

Invest in the Future of HBCUs

HBCUs have been pillars of education, opportunity, and community pride for over 150 years. Your investment can help HBCUs continue that legacy into the future.

Invest today to help strengthen HBCUs and their communities with capital access, operational support, and financial education.

Building a Connected Ecosystem

Self-Help is laying the groundwork for a multi-year strategy that strengthens HBCUs through:

Funds: Affordable, responsible loans for construction and operating needs

Collaboration: Innovative partnerships to help diversify revenue and strengthen growth

Tailored support: Thought leadership to support resilience and community revitalization

Financial literacy: Community education for homeownership and personal financial management

Why HBCUs

Economic Impact:

HBCUs generate \$16.5 billion in economic impact each year and support over 136,000 jobs nationwide.

Growing Demand:

Applications and enrollments at HBCUs increased 40% from 2024 to 2025.

Community Anchors:

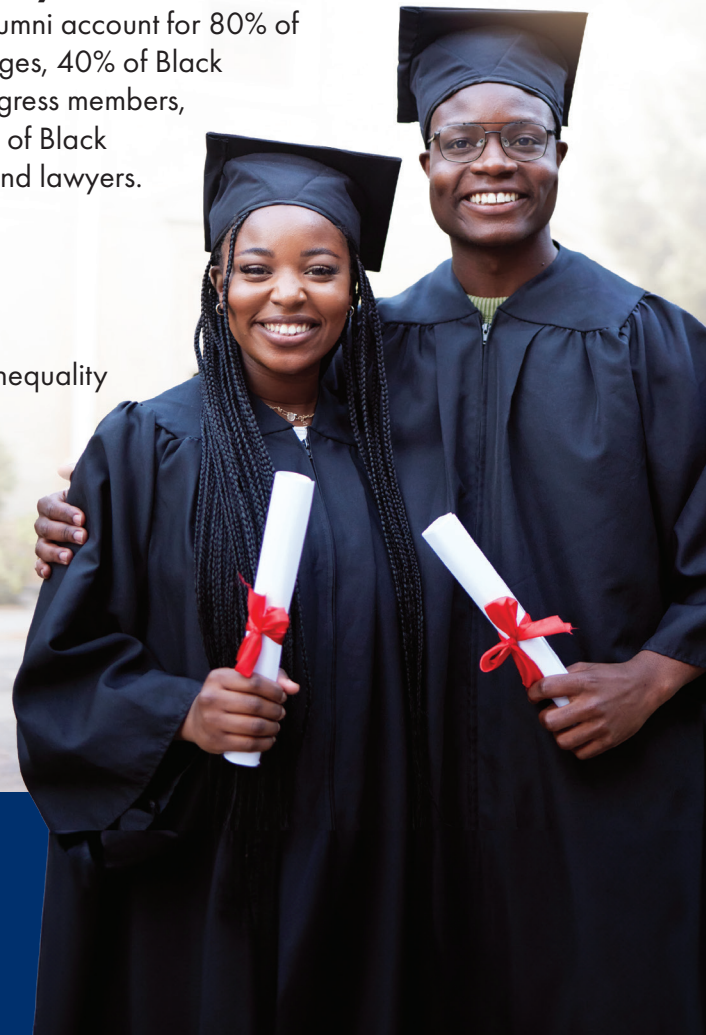
HBCU alumni account for 80% of Black judges, 40% of Black U.S. Congress members, and 50% of Black doctors and lawyers.

Why Self-Help?

A trusted partner:

- 45+ years financing underserved communities and disrupting inequality
- More than \$11B financed to 165K borrowers
- Proud partners in deploying catalytic capital for HBCUs on the path toward \$200M

We work in partnership with HBCUs — building resilience and reducing systemic risk.



HBCU PROMISE+ LEGACY FUND

Join us in raising and deploying \$200 million through the HBCU Promise+ Legacy Fund to protect campuses as community assets.

Together, we can ensure that HBCU campuses remain vibrant, sustainable anchors for future generations.

Investment Opportunities

We offer multiple impact investment options to align with your mission and investment goals:

Program-Related Investment (PRI)

- Direct HBCU Legacy Fund investment
- Ideal PRI terms include 2% interest rate or less
- Secured by Self-Help's \$5 billion net worth
- Provides the most liquidity and flexibility

Mission Deposits

- Standard term certificates
- Variety of terms available
- Insured by NCUA up to \$250K per depositor, per credit union
- Provides liquidity and minimizes risk

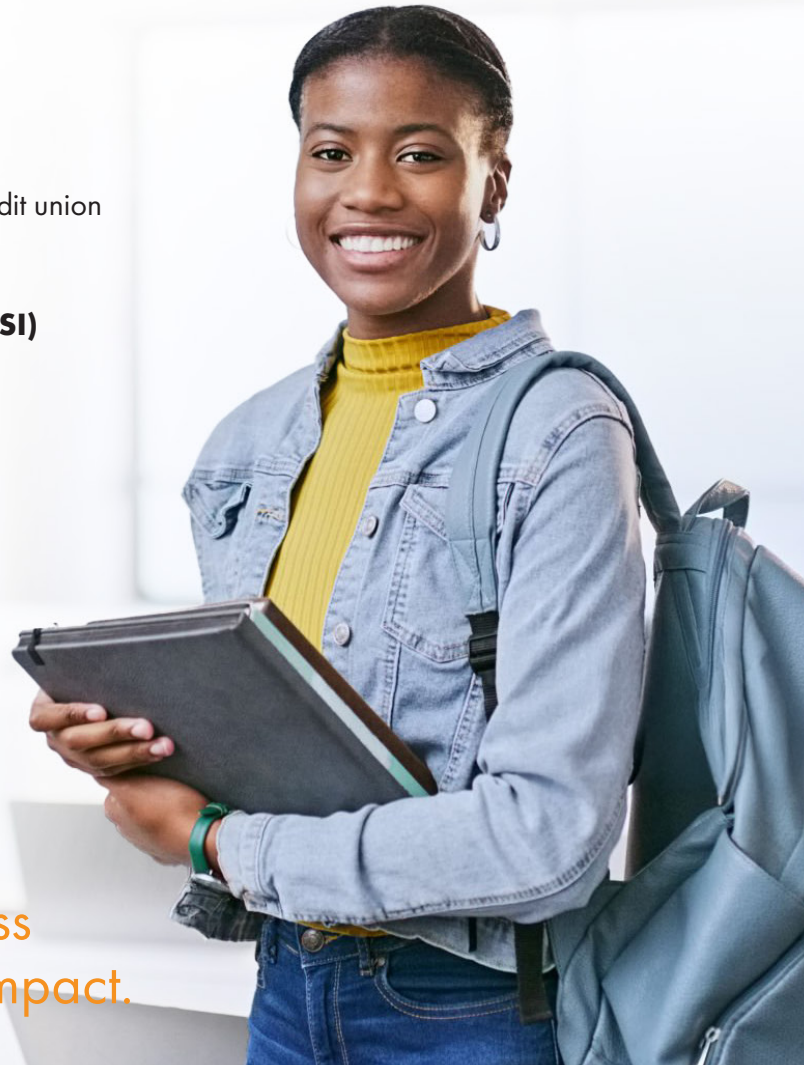
Mission Deposits with Excess Share Insurance (ESI)

- Insure up to \$5 million beyond the \$250K NCUA-insured amount
- Available for nonprofits and municipalities, for 5-year term certificates of \$1 million and above
- Insurance fees covered by a 0.25% reduction in certificate rate

Program Sponsorships for Legacy Accelerator and Financial Literacy

Reach out to us about creating a customized partnership. Your investment can provide targeted support for a specific event, program or institution.

Connect with us today to discuss how you can create a lasting impact.



Dr. Shandra Jones
shandra.jones@self-help.org
919.956.4440
www.self-help.org/HBCU

HBCU
PROMISE+
Legacy Program

 **Self-Help**
Ownership & Economic Opportunity for All