



2013 OPPORTUNITY FINANCE NETWORK

ANNUAL CONFERENCE

PHILADELPHIA, PA • OCT. 15-18, 2013

Innovations in Credit Union and Community Partnerships

Alan Branson, Hope Credit Union

October 16, 2013

 #OFNCONF



OPPORTUNITYFINANCE NETWORK 

HOPE 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.
- ★ Leverage private, public and philanthropic resources to tackle development hurdles facing low-income communities that cannot be addressed by any one sector by itself.

MANY CDFIs
ONE
PURPOSE

 #OFNCONF


Hope credit union
enterprise corporation

OPPORTUNITYFINANCE NETWORK 

HOPE Overview

- ★ Community Development Financial Institution
 - Credit Union – LICU, CDCU, CDFI
 - Loan Fund – CDFI, NWO

- ★ Community Development Intermediary
 - Project Management
 - Program Management

- ★ Policy Center

MANY CDFIs
ONE
PURPOSE

 #OFNCONF



OPPORTUNITYFINANCE NETWORK 

HOPE Products & Services

- ★ Business Lending
 - ★ Loans for small & medium-sized business, NMTC
- ★ Housing Finance
 - ★ Single Family Mortgages, LIHTC debt and equity, Real Estate Development
- ★ Retail Financial Services
 - ★ Transaction products, savings products, secured/unsecured consumer loans
 - ★ Emphasis on affordable products for LMI households
- ★ Intermediary Services
 - ★ Financial counseling/education such as foreclosure mitigation, homebuyer education, credit building

MANY CDFIs
ONE
PURPOSE

 #OFNCONF



OPPORTUNITYFINANCE NETWORK 

HOPE Community Partnerships (1)

★ LIHTC Project

- ★ Permanent Mortgage – 15 year fixed rate loan
- ★ Conduit for low-cost FHLB funds – grant/loan
- ★ Onsite financial education
- ★ Onsite/online/mobile account services
- ★ Child savings accounts – public/private matching funds
- ★ Account and Credit Builder products

★ Benefits

- ★ Household
- ★ Developer/Management Company/Lender

MANY CDFIs
ONE
PURPOSE

 #OFNCONF


Hope credit union
enterprise corporation

OPPORTUNITYFINANCE NETWORK 

HOPE Community Partnerships (2)

★ Fresh Food Projects

- ★ Conduit for low-cost CDBG funds
- ★ In-store kiosk/ATM/mini-branch
- ★ Accounts for employees
- ★ Onsite financial education
- ★ Community Outreach

★ Benefits

- ★ Business – increased traffic flow, connection to community
- ★ Employees – affordable financial services, reduced fiscal stress
- ★ Community – accessible, affordable services

MANY CDFIs
ONE
PURPOSE

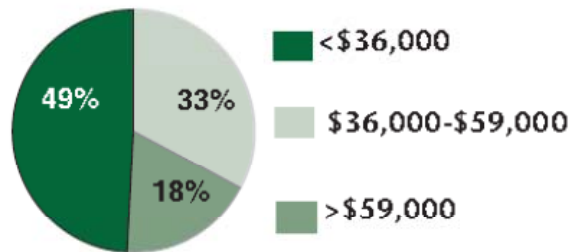
 #OFNCONF


Hope credit union
enterprise corporation

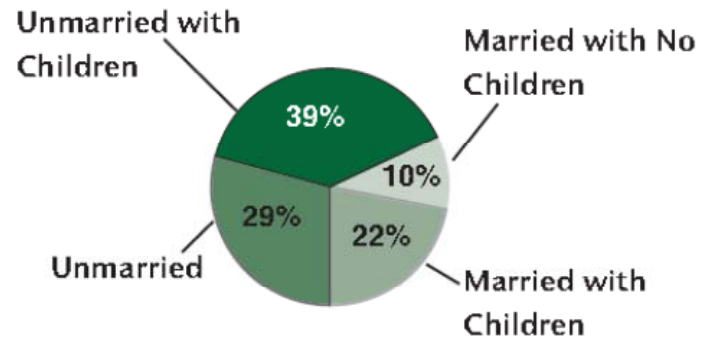
OPPORTUNITYFINANCE NETWORK 

HOPE Impact Profile

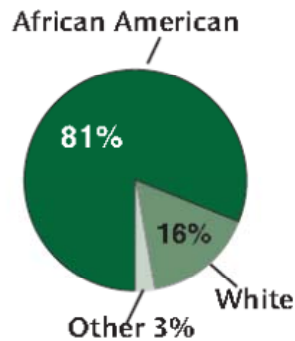
Members By Household Income



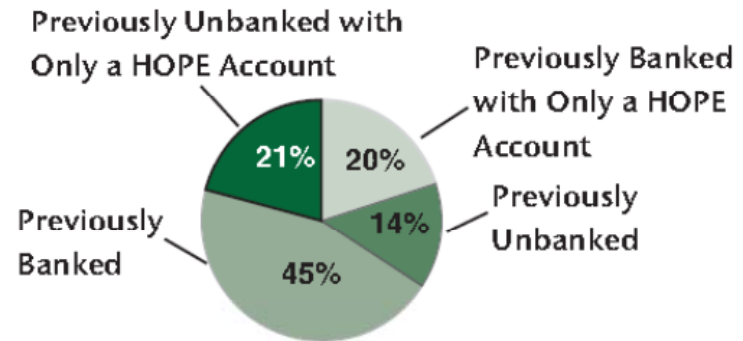
Members By Family Type



Members By Race



Prior Banking Status of Members



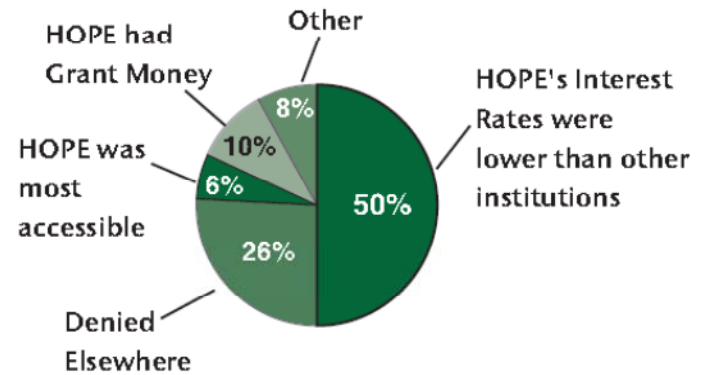
MANY C|
ONE
PURPOSE

#OFNCONF

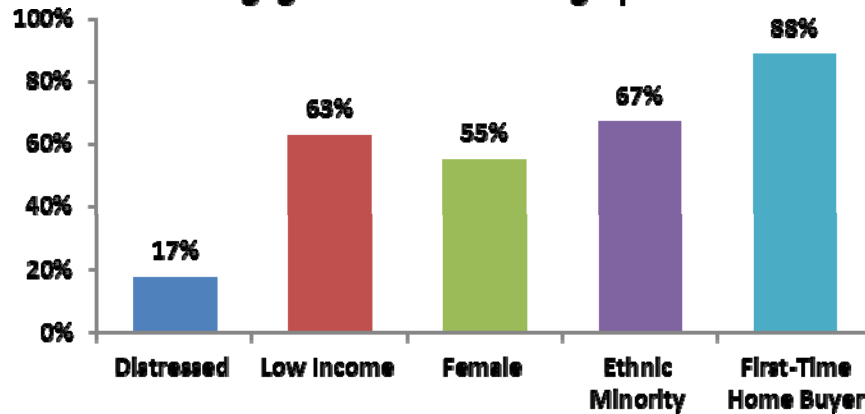


HOPE Impact Profile

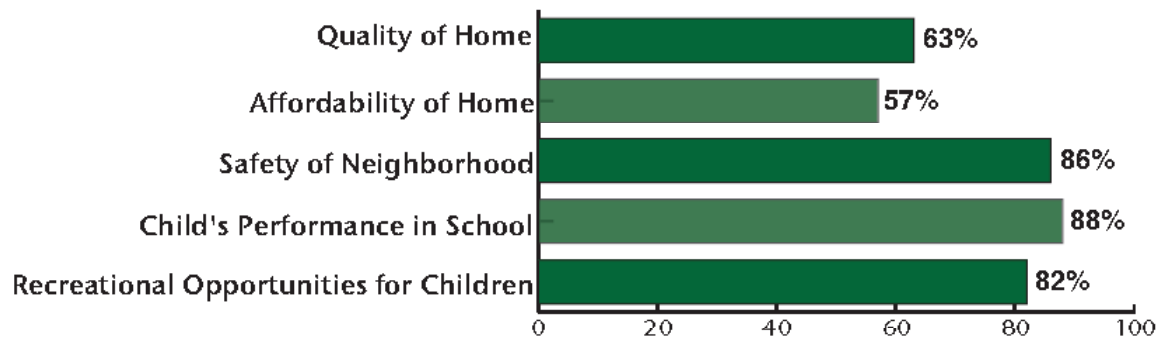
HOPE Mortgage Borrowers: Reasons for Choosing HOPE



Mortgage Borrower Demographics



Percent of HOPE Mortgage Borrowers who Report Improved Quality of Life after Purchasing a Home



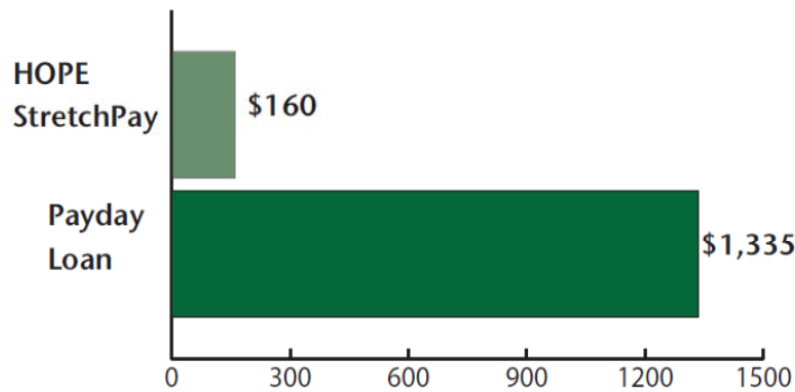
MANY CDFIs
ONE
PURPOSE

#OFNCONF

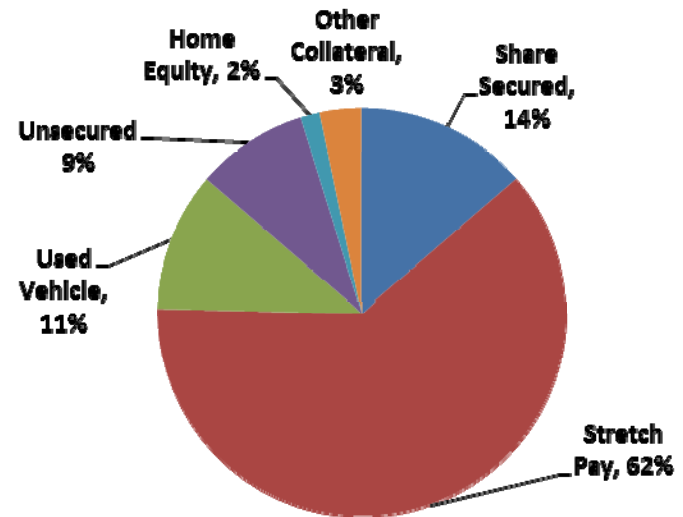


HOPE Impact Profile

Payday Loan Comparison Annual Cost



Consumer Direct Lending By Type Q4



MANY CDFIs
ONE
PURPOSE

 #OFNCONF



Contact Information

- ★ Alan Branson
Hope Credit Union
abranson@hopecu.org
www.hopecu.org
- ★ National Federation of Community Development Credit Unions
www.cdcu.coop

MANY CDFIs
ONE
PURPOSE  #OFNCONF


Hope credit union
enterprise corporation

OPPORTUNITYFINANCE 
NETWORK