

Creating and protecting ownership and economic opportunity for all.

Self-Help is a community development organization supporting families and neighborhoods as they grow and thrive. Together with our members, partners and supporters, we provide fair and affordable financial services; we help renters become homeowners; we help small businesses grow and create jobs; we convert neglected buildings into community assets; and we advocate for policies that promote financial fairness and economic opportunity for all.

\$10.8 BILLION
IN LENDING

182,000
MEMBERS

74 BRANCHES

41 YEARS



Noel and big brother David



Self-Help's VITA program coordinator



The Pipkins in their new home

Supporting community organizations

Big Brothers Big Sisters (BBBS) aims to “ignite the power and promise” of youth. Since 1961, BBBS of San Diego County has done just that. Together with a lineup of community partners and a committed team of mentors, BBBS makes a difference in the lives of kids every day. When the pandemic brought challenges in 2020 and 2021, Self-Help made two Paycheck Protection Program (PPP) loans to BBBS. Thanks to these loans and BBBS’s resourcefulness, the nonprofit was able to keep kids connected to their mentors through its Community Mentoring Program, which became a lifeline for these young people during the pandemic.

Partnering to serve members

Hiring a private accountant to help with taxes can be expensive. That’s where the IRS’s Volunteer Income Tax Assistance (VITA) program comes in. VITA offers free tax help to low- and moderate-income taxpayers. For the past 15 years, Self-Help has worked with local partners to offer free VITA services in our Pittsburg, CA and West Oakland, CA branches. In 2021, we helped over 600 clients file their taxes and get a total of \$1.01 million in refunds.

Expanding homeownership

When Tarish and Robin Pipkins began searching for a house in Effland, NC, they knew they needed a place with space for creativity. Tarish is a nationally renowned puppeteer, Robin teaches art, and their three children are all budding artists. After six years of saving and planning, they were ready to buy. They connected with Self-Help, and soon were the happy owners of a three-bedroom home on a large lot, with a huge workshop for their art. Robin says, “We are living the dream and we couldn’t be happier... Dreams do come true!”

WHAT WE DO

Financial services:

- Our credit unions serve 182,000 members through 74 branches in California, Washington, Wisconsin, Illinois, North Carolina, South Carolina, Virginia and Florida, and through online services.
- We offer market-rate deposit accounts, personal loans for people of all incomes, and more.
- We provide our members with free financial coaching services and credit-building products.

Home lending:

- We offer home loans with fair terms and reasonable rates, focusing on first-generation homebuyers and lower-wealth borrowers.
- Through our secondary market program, we partner with other financial institutions to bring affordable mortgages to thousands of homebuyers nationwide.
- We support homeowners throughout the life of their mortgages and work with families facing hardship to help them stay in their homes.

Small business and nonprofit lending:

- We lend to small and large businesses to create jobs, expand opportunity and contribute to community wealth.
- We lend to organizations that help communities thrive — like nonprofits, child care centers, public charter schools, sustainable food entrepreneurs, affordable housing developments, faith-based organizations and more.

Real estate development:

- We develop commercial and residential real estate that spurs community revitalization, provides affordable housing and anchors neighborhoods.
- We prioritize community-grounded projects that are inclusive, equitable and in line with community interests.
- We bring deep expertise in historic buildings, urban infill new construction, green building practices, federal and state tax credit programs and more.

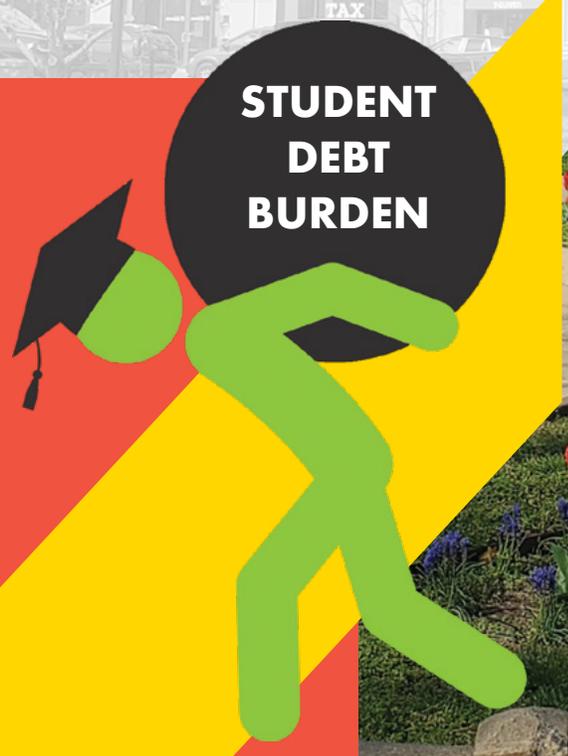
Research, analysis and policy advocacy:

- Through our nonpartisan research and policy arm, the Center for Responsible Lending, we publish groundbreaking research and advocate for policy solutions to promote financial fairness, end predatory lending, and close the racial wealth gaps.
- We partner with national and local consumer and civil rights organizations to help create and protect economic opportunity for all.

Advocating to protect student loan borrowers, small businesses and more

In 2021, the Center for Responsible Lending (CRL) continued its focus on the student loan debt crisis. The roughly \$1.7 trillion national student debt burden shuts many people out of homeownership — the main avenue for building wealth in the U.S. Student loan debt also worsens the racial wealth gap, with Black borrowers shouldering a disproportionate amount of the burden. In 2021, CRL joined with allies to advocate for widespread student loan debt cancellation.

Other key 2021 policy wins: with allies, blocking a federal rule that would have opened the door to expanded payday lending, and securing major improvements to Paycheck Protection Program (PPP) relief policies for microbusinesses and businesses owned by people of color.



**STUDENT
DEBT
BURDEN**

A MESSAGE FROM OUR CEO

Dear members, supporters and partners,

2021 was a hard year. As a nation, we mourned the ongoing impacts of a devastating pandemic. We grappled with an overdue reckoning around racial injustice. And we saw the nation's unacceptable wealth gap continue to widen.

Amid these difficulties, I feel the importance of our mission more keenly than ever. And I continue to be inspired by the talents and resourcefulness of our members, borrowers and partners. In 2021, we were privileged to continue to serve them, and even deepen our work.

Some highlights of 2021:

- We continued to prioritize COVID safety even while expanding member services.
- We increased total assets and lending: for example, our direct home lending increased by 22%.
- We merged with Lower Valley Credit Union in Washington and prepared for growth in Florida.
- We continued to provide Paycheck Protection Program loans, especially focusing on financial relief for nonprofits and businesses serving families and communities of color.
- We joined other pioneering Community Development Financial Institutions in measuring our carbon footprint and steering towards a greener future.
- We launched an initiative to expand our lending to first-generation homebuyers with new, more flexible mortgage products.

2022 promises both challenges and opportunities. There is growing consensus that increased housing costs and rising interest rates are casting a shadow over the American dream of homeownership. The good news is that large institutions and government agencies are starting to invest more toward increasing homeownership and the supply of affordable homes.

In the year ahead, we will work intensely to knock down barriers to wealth building by working families. At a time when homebuyers, nonprofits, and small business owners are hearing "no" too often, we're here to say "yes."

Although our work is financial services and community development, our purpose is creating a society that ensures justice, equity and freedom for all people. In 2022, we will continue supporting each other, our members and communities, and fighting for economic opportunity for all. We appreciate all you do to make this work possible. Thank you.

Sincerely,



Martin D. Eakes
Chief Executive Officer



SOME HIGHLIGHTS OF OUR WORK

Growing our service area

In 2021, we merged with Lower Valley Credit Union in Washington state, bringing 18,000 new members into the Self-Help family. We also opened new branches in Jacksonville, FL; Greenville, SC; and Milwaukee, WI. In 2022, we're expanding our network in Florida, with branches opening in Miami, Winter Park and Tallahassee. We're also opening new or expanded branches in Chicago; Wilmington, CA; Sacramento, CA; Rocky Mount, NC; and Raleigh, NC.



Staff at our Raleigh, NC branch



Serving a member in Brevard, NC for International Credit Union Day.

Supporting communities through the pandemic

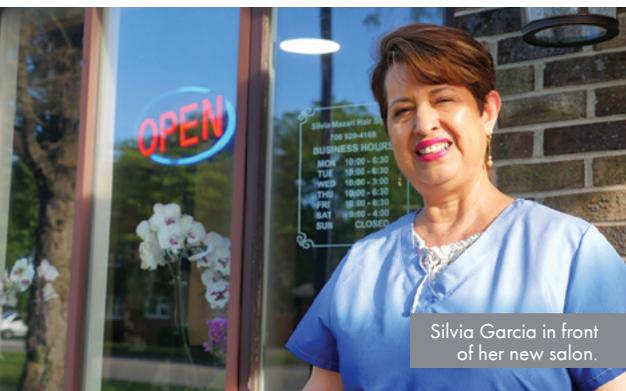
Throughout the COVID crisis, protecting the physical and financial health of our members, staff and communities has been our top priority. We continued to serve members throughout the pandemic by expanding mobile services and offering limited branch access. In 2021, we fully reopened our branch lobbies, with precautions in place to continue to serve members safely. We also connected with local nonprofits who are working to address health disparities in our communities, donating \$100 for each Self-Help staff member who got vaccinated.

Partnering with entrepreneurs

In 2017, Joseph and Dionne Wellington of Jacksonville, Florida launched Icecapade Frozen Treats, selling their own artisanal ice pops handcrafted from healthy ingredients. But just as they moved into their own space, the pandemic struck, and their growing business experienced an abrupt slowdown. They came to Self-Help for our "Community Recovery" loan program, which offers affordable loans to small businesses impacted by the pandemic. Today it is our pleasure to partner with the Wellingtons as they recover and position themselves for future success.



Dionne and Joseph Wellington with Self-Help staff members.



Silvia Garcia in front of her new salon.

Supporting visionary business owners

Silvia Garcia has been a hair professional for 40 years and has owned a salon business for more than a decade. Because she wanted to stop renting and own her own space, she came to Self-Help. She was eager to start building wealth and security for her family. With a Self-Help business loan, Silvia purchased a building for her Burbank, IL salon, just a few minutes from her old location. She is now looking forward to growing her business, hiring two additional full-time employees and improving her new space.

Providing financial coaching

Brenda Slade of Charlotte, NC is an impressive woman. She coached sports for 30 years and became the first Black female athletic director for the Charlotte-Mecklenburg school system. Last year, she brought that same energy to improving her finances and worked with her own “Coach” — Donnetta Collier. Donnetta serves as one of Self-Help’s dedicated financial coaches, offering free financial coaching services to members. Together, Donnetta and Coach Slade developed a spending plan, restructured high-cost debt, and secured a spot in a new retirement community that will save Coach Slade 68% in monthly housing expenses. Way to go, Coaches!



Coach Donnetta Collier and Coach Brenda Slade



SHCU member Gail Johnson

Fighting for fair lending

When an auto lender in Greenville, SC talked Gail Johnson into a high-cost car loan, she didn’t realize the loan would become a terrible burden. Gail, a retired teacher, struggled to make payments. Through her church, she learned about Self-Help. With help from us and others, Gail was able to sell her car, escape from the bad loan and buy another car with much more affordable financing. Predatory lending is rampant in South Carolina, where payday loan stores outnumber McDonald’s 9 to 1. Self-Help is part of the South Carolina Fair Lending Alliance, a coalition fighting for financial fairness in that state and beyond.

Serving persistent homeowners

Marcelino and Blanca Mata’s path to homeownership has not been easy. They began with a clear plan to save money, build their credit and apply for a mortgage. But finding an affordable loan was difficult. The couple spent six years looking for a financial institution that offered a product that met their needs. Despite the challenges, they persisted until they finally connected with Self-Help. Today, they are the proud owners of a beautiful house in Milwaukee, WI with a yard and plenty of room for their growing family.



The Mata family



OUR 2021 IMPACT

LOANS TO:

80% Low-income borrowers

84% People of color

37% Women

23% Rural areas

52% Underserved areas



Loans to 10,800 families, individuals and organizations



\$602 million in financing provided

3,000 SCHOOL OR CHILDCARE SPACES

8,800 JOBS CREATED OR MAINTAINED

HOME LOANS FOR **2,800** FAMILIES

400 AFFORDABLE HOUSING UNITS CREATED

\$211 MILLION LOANED TO SMALL BUSINESSES AND NONPROFITS

\$70 MILLION IN PAYCHECK PROTECTION PROGRAM (PPP) LOANS

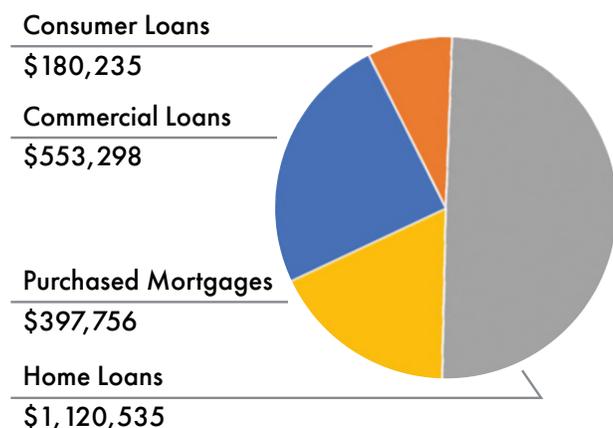
CO-LED **100+** PARTNERS IN SECURING IMPROVED PPP RELIEF POLICIES



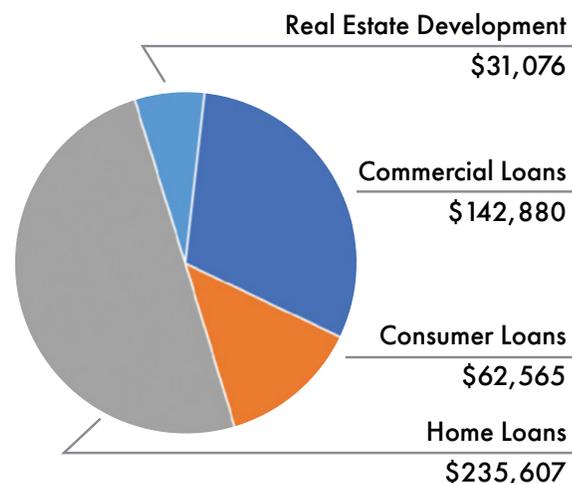
Serving 182,000 credit union members across 74 branches

2021 FINANCIAL RESULTS

Loan Portfolio as of 12/31/2021



2021 Community Investments Loan Originations and Real Estate Development



Balance Sheet as of 12/31/21

Assets

Cash & Equivalents	\$1,000,090
Loans & Current Assets, Net of Reserves	2,454,262
Net Real Estate Assets	286,778
Other Assets	47,845
Total Assets	3,788,975

Liabilities

Reserves for Guaranteed Loans	20,494
Credit Union Deposits	2,357,633
Notes Payable & Program-Related Investments	371,319
Other Liabilities	140,408
Total Liabilities	2,889,854

Net Assets

Non-Controlling Interest in Subsidiaries	66,696
Core Net Assets & Other Comprehensive Income	832,425
Total Net Assets	899,121

Total Liabilities, Non-Controlling Interest & Core Net Assets	3,788,975
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Off Balance Sheet

Guaranteed Community Development Loans & Investments	736,337
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2021 Income Statement

Revenue

Investment Income	\$2,254
Loan Interest	129,121
Rental Income	19,972
Fees & Other Income	29,768
Grants & Non-Operating Gains	24,304
Total Revenue	205,419

Expenses

Interest & Dividends	30,728
Compensation & Other Benefits	67,175
Other Operating Expenses	54,452
Provision for Credit Losses	(19,733)
Depreciation	11,870
Total Expenses	144,492

Net Income	60,927
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(Dollars in thousands - unaudited)



Partnering with a community hero

We have long admired activist and leader Dolores Huerta, who, along with Cesar and Helen Chavez, cofounded Farm Workers Credit Union, one of our legacy credit unions. We are delighted to partner with the Dolores Huerta Foundation to create a new permanent home for the Foundation’s work: the new Peace and Justice Cultural Center in Bakersfield, CA. We are offering project management, project financing expertise and other real estate development services. The P&JCC will be on an underutilized lot owned by Self-Help, near our soon-to-be-upgraded Bakersfield branch. We look forward to many more years of partnership with the Dolores Huerta Foundation.



Reedy Fork Early Learning Academy, a Self-Help borrower in Greensboro, NC

Our mission is creating and protecting ownership and opportunity for all, especially people of color, women, rural residents and low-wealth families and communities.

We can’t do this work alone. Our depositors, investors and partners make our impact possible. Join us. Together, we can expand economic opportunity for all.

www.self-help.org | www.self-helpfcu.org | www.responsiblelending.org



Ownership & Economic Opportunity for All

Federally insured by NCUA.



The Self-Help family includes two credit unions, a nonprofit loan fund, and a nonpartisan research, analysis and policy group.
Self-Help Credit Union · Self-Help Federal Credit Union · Self-Help Ventures Fund · Center for Responsible Lending
 Locations in Washington, California, Wisconsin, Illinois, North Carolina, South Carolina, Florida, Virginia and Washington, D.C.