

# HBCU PROMISE+ Legacy Program



## Why Self-Help is Extending Our Promise

Self-Help was founded in 1980 to support economic opportunity and ownership for all, and HBCUs have been essential pillars in our communities from Day One. In 2022, Self-Help launched the HBCU Promise+ Initiative to provide products, services, career opportunities, and financial education to HBCUs and their communities. The Initiative grew into the HBCU Promise+ Center of Excellence in 2025, including the launch of the HBCU Legacy Accelerator Program, that engages the mission ecosystem in catalytic investments and partnerships for HBCU futures.

The HBCU Legacy Program leverages capital access, mission-aligned partnerships, leading expert advisors, and cutting edge resource models to ensure that the legacy of HBCUs as community engines is long, storied, bright, and resilient well into the future.

## Why HBCUs?

HBCUs are essential pillars of our communities, providing valuable opportunities for students of color

Innovation and community impact horizons shine bright despite the risks of documented underfunding

Application rates have climbed, and we aim to help HBCUs and their growing communities thrive

## Our 3-Pillared Approach

After engaging with HBCU Presidents, we developed the HBCU Promise+ Legacy Program to engage with partners through three essential pillars:

### 1 HBCU Legacy Fund

- ▶ Direct lending for construction projects, expansion, and operating needs
- ▶ Creative financial advising for operational excellence and strategic growth

### 2 Legacy Accelerator Program (HBCU-LAP)

Consultative advice will be offered regarding:

- ▶ Accreditation risks associated with financial stability and management
- ▶ Revenue generation deal assessment and thought partnership
- ▶ Collaborative innovation & commercialization
- ▶ Philanthropic & advancement strategies

### 3 Ownership, Wealth, & (Personal) Development (OWND) Pathways

HBCU community members will have access to:

- ▶ Financial literacy and mental health education
- ▶ Ongoing financial management advisement
- ▶ Access to resources for home and business ownership equity

## Why Self-Help?

Self-Help has demonstrated our mission commitment by:

- ▶ Providing more than \$11 B in financing to 165K borrowers
- ▶ Outperforming the market in lending to underserved borrowers and businesses
- ▶ Marshaling our CDFI and partner networks to invest in community resources like commercial real estate, childcare centers, affordable housing, and faith-based institutions

## Partner with Us

We are in search of leading philanthropists and donors, university leaders and scholars, and technical experts. Connect with us to:

- ▶ Request support as an HBCU representative
- ▶ Invest in or assist with the HBCU Legacy Fund
- ▶ Offer services for HBCU-LAP

If this applies to you, please reach out to Dr. Shandra M. Jones:  
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