

# OUR MISSION is to create and protect ownership and economic opportunity for all, especially people of color, women, rural residents, and low-wealth families and communities.



Samuel Jenkins has been a barber for more than 20 years. He has worked to build community and to support young people in his Durham, NC neighborhood.

## COMMUNITY IMPACT THROUGH 2010

### TOTAL INVESTMENT: 1980-2010

\$5.95 billion  
71,748 members served  
69,548 loans to families, individuals, and organizations

### LOANS TO:

Low-income borrowers 82%  
People of color 45%  
Women 42%  
Distressed areas 33%  
Rural areas 17%



U.S. Treasury Secretary Timothy Geithner toured the Golden Belt campus and met with local officials and business leaders. A LEED certified historic renovation, Golden Belt was developed by Self-Help borrower Scientific Properties and financed with New Markets Tax Credits.

### DIRECT HOME LENDING

\$336 million in loans  
4,509 homeowners

### SECONDARY MARKET HOME LENDING

\$4.74 billion in loans  
51,906 homeowners

### REAL ESTATE DEVELOPMENT

\$110 million invested  
142 homes completed  
24 commercial properties developed

### COMMERCIAL LENDING

**Small Businesses**  
\$446 million in loans  
3,285 entrepreneurs  
26,063 jobs created or maintained

### Community Facilities

\$258 million invested  
837 projects  
9,591 jobs created or maintained  
56,616 childcare, charter school, and housing spaces created or maintained

### CONSUMER FINANCIAL SERVICES

\$538 million in savings accounts  
\$59 million in consumer loans  
8,665 consumer loan borrowers

### 2010 RESEARCH AND POLICY HIGHLIGHTS

With our partners and allies we:

- Supported financial reform legislation creating the **Consumer Financial Protection Bureau** & establishing protections against abusive mortgages.
- Advanced new Federal Reserve rules requiring opt-in for overdraft, **saving account holders \$4 to \$6 billion** per year. Bank of America ends overdraft fees on debit cards.
- Helped AZ, CO and MT limit **400% interest payday loans**. Voters reject these abusive loans.



Self-Help marked the completion of 100 affordable homes in Durham with a community celebration.



*Creating Ownership and Economic Opportunity*

# Self-Help makes loans, develops real estate, and fights predatory lending to create economic opportunity for all.



The Southside Community Center offers a computer lab, after school programming, and focal point for neighborhood revitalization.



Carolina Mountains Credit Union, a division of Self-Help Credit Union, helped raise over \$10,000 for a local charity through a raffle for a playhouse.



Members of People's Federal Credit Union, a Division of Self-Help Federal Credit Union, in Oakland California.

## HOMEOWNERSHIP

We believe that homeownership is an effective way for families to build financial security and stability. Owning a home correlates with increased social and political involvement, improved health, and educational achievement.

- We offer home loans with fair terms and reasonable rates to low- and moderate-income borrowers.
- We manage a national home loan secondary market program that encourages banks and other lenders to provide affordable mortgages to low-income families and communities.
- We develop energy efficient affordable housing for low- and moderate-income homeowners throughout North Carolina.
- We revitalize neighborhoods hard hit by foreclosure by renovating abandoned homes and marketing them through a lease-purchase pilot program.

## ENTREPRENEURSHIP AND REVITALIZATION

Small businesses provide jobs, anchor neighborhoods, and enable people to climb out of poverty. Low-income neighborhoods need strong community infrastructure to thrive.

- We make loans to small businesses that generate jobs and create wealth for entrepreneurs underserved by conventional lenders.
- We finance public charter schools, child care centers, and affordable and/or supportive housing projects, serving and strengthening low-income communities.
- We develop, invest in, and make loans to commercial real estate projects that rebuild downtowns and low-income communities.

## RESPONSIBLE CONSUMER FINANCE

Self-Help Credit Union and Self-Help Federal Credit Union serve depositors seeking market-rate returns and social benefit through savings accounts, and consumers seeking responsible loans and financial services.

- We offer market-rate savings accounts that include term certificates (CDs), individual retirement accounts, and checking and savings accounts.
- Our full service community credit unions offer responsible consumer products and services including auto loans, ATMs, credit cards, home equity products, debit cards, checking accounts, and convenient drive-through and walk-in teller services in more than a dozen communities in North Carolina and California.

## RESEARCH AND POLICY

We strive to make ownership and economic opportunity more equitable and accessible for everyone, and work to encourage responsible lending and eliminate abusive financial practices.

- We are strong advocates in our nation's community development and credit union fields.
- Our Center for Responsible Lending taps Self-Help's lending experience to recommend legislative and policy solutions to abusive lending practices.



**Creating Ownership and  
Economic Opportunity**

800-476-7428

[www.self-help.org](http://www.self-help.org)

[www.responsiblelending.org](http://www.responsiblelending.org)