



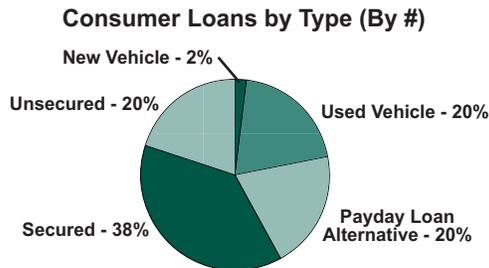
# Report Card

## March/April 2013

*Strengthening communities.  
Building assets.  
Improving lives.*

### Consumer Lending Update (First Quarter 2013)

During the first quarter of 2013, more than 40 percent of HOPE's consumer loans were products that helped stabilize households by enabling our members to access more affordable credit, escape debt traps created by high-priced payday loans, increase their credit scores, and better manage their financial needs.



---

**HOPE Consumer Lending Impact  
1994 - First Quarter 2013**  
8,901 Loans Totalling \$62.39 Million

### Program Activity

#### National PBS Show Features HOPE and Savings Program

HOPE and the Mississippi College Savings Account (MS CSA) program were featured on an April episode of *Need to Know*, a nationally broadcast Public Broadcasting System news magazine. In recognition of financial literacy month, the show highlighted how the program helps families overcome the challenges of paying for advanced education, and how HOPE is creating solutions for low-wealth individuals and economically distressed communities.

As part of the story, Lasonia Christon, whose child is part of the MS CSA program, describes how the program is helping her create a brighter future for her children. In addition to building a college fund for her twins, Christon has also made important financial decisions for herself. She had been unbanked prior to participating in the program, but is now a HOPE member with both a checking and a savings account.

Learn more and see the show by visiting our websites and searching for "PBS."

#### HOPE Says "Home Matters"

HOPE has helped launch Home Matters™, a national movement to build public support for the essential role that home plays as the bedrock that supports thriving lives, families, and a stronger nation. Home Matters is spearheaded by the National NeighborWorks® Association, a coast-to-coast coalition of housing and community development organizations, other nonprofits, companies, and the public at large.

As it expands, Home Matters will go beyond housing and illuminate the connections between stable housing and other important facets of American life, such as:

- Individual Success: Home recharges adults and children alike for the day ahead.
- Education: Children in stable homes learn and achieve more in school.
- Health: Healthy habits take root more easily in stable, affordable homes.
- Public Safety: Stable homes make communities safer.
- A Strong Economy: Homes that are affordable are crucial to a vibrant job-generating economy.

## News In Brief

### HOPE Informs Policy Solutions at National and Local Levels

During the first quarter, HOPE focused significant effort on calling for action to address the rise in underbanked and unbanked populations, and the related prevalence of payday lending. Activities included presentations to the Consumer Financial Protection Bureau's Consumer Advisory Board and the National Community Reinvestment Coalition's annual conference.

Information shared included a discussion of strategies to serve the underbanked, such as HOPE's plans to use mobile banking and partnerships with churches, nonprofits, Historically Black Colleges, etc. to reach un/underbanked residents; and an overview of related policy and state legislative debates, with a particular emphasis on activity in the South.

### \$25 Million in Tax Credits Awarded to HOPE

The United States Department of the Treasury has awarded Hope Enterprise Corporation \$25 million in New Markets Tax Credits (NMTC) to stimulate economic development in distressed areas of the Mid South. This award is the largest received by HOPE under the program. Three previous awards totalling \$50 million have enabled HOPE to finance 108 projects for a total of more than \$71 million.

The tax credits will allow HOPE to finance high-impact real estate projects and businesses that provide important services and self-sufficient wages in low-income communities.

### Become a Friend of HOPE!

You can be part of our efforts to strengthen communities, build assets, and improve lives! We are taking steps to double our impact across the Mid South, and your support can help us achieve that goal. Visit [www.hope-ec.org](http://www.hope-ec.org) and click on "Friends of HOPE."

Visit us online at [www.hope-ec.org](http://www.hope-ec.org) or [www.hopecu.org](http://www.hopecu.org) for more information.  
Call us at 601-944-1100 to be removed from our mailing list.



4 Old River Place, Suite A  
Jackson, MS 39202

Toll Free: 1-866-843-3358

[www.hope-ec.org](http://www.hope-ec.org) • [www.hopecu.org](http://www.hopecu.org)

NON-PROFIT  
ORGANIZATION  
U.S. POSTAGE  
**PAID**  
JACKSON, MS  
PERMIT NO. 798



**Arkansas:** College Station, Little Rock, West Memphis

**Louisiana:** New Orleans

**Mississippi:** Biloxi, Camden, Greenville, Itta Bena, Jackson, Louisville,  
Macon, Robinsonville, Utica

**Tennessee:** Jackson, Memphis