

Hope



HOPE'S IMPACT

- Since 1994, HOPE has generated more than \$2 billion in financing and related services for the unbanked and underbanked.
- We serve entrepreneurs, homeowners, nonprofit organizations, healthcare providers and other community development organizations.
- We've improved the lives of more than 1 million individuals in Arkansas, Louisiana, Mississippi and Tennessee.

OVERVIEW

Hope Enterprise Corporation

- Not-for-Profit 501(c)(3)
- Loan Fund
- Policy Institute
- Community Development Intermediary
- CDFI & CDE

Primary Sponsor

Hope Credit Union

- Federally Chartered, Insured Credit Union
- CDFI & CDE
- Member-owned

Mission:

Strengthen communities, build assets and improve lives in economically distressed areas in the Mid South by providing access to affordable, high-quality financial products and related services.

31 LOCATIONS

ALABAMA

- Montgomery

ARKANSAS

- College Station
- Little Rock
 - I-30 SW*
 - Geyer Springs*
- Pine Bluff
- West Memphis

LOUISIANA

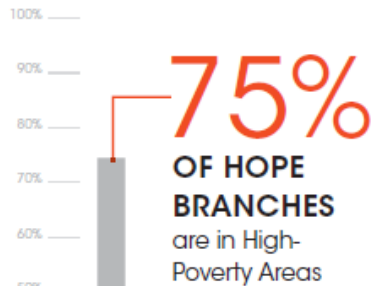
- New Orleans
 - Central City*
 - Circle Food Store*
 - Michoud*
 - Chalmette*

TENNESSEE

- Jackson
- Memphis
 - Crosstown*
 - Harvester Lane*
 - Madison Avenue*
 - Ridgeway*

MISSISSIPPI

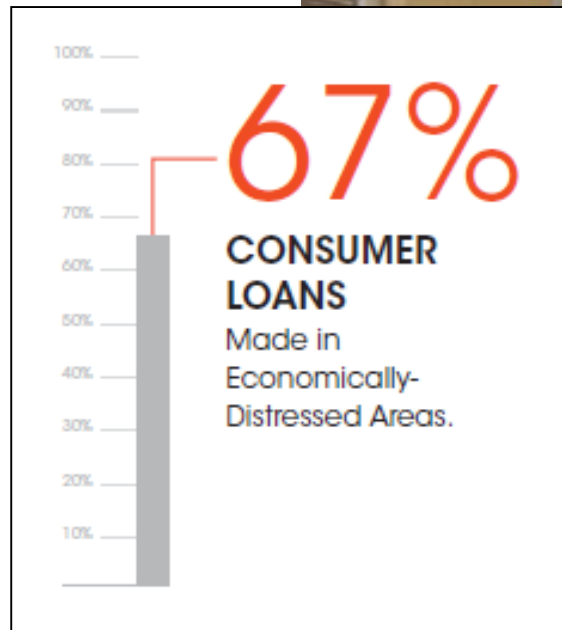
- Biloxi
- Drew
- Greenville
- Itta Bena
 - Medical Mall*
 - Old River Place*
 - Provine High School*
 - University Boulevard*
- Louisville
- Macon
- Moorhead
- Robinsonville
- Shaw
- Terry
- Utica
- West Point



HOPE Members

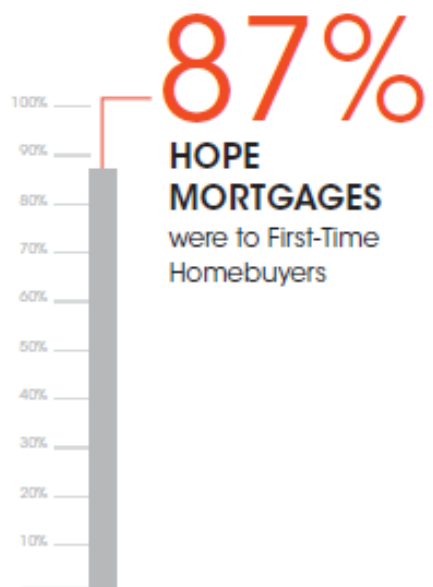
- 44,000 members
- 33% were unbanked prior to joining HOPE
- 49% have household incomes of less than \$36,000 per year
- 72% indicate they use services of check cashers, payday lenders, title lenders or pawn shops less since joining HOPE
- 94% are registered to vote
- 55% are not employed
- 72% African American

IMPACT SUMMARY



Creating opportunity where it is needed most. Arkansas Louisiana Mississippi Tennessee





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100%
90%
80%
70%
60%
50%
40%
30%
20%
10%

47%

BUSINESS LOANS
Made to Minority- &
Women-Owned and
Led Businesses.



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Hope 
credit union
enterprise corporation

Financed Schools
that will serve

4,700
STUDENTS.



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Eliminated Food Deserts for

14,000
PEOPLE.



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COMMUNITY DEVELOPMENT

Moorhead, MS

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FOCUS AREAS

- Healthcare Facilities
- School Facilities
- Affordable Housing
- Fresh Food Retailers
- Small Businesses



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HEALTHCARE FACILITIES

CrescentCare | Elysian Fields Ave. and N. Derbigny St.
New Orleans

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EDUCATIONAL FACILITIES

ENCORE Academy | New Orleans, LA

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AFFORDABLE HOUSING

New Orleans, LA

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SMALL BUSINESS LOANS

Sun Tropics Landscape & Garden | Belle Chase, LA

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SMALL BUSINESS LOANS

Safe Spot Pest Control | New Orleans East, LA

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SMALL BUSINESS LOANS

Omega Concierge Services | New Orleans and the North Shore, LA



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HOPE LEVERAGES DIVERSE FUNDING FOR COMMUNITY INVESTMENTS

HOPE Invests into Projects

- New Markets Tax Credits
- Community Facilities Relending Program
- Philanthropic Capital
- CDFI Fund HFFI Funds
- State and Local Funding
 - For example - FFRI (CDBG)
- Hope Credit Union financing sourced from:
 - Deposits
 - Federal Home Loan Bank
 - Participations

HOPE Leverages Additional Capital:

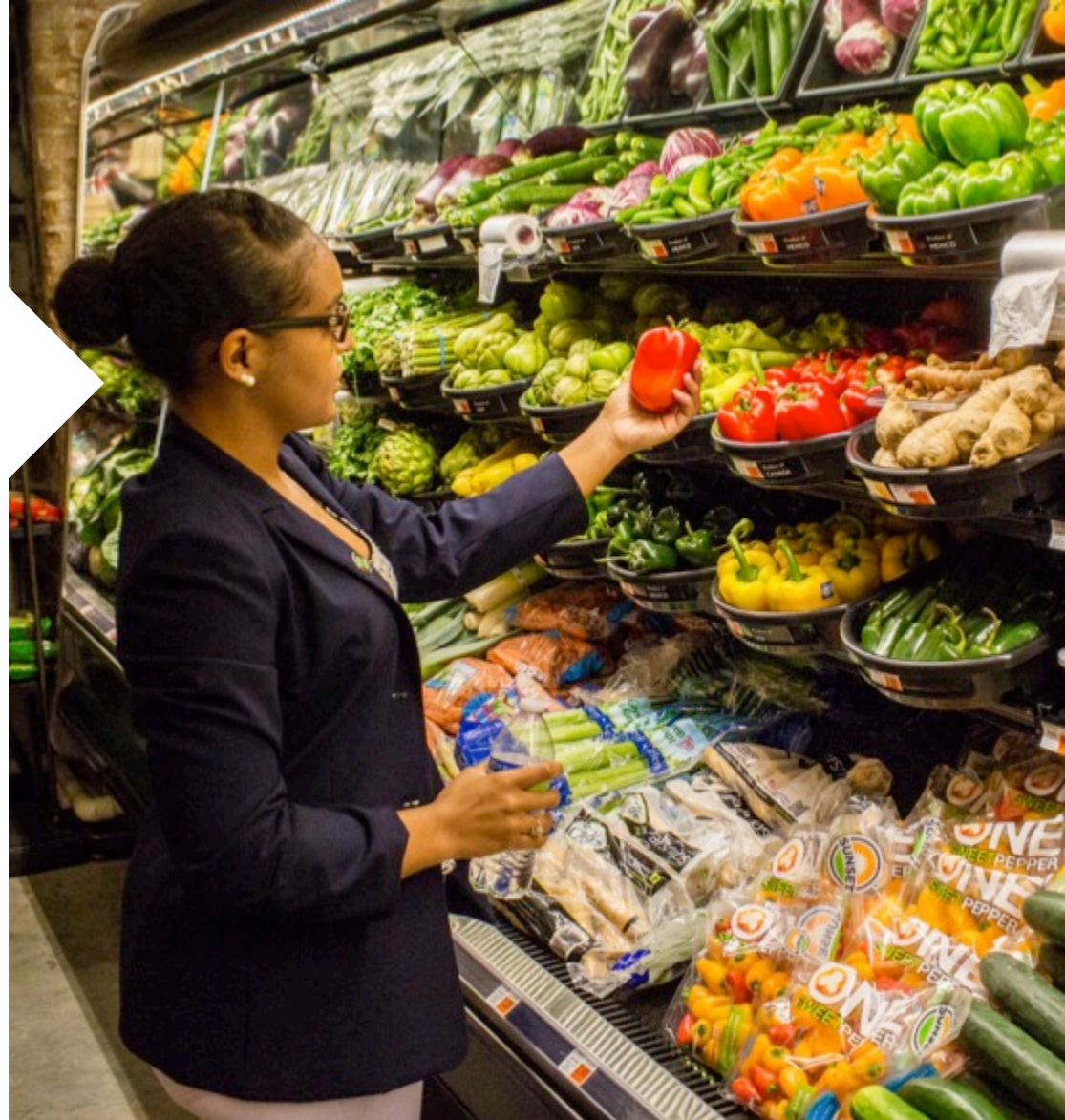
- New Markets Tax Credits
- Low Income Housing Tax Credits
- Historic Tax Credits
- Financing from other Lenders
- Philanthropic Grants/Loans
- HOME/CDBG Funds

Baton Rouge Healthy Food RETAIL INITIATIVE

Baton Rouge Healthy Food Retail Initiative (HFRI) is made possible by the City of Baton Rouge and Parish of East Baton Rouge in partnership with The Mayor's Healthy initiative, is an innovative financing program created to award low-interest loans and several incentives to supermarkets, grocery stores, and other fresh food retailers that are located in or plan to locate in low-to-moderate income areas in East Baton Rouge Parish. The intent of the program is to enable operators to open, renovate or expand retail outlets that sell fresh fruits and vegetables.

MSHFI ECONOMIC IMPACT

- 9 projects
- Jobs: 402
- Total SF: 203,147
- \$ Leveraged: \$43,936,077
- People served: 83,057



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BROAD REFRESH

300 North Broad, New Orleans, LA

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BROAD REFRESH

Total Project Costs: \$18.9 million

Financing:

- FFRI: \$1 million
- NMTC Equity: \$5.5 million
- Whole Foods Equity: \$5.3 million
- Goldman Sachs: \$3 million
- LIIF: \$1.5 million
- NORA: \$900,000
- Foundations: \$750,000

Impact:

- National chain
- Reuses a vacant building
- Brings fresh food back to an area considered a Food Desert
- Provides 52 jobs
- Expands fresh food access for 11,015 people



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ROBERT FRESH MARKET

St. Claude & Elysian Fields Ave., New Orleans, LA

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ROBERT MARKETFARE

Total Project Cost: \$10.5MM

Financing:

- HFCU: \$1.5 million
- HEC: \$750,000
- FFRI: \$1.05 million
- Other: \$5.2 million
- Equity: \$2.05 million

Impact:

- 23,000 square feet
- Est. 80 jobs
- National Historic District
- Operates 6 other stores
- Experience 30 years
- People served: 20,862



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Total Project Cost: \$3.4 million

Financing:

- HFCU: \$1 million
- HEC: \$250,000
- Owner Equity: \$1.25 million

Impact:

- 48,000 square feet
- 50 jobs
- Underserved community in Pascagoula, MS
- Shoppers Value currently operates 10 stores
- Expands access to 5,000 people



Legends Market, LLC

Grambling, LA

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Total Project Cost: \$1.7 million

Financing:

- HFCU: \$850,000
- HEC: \$294,000
- Borrower injection: \$563,857

Impact:

- 1st Grocery Store in Grambling in 36 years
- Reuses a vacant building
- Brings fresh food back to an area considered a Food Desert
- Provides 52 jobs
- Expands fresh food access for 10,900 people

Thank You!

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