



# Report Card

## January/February 2013

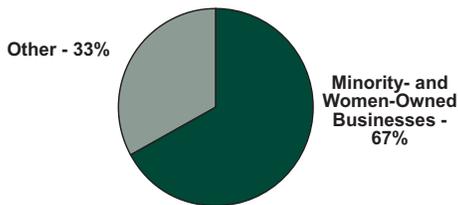
*Strengthening communities.  
Building assets.  
Improving lives.*

### **Commercial Lending Update** (During Fourth Quarter 2012)

HOPE's commercial lending continues to provide affordable business financing to historically underserved populations. Approximately 67 percent of HOPE's commercial loans closed during the fourth quarter were to minority- and women-owned businesses.

Forty-nine percent of all commercial loans closed, by dollar, during the fourth quarter were to businesses located in low-income communities, exceeding the Mid South bank average.

#### **Minority- and Women-Owned Business Loans (By #)**



**HOPE Commercial Lending Impact**  
1994 - Fourth Quarter 2012  
810 Loans Totalling \$299.3 Million

### **Program Activity**

#### **HOPE Sets Lending Records in Struggling Economy**

While many mainstream banks have curtailed lending, HOPE has been putting more money back into local economies with the highest level of commercial, mortgage, and direct consumer financing in its nearly 20-year history. The organization continues to focus on making affordable financing available to families and businesses in one of the nation's most underserved regions.

"While other institutions have been restricting lending, HOPE is continuing to help individuals and communities with lending options that are member-focused," said HOPE CEO Bill Bynum. "Our work is proof that there is a tremendous need for responsibly structured loans that help people finance cars, families buy homes, and businesses create jobs."

#### **Two More Grocers Benefit from FFRI Financing**

New Orleans residents are enjoying fresh fish from Da' Fresh Seafood market and will soon benefit from a new Whole Foods store, thanks to the City's Fresh Food Retailer Initiative. Da' Fresh recently celebrated its grand opening, and Whole Foods will

break ground in April. Both are located in neighborhoods that are underserved by mainstream grocery outlets.

HOPE manages the New Orleans Fresh Food Retailer Initiative, which provides financing to grocery stores located in distressed communities that commit to selling fresh, nutritious foods. Access to quality foods is an important part of building healthy neighborhoods, improving infrastructure, and creating jobs.

#### **Mobile App Upgrade Adds More Than 35,000 Locations**

HOPE's efforts to reach residents in unbanked and underbanked communities received a boost with the addition to HOPE Mobile of more than 5,000 branches that are part of the shared branching network. The app's "Locate" feature now shows locations of other credit unions across the country where members can access their accounts just as if they were at a HOPE branch.

Members can also see a list of more than 30,000 no-fee ATMs and ATMs that accept deposits. The mobile app shows locations within a 20-mile radius of the user's phone, so it's easy to find a convenient branch no matter how far someone may be from home.

## News In Brief

### HOPE Promoting Effective Policy Solutions at National and Local Levels

HOPE has been working to ensure that perspectives from the Mid South are considered in the Consumer Financial Protection Bureau's (CFPB) efforts to combat abusive financial practices. HOPE CEO Bill Bynum recently made a presentation to the CFPB's Consumer Advisory Board that included a discussion of the relationship between payday lending and the region's high rates of unbanked and underbanked residents, along with an overview of related policy and legislative debates.

Through the Mississippi Economic Policy Center, HOPE has been active in the civic engagement space in Mississippi in the early part of this year. Policy Director Ed Sivak was invited to speak at Beth Israel in Jackson as part of the "Tikkun Olam" service (which is translated as "Repairing the World"). During the address, Sivak shared information on the changing demographics of Mississippi and challenged the congregation to work together to improve the lives of Mississippi's children – particularly low-income children of color. Sivak was also part of Catholic Day at the Capitol, addressing an audience of 120 with background information on the benefits of Medicaid Expansion.

### Make a HOPE deposit. Get great rates. Change people's lives!

Support affordable housing, entrepreneurship, child care and other development solutions in distressed communities by making a federally insured deposit in HOPE. Call us at 1-877-654-HOPE to make a difference today!

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