



Press Guide for Announcement of Invest Appalachia Fund First Close

Media Contact:

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Full Announcement & Media Kit:

<https://www.investappalachia.org/news/launch-of-ia-fund>

Social Media Accounts

IA LinkedIn: <https://www.linkedin.com/company/invest-appalachia/>

IA Twitter: <https://twitter.com/InvestAppalach>

About Invest Appalachia

Invest Appalachia is a regional blended capital platform, designed to accelerate and expand community investment across Central Appalachia. Our mission is to help finance Appalachia's transition to a more resilient, equitable, and sustainable economic future. Invest Appalachia is governed by a regionally representative board of directors and managed by regionally-rooted staff. Invest Appalachia works across the Appalachian counties of Kentucky, West Virginia, Virginia, Ohio, North Carolina and Tennessee, catalyzing community investment from the ground up. To learn more visit www.investappalachia.org.

Leadership

The Invest Appalachia board and staff are deeply connected to Appalachian communities, and the organization's governance structure formalizes community accountability at multiple levels, including a Community Advisory Council of locally-rooted stakeholders and an Investment Committee of broad and diverse experience.

Details on the IA Board of Directors and Investment Committee [can be found here](#).

Andrew Crosson, CEO



As Invest Appalachia's founding CEO, Andrew (he/him/his) is responsible for overall strategy and impact. Andrew has been integral to the planning and design of IA since its inception. Previously, Andrew worked for 9 years with [Rural Support Partners](#) to advance community economic development in Appalachia, leading major initiatives related to local food systems development, clean energy, impact investing, network development, non-profit management, and strategic planning. Andrew was born and raised on a family farm in the mountains of Western North Carolina. He has a BA in History and Political Science with Honors from the University of North Carolina-Chapel Hill, and a Masters in Sociology with a focus on Rural Development from the University of Granada, Spain. Andrew was a BALLE/Common Future [Local Economy Fellow](#), a member of the inaugural [Center for Community Investment](#)'s Field Catalyst cohort, and is a member of the FutureGood [Rural Futurism](#) cohort.

Baylen Campbell, Director of Community Impact

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Baylen Campbell (he/him/his) is Invest Appalachia's Director of Community Impact. Originally from and based in Hazard, Kentucky Baylen brings experience working as an economic development and social impact practitioner. Baylen works with the Executive Director to shape Invest Appalachia's strategic priorities, community engagement, and drive impact across Central Appalachia. In the coming year he will be developing and managing Invest Appalachia's Community Advisory Council. Having grown up queer in Eastern Kentucky, Baylen is deeply committed to building an Appalachia where everyone can thrive regardless of their background or identity. He holds a BA in International Affairs from John Cabot University in Rome, Italy and an MSc in Development Practice from Trinity College Dublin/University College Dublin. He currently serves on the Boards of the Appalachian Impact Fund, Commonwealth Alliance Donor Table, and Appalachian Arts Alliance.

Invest Appalachia Fund Investment Manager: [LOCUS Capital, Inc.](#)

LOCUS is a national non-profit consulting organization and registered investment advisor that works with foundations and mission-driven investors wherever they are on their local impact investing journey to help them create lasting, meaningful change in their communities. LOCUS partners with mission-driven institutions to unlock more of their assets and deploy dollars to catalyze equitable economic development and make community-informed investments guided by innovative, effective, and equitable practices. LOCUS is a wholly owned subsidiary of the non-profit VCC Social Enterprises. For more information about LOCUS visit: <https://locusimpactinvesting.org/>