LETTER FROM THE CEO

“Whatever affects one directly, affects all indirectly. I can never be what I ought to be until you are what you ought to be. This is the interrelated structure of reality.” MARTIN LUTHER KING, JR.

In the following pages we are privileged to share with you our Justine PETERSEN 2019 Annual Report, and we present it to you within the context of where we are in the world in the here and now, in mid-year 2020. No crystal ball, no forecasting prepared us for the “now.” As novel as the Coronavirus may be, sadly, our collective history of systemic racial injustice is not. This year has brought to light the urgency for each of us to be the agent of change. Justine PETERSEN is prepared to not merely participate, but to lead as we can.

My mentor, our organization’s namesake, Justine M. Petersen, recognized in her early work as a community organizer that we are called to destroy barriers to entry into the economic mainstream, and for families and communities to flourish they must build financial assets. Primary in that pursuit of assets is Access.

- Access to safe and affordable financial products and services.
- Access to mainstream financial institutions.
- Access to personal financial relationships.
- Access to the “American Ideal.”

Black Americans have been denied such access. Organizations such as Justine PETERSEN — be they a CDFI (Community Development Financial Institution), micro lender or housing counseling agency — must not only participate, but lead.

Herein, you will find the quantitative figures illustrating Justine PETERSEN’s work in 2019 including loans closed, clients counseled — lives impacted. However, qualitatively, we must reflect, and boldly consider the work that is unfinished or perhaps never begun. We will challenge ourselves to the work that ensures more inclusion to share in the fruits of the American Ideal. We each deserve no less. Justine would expect nothing less.

We are most grateful to those of our Justine PETERSEN and Great Rivers Community Capital Board Members who remain purposeful, resolute and always friendly in offering prudent counsel and consistent support toward our JP Mission of change. Their confidence enables our most remarkable JP operations team to engage those we serve to pragmatically navigate the pathways toward enduring change.

ROBERT F. BOYLE
CREDIT BUILDING

Jerry Reed is all about overcoming obstacles. A U.S. military veteran with hearing and vision disabilities, Jerry received one-on-one credit building counseling from Justine PETERSEN through the VA’s Vocational Resources Center. Jerry took out a Save2Build Credit Building Loan which not only builds credit, but creates $300 of savings after 12 months. He witnessed his credit score catapult from being unscored to 612 after just a few months of timely payments. Jerry is confident about building a bankable credit profile, with a 700+ credit score on the horizon.

ABOUT OUR CREDIT BUILDING PROGRAM

Justine PETERSEN embraces the philosophy that a good credit score is the most important asset as it leads to greater access to affordable capital and reduced expenses. Our counselors meet one-on-one with clients to assess income, debt, credit history and financial goals, and create a Credit Action Plan. We also offer a monthly financial capability series which covers topics such as student loans, asset development, budgeting and college savings accounts for kids. The sessions link clients with expertise, products and programs, and provide hands-on activities and take-aways for participants.
PAMELA & JEFFERY BLAIR

SMALL BUSINESS EXPANSION

Pamela and Jeffery Blair survey stories for a living—and their story is one of them. Determined to establish a bookstore where the characters in the books resembled the children that read them, they birthed EyeSeeMe African-American Children’s Bookstore. A growing business demands more space, so the Blairs turned to Justine PETERSEN for assistance, and through the U.S. Small Business Administration’s (SBA) Community Advantage Loan Program, they were able to obtain a small business loan to move into their larger, current location in University City, MO. The new location allows for more inventory to be displayed and also includes a large room for assembly. The Blairs were also honored as “JP’s 2019 Family of the Year” as part of JP’s Annual Awards Presentation.

Justine PETERSEN meets the credit needs of micro-entrepreneurs who are unable to obtain financing through banks or relatives and who would otherwise turn to high interest credit cards or pay day lenders. We originate micro-loans and small business loans up to $150,000 (average loan size $7,500).

JP also provides potential and current borrowers individual counseling and business technical assistance, financial education, business plan development, business training, business mentoring, and post-loan technical assistance.
KATIE MACK
HOMEOWNER AND SMALL BUSINESS OWNER

Katie Mack first came to Justine PETERSEN to purchase her dream home located in South City in 2003. Not yet quite ready for a home mortgage, Justine PETERSEN tailored a nuanced financing package that allowed Katie to purchase the home and ultimately refinance with a mainstream lender. Katie worked with a JP housing counselor to better her credit profile and obtain a competitive mortgage product. Over the course of her 17 years of home ownership, Katie has raised two boys among cats, dogs and chickens and realized over $200k in equity growth. As a small business owner, her doula service welcomes over 40 babies into the world annually. In 2019, Katie accessed a small business loan through JP’s CDFI Great Rivers Community Capital.

Katie Mack with Lucille the chicken and Atlas the dog.

ABOUT OUR HOMEBUYERS PROGRAM

Justine PETERSEN provides pre-purchase counseling, home buyer education and foreclosure intervention services. Justine PETERSEN renovates donated foreclosed properties and sells them to low-income families at affordable prices. These services include assisting prospective home buyers to address credit, debt, and income barriers to accessing an affordable mortgage loan, teaching a home buyer seminar to instruct potential purchasers on vital information, and assisting clients who struggle with mortgage loan repayment by reviewing options, negotiating with lenders, modifying loans, and in some cases, assisting with refinancing.
### 2019 Lending Impact

<table>
<thead>
<tr>
<th>Category</th>
<th>Loans</th>
<th>Totaling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Micro-Enterprise Lending</td>
<td>540</td>
<td>$6,666,608</td>
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<tr>
<td>Small Business Lending</td>
<td>69</td>
<td>$7,897,008</td>
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<tr>
<td>Credit Building and Consumer Lending</td>
<td>532</td>
<td>$532,572</td>
</tr>
<tr>
<td>Housing and Home Improvement</td>
<td>9</td>
<td>$83,338</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,256</strong></td>
<td><strong>$15,179,525</strong></td>
</tr>
</tbody>
</table>

**Black Owned Businesses**

- Justine Petersen made 432 loans in 2019 to black owned businesses totaling $10,231,596.

- 74% of our micro enterprise and small business lending
2019 FINANCIALS

CONTRIBUTIONS
$3,854,313

INCOME
- Program Fees: 53%
- Donated Services and Property: 44%
- Other: 3%

EXPENSES
- Economic Development: 76%
- Housing: 14%
- Savings: 6%
- Management and General: 3%
- Fundraising: 1%

See our website for our complete financial statements: justinepetersen.org/about-us/#about-us-financials
FINANCIAL SUPPORT

**Loan Fund Partners**

**INSTITUTIONAL**
- Bank of America
- Busey Bank
- Capital One
- Carrollton Bank
- Credit Builders Alliance
- CDFI Community Investment Fund I LLC
- CIBC Bank
- Citizens National Bank
- Deaconess Foundation
- Dieterich Bank
- FCB Banks
- First Bank
- First Congregational Church
- First County Bank
- First National Bank of Staunton
- Heartland Bank
- IFF
- Illinois Housing Authority
- Illinois National Bank
- Lindell Bank
- Madison County Community Development
- Marine Bank
- Mercy Investment Services
- Midland States Bank
- Midwest Bankcentre
- Montgomery Bank
- Morgan Stanley New Markets LLC
- Morton Community Bank
- Opportunity Finance Network
- PeopleFund
- PNC Bank
- Regions Bank
- Reliance Bank
- Simmons Bank
- Stifel Bank & Trust
- United Community Bank
- U.S. Dept of Agriculture
- U.S. Dept of Treasury - CDFI Fund
- U.S. Small Business Administration
- Woodforest National Bank

**INDIVIDUAL**
- James and Diane Balough
- Shirley Bild
- Kathleen Danker
- Marypat Ehrlmann
- Robert L. and Janet Fitzpatrick
- James and Virginia Hartley
- James and Mary Kriegshauser
- Shirley Lamb
- Brenda and David Light
- Jeffery Lindgren and Kenda Nodle
- James and Linda Morice
- Joseph Rezy
- Nancy Sachs
- William O. Seaman
- Allan Shickman and Bonnie Mae Lenz
- Timothy Waither

**Contributors**

**GOVERNMENT**
- Bi-State Development Agency
- City of East St. Louis, IL
- City of Kansas City, MO
- City of Peoria, IL
- City of Springfield, IL
- City of St. Louis, MO
- Housing Action Illinois
- Illinois Housing Development Authority
- Madison County Community Development
- Madison County Government
- NeighborWorks America
- U.S. Dept of Health & Human Services
- U.S. Dept of Housing & Urban Development
- U.S. Dept of Treasury
- U.S. Small Business Administration

**FOUNDATION**
- Bank of America Charitable Foundation
- JPMorgan Chase Foundation
- Missouri Foundation for Health
- PNC Foundation
- St. Louis Community Foundation
- Tides Foundation
- U.S. Bank Foundation
- William A. Kerr Foundation

**INDIVIDUALS**
- Chonda Aiello
- Kathryn Arnold
- Annamarie Baker
- Rochelle Bea
- Bredner Benson
- Robert Boyle
- Angela Burreage
- Linda Clark
- William Clark
- William Clark
- Nicole Clements
- Brian Cleveinger
- Shana Collier
- Jenny Connelly-Bowen
- Stephanie Cohan
- Franchot Cunningham
- Eddie Davis
- Jaymes Dearing
- Donald & Elizabeth Doherty
- Penney Fields-Burnett
- Sheri Flanigan-Vazquez
- Matthew Ghiot
- Galen Gondolfi
- Lefebvre Guile
- Laurie Hauber
- Ron Hawley
- Josh Hazen
- Michelle Hinze
- Bertram Hubbard
- Barbara Hubbard
- Allan Ivey
- Tracy James
- Ellen O'Neill
- Daniel Koslovsk
- William Kovacs
- Meredith Mallon
- Alexander Lemp
- Lillian Manning
- Aaron McMullon
- Abel Ogbe
- Ellen O'Neill
- Bryon Price
- Alda Richardson
- Elisaa Schamman
- Ramona Scott
- Tamra Tieford
- Richard Torack
- Anica Vukomanovic
- Sheles Wallace
- Keith Willy
- Maximilian Zales
- Lisa Zimmerman
AWARDS

JP 2019 FAMILY OF THE YEAR:
PAMELA & JEFFREY BLAIR AND FAMILY

2019 JP Family of the Year presented to Pamela and Jeffrey Blair and family for their dedication and commitment to growing and expanding their small business, EyeSeeMe African-American Children’s Bookstore.

JP 2019 SMALL BUSINESS OWNER OF THE YEAR:
DON JOHNSON

2019 JP Small Business Owner of the Year presented to Don Johnson of Steel Rebar Manufacturing LLC for his zealous trajectory as a serial entrepreneur, expanding into various industries.

JP 2019 LENDING PARTNER OF THE YEAR:
FIRST BANK

2019 Lending Partner of the Year presented to First Bank for their steadfast support in providing lending capital to JP small businesses and advancing the development of a Special Purpose Vehicle (SPV) equity-building loan fund.
JP BOARD OF TRUSTEES

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President & Executive Director, Center for the Acceleration of African-American Businesses

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Entrepreneur/Owner, Beginning Futures

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CEO/Principal, Twain Financial Partners, Retired
Deborah James
Owner, Freddie Lee’s Gourmet Sauce LLC

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President & Executive Director, Center for the Acceleration of African America Businesses

Mr. Donald P. Doherty
Regional President, Montgomery Bank

Ms. Elissa Schauman
Of Counsel Attorney, Leverage Law Group, LLC

Mr. Raymond Lowry
Senior Credit Officer, Risk Management, Regions Bank

Ms. Nicole Clements
VP Community Development Banking, PNC Bank