



November 14, 2014

[Hope Enterprise Corporation](#) | [Hope Credit Union](#) | [Mississippi Economic Policy Center](#) | [Friends of HOPE](#)

## NetFlix Co-Founder and CEO Calls on Others to join HOPE's Work

### Creating Opportunity for the Mid South



On November 13, Netflix CEO Reed Hastings, a long-time Friend of HOPE, received the Aspen Institute's annual [Henry Crown Leadership Award](#) in New York City. Upon accepting the award, Hastings announced a new donation to HOPE and called on Henry Crown Fellows and other entrepreneurial leaders gathered at the Plaza Hotel to join him "in creating opportunity where it is needed most," by supporting HOPE's efforts to eradicate bank deserts.

To join Reed as a Friend of HOPE, [click here](#), or contact Mary Elizabeth Evans at 601 944-9307 for more information.

## Bill Bynum receives Ned Gramlich Award for Responsible Finance

### 2014 Opportunity Finance Network Conference

Bill Bynum, CEO of HOPE received the 2014 Ned Gramlich Award for Responsible Finance. Read the award announcement [here](#). Each year, the Opportunity Finance Network bestows the award to an exceptional individual who has dedicated his or her career to connecting low-income and low-wealth individuals to financial opportunity. The award is named for the Former Federal Reserve Governor who exemplified a lifetime of accomplishments on behalf of underserved communities and is the CDFI industry's highest honor.



# HOPE for Policy Change

## MEPC Holds 2014 Policy Conference



More than 250 advocates, policy makers, educators, students and practitioners from diverse fields and perspectives attended the Mississippi Economic Policy Center *2014 Policy Conference: Tackling Persistent Poverty – Why Here? Why Now?* at the Jackson Convention Complex. National and local experts in education, health care, financial inclusion and state fiscal policy engaged the crowd in a conversation about poverty in Mississippi. Conference attendees participated in Idea Sessions to develop actionable strategies for improving the lives of families in persistently impoverished communities. In an inspirational keynote address, Russlynn Ali of the Emerson Collective, challenged attendees to collaborate across sectors to combat the devastating effects of widening income inequality. Visit MEPC online to see [highlights](#) and videos from the conference.

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## HOPE for Communities

### HOPE Opens Two New Locations in Jackson, MS and New Orleans



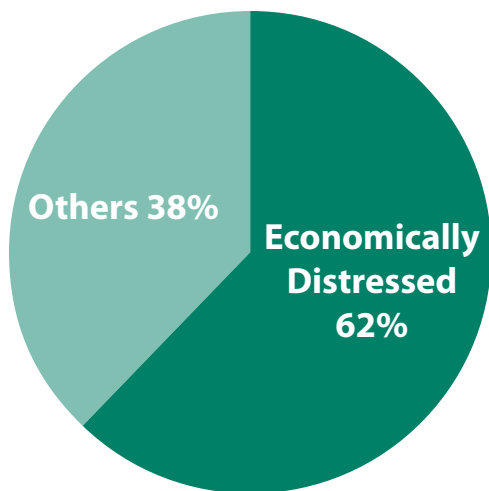
HOPE continues to make steady progress toward its goal of doubling its presence in bank deserts across the Mid South. People can now access HOPE's services through kiosks located at the Rainbow Co-op in Jackson, MS and at Circle Foods Store in New Orleans. Through the kiosks area residents can join the credit union, apply for a consumer or mortgage loan, access and manage their account, and take advantage of many other services. At Circle Foods, HOPE staff associates are available at designated times throughout the week to answer questions, provide support with downloading HOPE's mobile banking app, and to otherwise help people navigate their financing needs.

## HOPE Mobile Banking Use Continues to Grow

The adoption of HOPE's mobile banking app continues to grow at a rapid pace. Over 3,500 members have registered to use the app. Through the app, members may check balances, transfer funds, pay bills and deposit checks. Nearly half of HOPE's mobile banking users live in high-poverty communities.

## HOPE Consumer Lending Concentrated in Economically Distressed Communities

### Lending in Distressed Communities 2014 YTD



Through the first three quarters of 2014, HOPE has closed over 1,100 loans to support members with the purchase of automobiles, the building of credit and alternatives to payday lending. Over 60% of the consumer loans closed to date were in communities where poverty rates exceeded 20%.

## HOPE for a Better Future

Prior to joining HOPE, Houston, had been incarcerated for 28 years. Through a partnership between HOPE and [Goodwill Industries](#) in Little Rock, AR, Houston started attending HOPE's financial education classes. HOPE offers financial counseling to help its members learn about budgeting and credit and financial products to meet its members' needs. After completing the course, Houston joined the credit union and opened both a checking and savings account. He is laying the foundation for a stable financial future.



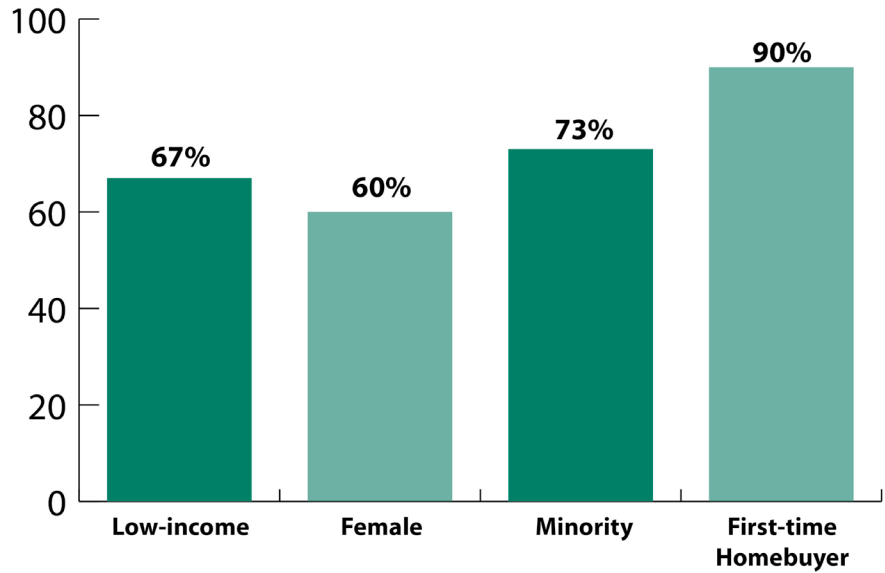
**Creating opportunity where it is needed most.**

# HOPE for Homeowners

## Mortgage Lending

Over the last nine months, HOPE has closed over \$11 million in mortgages – largely to low-income, minority and first time homebuyers. Seven out of ten homebuyers that received a HOPE mortgage in the first three quarters of 2014 were low-income or minorities.

### Mortgage Borrower Characteristics 2014 YTD



## HOPE, NeighborhoodLIFT® Partnership

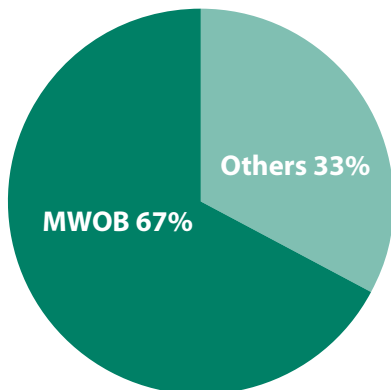


Calvin thought he had no chance of owning his own home. He had a very limited credit history and a limited monthly income. After working with Calvin for three months, HOPE lowered his monthly expenses by refinancing a high-interest auto loan. With \$150 in additional monthly income available, Calvin qualified for down payment assistance and a HOPE mortgage loan. Calvin’s dream of becoming a homeowner was made possible through NeighborhoodLIFT®, an innovative partnership between Wells Fargo, NeighborWorks America®, the City of New Orleans, HOPE and others. HOPE manages this initiative that combines homebuyer education, down payment assistance and flexible mortgage financing.

## HOPE Commercial Lending Sparks Opportunities for Minority- and Women-Owned Businesses (MWOB)

### Commercial Loans 2014 YTD

Business Ownership Demographics



HOPE makes business loans to historically underserved populations at a much higher rate than other financial institutions across the Mid South. Through the third quarter of 2014, two out of three loans closed were made to minority- and women-owned businesses. In addition, HOPE places an emphasis on financing community facilities, affordable housing and non-profits that provide supportive services to low-income residents.



## Helping Small Businesses Grow

After more than nine years working in the early childhood industry, Franchetta, a child care center director with two early childhood education degrees, knew she could open her own learning center. She just needed a chance. HOPE gave her that chance through a \$50,000 loan to purchase, and make improvements to a child care center. Little Amazing Creations serves 75 children and employs seven people full time. Her business has been so successful that Franchetta has plans to expand and hire additional staff. She says working with HOPE made her business journey much easier. By providing financing to entrepreneurs like Franchetta, HOPE creates opportunities for minority- and women-owned businesses to grow, create jobs and provide vital services for their communities.



## News Briefs

### HOPE Receives Platforms for Prosperity Award

Hope Enterprise Corporation received the [CFED](#) 2014 Platforms for Prosperity “Where We Bank” Award, sponsored by Citi®, at the Assets Learning Conference in Washington, DC in September. Learn more about the award by reading the Citi® [blog](#).



### HOPE CEO Testifies before Congress

In July, the U.S. House and Senate Joint Economic Committee invited HOPE CEO Bill Bynum to testify before members of Congress. During the hearing, titled “Increasing Economic Opportunity for African Americans: Local Initiatives that are Making a Difference”, Bynum emphasized the need for federal investment in areas of persistent poverty. [Read more](#).

