



Hope

WITH HOPE, YOU TRANSFORM

INVEST IN TRANSFORMATIONAL DEPOSITS

"HOPE Credit Union's commitment to supporting Black families, homeowners and entrepreneurs across the Deep South made it a compelling investment opportunity for J2 Global. Its profitability throughout the past year further reinforced that J2 Global could make a constructive investment by depositing money with HOPE."

– J2 Global, Los Angeles, CA

Traditional banks use low/no-cost checking and savings accounts to fund their lending activities. However, Hope Credit Union serves one of the nation's most impoverished regions, a place from which wealth has been extracted for generations, and where families have limited ability to build savings and other assets. Consequently, HOPE's ability to secure local deposits is constrained.

As a result, HOPE must import capital into communities like Itta Bena to finance small businesses, housing, healthcare and other vital needs. Previously, this has been in the form of certificates of deposits, often from depositors seeking a high rate of return. As a result, HOPE's overall cost of funds is 1% higher than banks and credit unions that operate in affluent markets, with ready access to low-cost checking and savings accounts.

To address this challenge, HOPE seeks to import \$100 million in low-cost, federally insured Transformational Deposits into opportunity deserts across the Deep South.

HOPE TRANSFORMATIONAL DEPOSITS

	Share Certificate	Money Market Account ¹
Description	Credit Union Equivalent of a Bank Certificate of Deposit	Hybrid Checking and Savings Account with up to 6 Withdrawals per Month
Minimum Deposit	\$1,000	\$1,000
Term	12, 24, 36, or 60 Months ²	Demand Deposit Account
Rates ³ (APR/APY ⁴)	0.10%/0.10%	0.10%/0.10%
Interest Earnings	Paid Monthly, Quarterly, or Annually Reinvested as Principal Contributed to HOPE as a Tax-Deductible Donation	
Federal Insurance	Up to \$250,000 Per Depositor	

Just five fully insured \$250,000 Transformational Deposits would exceed the deposit base for entire towns like Itta Bena, fueling catalytic development in low-wealth communities. They also fortify HOPE's ability to be a first-responder to help the underbanked navigate crises such as Hurricane Katrina, 2008 Financial Crisis and the COVID-19 pandemic.

Both individuals and organizations, including businesses and nonprofits, can make Transformational Deposits in HOPE. You can see how your support makes a difference for families and communities across the Deep South by checking out our latest Impact Report or Quarterly Report. You may also want to learn more about other ways to support our work.

You can contact our Investor Relations Department at **877-654-4673 (HOPE)** for assistance with making a transformational deposit or to get more information.

ABOUT HOPE

Hope Enterprise Corporation, Hope Credit Union and Hope Policy Institute (HOPE), provides financial services; aggregates resources; and engages in advocacy to mitigate the extent to which factors such as race, gender, birthplace and wealth limit one's ability to prosper. Since 1994, HOPE has generated more than \$2.5 billion in financing and benefitted more than 1.5 million people in Alabama, Arkansas, Louisiana, Mississippi and Tennessee.



Brighter Futures Begin with HOPE.
www.hopecu.org | 1-866-321-HOPE (4673)

¹Variable-rate account; rates may change after the account is opened.

²Early withdrawal penalties apply to all share certificate accounts.

³Rates are subject to change. Rates effective as of 6/30/20. Fees could reduce earnings.

⁴"APY" is "Annual Percentage Yield".