social enterprise at CFED, designed to serve as a fundraising and marketing tool to make it easy for CSA programs to raise funds from individual donors, large and small.
- Responsible for developing and modifying overall strategy and business plan
- Raised \$1.4 million between 2012 and 2015 from major donors and on-line donors to provide savings matches for CSA savers at 1:1 Fund partner sites
- Oversaw case-making, marketing, selection and on-boarding of eleven 1:1 Fund partners, representing large and small CSA programs across the U.S.
- Responsible for executing a key strategy pivot from a focus on major donors to on-line donors, and selecting new “white-label” platform (Classy.org) to support state-of-the-art crowdfunding capacity
- Oversaw development of new marketing plan to support shift to online fundraising

Vice President of Programs, Director Asset Building

2009 to 2011

- Responsible for CFED's overall programmatic work in the areas of savings and financial security, enterprise and economic development, and affordable homeownership
- Provided overall leadership of all activities designed to support programmatic objectives, including project and grant management, research and writing, policy analysis and development, as well as fundraising and meeting facilitation.
- Directly responsible for playing lead role at CFED in developing the Partnership for College Completion (PCC), a comprehensive project to improve college readiness and success through a collaborative effort on the part of UNCF, KIPP and CFED

Director, SEED (Savings for Education, Entrepreneurship and Downpayments) Policy and Practice Initiative

2004 to 2009

- Oversaw and directed CFED’s role as a national partner in the SEED (Savings for Education, Entrepreneurship and Downpayment) Policy and Practice Initiative, a 10-year, \$30 million national policy, practice and research demonstration of matched savings accounts for children and youth in low-income families.
- Provided overall leadership of CFED’s domains in the SEED Initiative, including:
 - Selection and management of twelve community partners who were engaged to test and document specific aspects of CSA programs
 - State policy efforts to establish progressive systems of accounts and protect children and families from asset tests and other benefit penalties
 - Product and market development efforts to design and implement efficient, affordable, user-friendly accounts
 - Communications efforts to raise the visibility of CSAs generally and the impact of the SEED Initiative specifically

YAKIMA VALLEY HABITAT FOR HUMANITY

Yakima, WA

Assistant Project Director

1988 to 1989

- Worked as a volunteer-in-mission to assist in the building of affordable homes for low-income residents of the Yakima Valley. Responsible for fundraising, community relations, volunteer recruitment, and coordinating special projects.

BANK ONE, MILFORD, NA

Cincinnati, OH

Management Trainee

1987 to 1988

- Responsible for gaining a broad understanding of the bank’s retail operations. Assignments included working in branch banking, marketing, underwriting, loan servicing and financial operations.

SHADY SIDE ACADEMY

Pittsburgh, PA

German Instructor

1984 to 1986

- Taught all four levels of German language at a private, preparatory high school; other responsibilities included coaching girls' varsity basketball and boys' freshman baseball, advising a group of 11 sophomore students on academic matters, and supervising in a boys' dormitory

EDUCATION

Duke University -- Master of Arts in Public Policy, May 1991

Durham, NC

Davidson College – B.A. (German), *cum laude*, June 1984

Davidson, NC

SKILLS AND HONORS

Languages: English (native), German (fluent)

Community engagement:

- Self-Help Credit Union and Self-Help Federal Credit Union, board of directors, 1998 – present
- NC Child, Board of Directors (and past board chair), 2010 – 2020
- Durham Living Wage Project, founding member and steering committee member, 2015 - 2022
- Durham People’s Alliance, volunteer, board member, past treasurer, past co-president, past chair and founder of economic justice team, 1997 – present
- 10-Year Plan to End Homelessness in Durham, steering committee member and co-chair, Permanent Housing Subcommittee., 2005
- First Presbyterian Church, active member, formerly two-term session member, finance chair (2010-2011) and stewardship chair, 1991 - present

Honors:

- Phi Beta Kappa, 1984
- Bremer German language award for outstanding German student in senior class, 1984
- Goodman Fellow, 2015
- People’s Alliance “Progressive Champion,” 2016

SELECT PUBLICATIONS

Zen and the Art of Information Management: The Current State and Future Evolution of Information Management Systems for Children’s Savings Accounts, co-author with Erin Thiemann, (Washington, D.C.: Prosperity Now, 2019)

Reinventing Children’s Savings Accounts to Address the Racial Wealth Divide, co-author with Dedrick Asante-Muhammad and Diego Quezada, (Washington, D.C.: Prosperity Now, August 2018)

Why Community Foundations Make Perfect Partners for Children’s Savings Accounts Programs: Lessons from the Family Economic Security Action Alliance, co-author with Angela Brown, (Boston, MA: CF Leads, August 2018)

Promise Models and CSAs: How College Savings Can Bolster the Early Financial Aid Commitment, co-author with William Elliott and Andrea Levere, (Washington, D.C.: Civic Nation/College Promise Campaign, June 2016)

Hope in Concrete Form: Children’s Savings Accounts and the Save and Invest Economy, co-author with Bob Friedman, (Washington, DC: CFED, 2010).

City and Community Innovations in CDAs: The Role of Community-Based Organizations, co-author with Liana Humphrey, Children and Youth Services Review, Vol. 32, Issue 11, November 2010

From Piggy Banks to Prosperity: A Guide to Implementing Children’s Development Accounts, co-author with Liana Humphrey, Barb Rosen, Leigh Tivol and Rochelle Watson, (Washington, D.C.: CFED, 2008).

Children’s Savings Accounts: A State Policy Sourcebook, co-author with Will Lambe, Jennifer Brooks, Kevin Keeley and Barb Rosen, (Washington, D.C.: CFED, 2006).

The State Asset Development Report Card, a benchmarking tool that grades state performance on asset accumulation, distribution and protection, lead author, 2002 (later evolved into the Prosperity Now Scorecard)

Taxation and Business Climate: The Impact of Net Profits Tax in Nevada, a research report prepared for the Nevada State Education Association, co-author with Matt Hull, 1999.

The North Carolina RLF Profile: A state report of Counting on Local Capital, a national project for the revolving loan fund (RLF) industry (Washington, D.C.: The Corporation for Enterprise Development, 1998).

Dollars and the “Three R’s”: Strategies for Improving Education and Business Climate, an unpublished research report prepared for the National Education Association, co-author with Bryan Hassel and Victoria Lyall, 1997.

Managing For Higher Returns: What Does North Carolina Actually Spend on Economic Development and How Can These Investments Be Better Managed? (Washington, D.C.: The Corporation for Enterprise Development, 1997), co-author with William Schweke.

Improving Your Business Climate: A Guide to Smarter Public Investments in Economic Development (Washington, D.C.: The Corporation for Enterprise Development, 1996), co-author with Brian Dabson and William Schweke.

Building the Ladder: Strategies for Economic Independence-Oriented Welfare Reform (Washington, D.C.: The Corporation for Enterprise Development, 1996), co-author with Robert Friedman.

Community-Based Organizations and Business Networks: New Ideas for Creating Job Opportunities for Inner-City Residents (Washington, D.C.: The Corporation for Enterprise Development, 1996), co-author with Puchka Sahay.

“Flexible Manufacturing Networks and Economic Opportunity,” in *The 1995 Entrepreneurial Economy Review*, (Washington, D.C.: The Corporation for Enterprise Development, 1995).

How Education Spending Matters to Economic Development, published by the National Education Association, Research Division, 1995 (primary author).

Bidding for Business: Are Cities and States Selling Themselves Short? (Washington, D.C.: The Corporation for Enterprise Development, 1994), co-author with Brian Dabson and William Schweke.