

NORTH OF DELMAR BULLETIN

by justine PETERSEN

OUR COMMITMENT

Our communities are often defined by their divides. In many cities, these divides still look like the Home Owners' Loan Corporation Maps from the 1930s that were marked and defined by race. The racist attitudes and language used gave federal support to racist real-estate practices and helped to accelerate and maintain segregation in America throughout the 20th century. Research by the National Community Reinvestment Coalition shows that 64% of neighborhoods graded as "hazardous" are minority-majority neighborhoods today. Justine PETERSEN's work as a Community Development Financial Institution (CDFI) focuses on filling the gaps for communities and populations that lack access to the capital and resources necessary to catalyze growth and opportunity. This work is often most visible at the divides.

Residents living across disinvestment divides have the same financial goals and challenges as those in neighborhoods with high levels of investment. However, they are often denied credit

cards or non-predatory personal loans for short-term emergencies, business loans to start or grow a business, or access to an affordable mortgage to buy a house in the neighborhood. In St. Louis, the area North of Delmar (NOD) includes over 300,000 people, 75% of whom are African American, and has an average poverty rate of 24.8%. The average census tract North of Delmar attracts 16 small business loans per year from banks while in census tracts outside of this area, the number is 49.5 loans.

Justine PETERSEN is located at 1023 N. Grand Blvd in the 63106 zip code, centering our work literally and figuratively North of St. Louis's Delmar Divide. Justine PETERSEN (JP) provides safe and affordable financial products paired with counseling so low-income and credit-challenged people can solve financial problems, meet their goals, and empower their families to build financial resilience. Armed with higher credit scores and lower-priced financial products, clients invest more in their homes, their businesses, their children, and their communities.

OUR RESULTS NORTH OF DELMAR

Since our founding we have originated over \$56M in capital to the area North of Delmar [1] in St. Louis, 47% of our total capital disbursed. We have supported more than 1,700 businesses North of Delmar by originating more than 3,300 business loans. JP has also provided credit building counseling to over 4,200 people who reside NOD. Delve deeper into our [data online](#).

Capital Lent North of Delmar

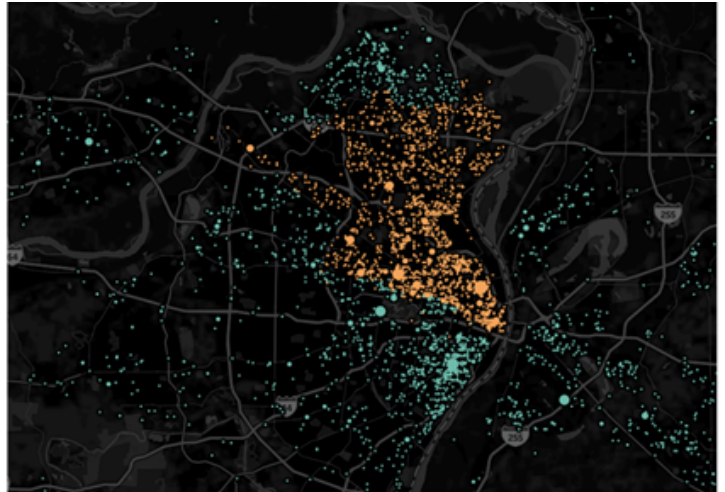
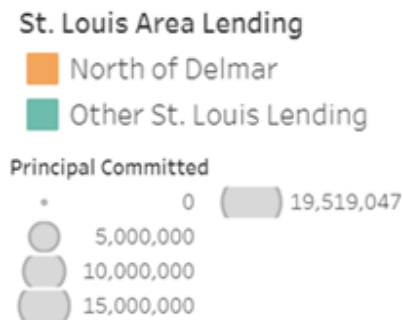
\$56,704,403

% of JP's Total St. Louis Lending

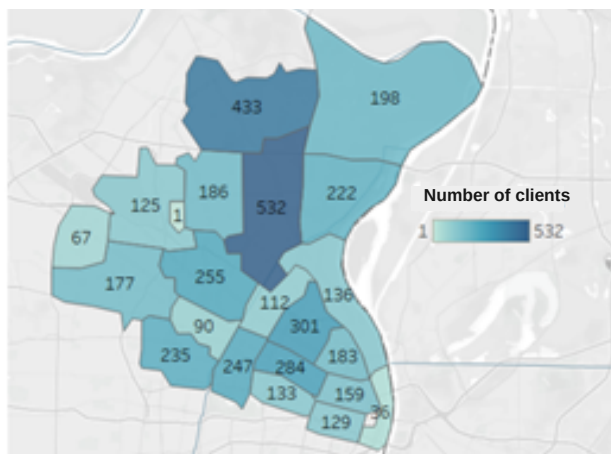
47%

[1] Justine PETERSEN defines the North of Delmar area using the St. Louis Promise Zone as a basic map and then including a number of similar adjacent geographies like Jennings, Florissant, Normandy, Overland, St. Anne, the 3rd Ward of University City, and parts of Black Jack. The Promise Zone, designated in 2015, encompasses portions of the City of St. Louis and St. Louis County. The selected areas have high unemployment, high crime and mortality rates; significant numbers of vacant lots and abandoned buildings; and homelessness. The Promise Zone designation lasts 10 years.

ST. LOUIS REGION LOANS BY GEOGRAPHY



CREDIT BUILDING COUNSELING CLIENTS BY ZIP CODE



Our small business lending is helping provide needed products and services in neighborhoods NOD AND generating employment for others. A recent analysis of Justine PETERSEN's business lending NOD showed that in 2018 we provided capital to 199 small businesses, supporting 320 jobs and generating \$13M in income for owners and employees. This is income NOD residents have to turn around and spend on rent, childcare, and other household needs for a total direct and indirect benefit of \$65 million from the loans JP made NOD just in 2018.

Black-Owned Small Businesses

Justine PETERSEN isn't limited by geography. We know that entrepreneurs of color struggle to obtain capital for their business regardless of location. As reported by the Federal Reserve Bank, Small Business Loan applications for Black and Hispanic business owners are significantly more likely to be denied than white business owners. Justine PETERSEN is proud of the over 3,200 black-owned small businesses it has provided capital to.

Business Sector	# of Businesses
Auto/Transportation/Delivery	201
Childcare/Adult Day Care	254
Food & Culture	687
Healthcare	205
Real Estate/Housing/Construction	526
Services	927
Wholesale/Manufacturing	51
Grand Total	3,264

FEATURED BUSINESS- EYE FASHION FACTORY



Eye Fashion Factory provides on-site quality vision care, vision education, and prevention and maintenance services to each customer and the community at large. It accepts most insurance plans as well as Medicaid and Medicare Health plans. Furthering their community commitment, Eye Fashion Factory has partnered with the St. Louis Public schools to offer free eye exams to students in need to promote healthy vision in children.

The Dobyne family also goes way back with Justine PETERSEN, obtaining their first loan from JP in 2011 to work on remodeling their store. The major renovation was rewarded when Eye Fashion Factory was the 2013 recipient of the Mayor's Neighborhood Business of the Year Award in the 22nd Ward.



In 2020, COVID hit Eye Fashion Factory hard. Overall sales decreased due to initial pandemic restrictions. However, Eye Fashion Factory is the only eyeglass location in St. Louis City that accepts Medicaid, and after a slow few months, they are seeing four to five new patients a day. However, purchasing personal protective gear and other materials to put COVID precautions in place, coupled with a loss of income was putting a strain on the business.

With the assistance of Wells Fargo, Justine PETERSEN was able to offer the Dobyne family business an "Open for Business loan," an

Eye Fashion Factory was founded 1984 by Robert and Sandra Dobyne. For the first two years, the young business partners rented a small space owned by a local ophthalmologist and primarily focused on the wholesale manufacturing of eyeglasses for local eye doctors.

In 1985, they purchased a lot in North City at the intersection of Natural Bridge Avenue and Goodfellow Boulevard in St. Louis, MO. The small building on the lot was nearly unsalvageable but the Dobyne had a vision to see a thriving optical business located there. Eye Fashion Factory opened its doors to the public in 1986 and more than 35 years later, the business is still growing.



innovative financing product that provided additional working capital and allowed for existing business debt to be refinanced at a competitive rate of 3%. Refinancing their existing debt with the Open for Business loan significantly reduced their loan payments—allowing the Dobyne to keep their business sustainable as they look forward to a post-pandemic future.

FEATURED PRODUCT AND PARTNERSHIP: HOLY GROUND COLLABORATIVE



Justine PETERSEN works with and through existing community partners—supporting and growing the capacity that already exists in disinvested communities. An example of how we work to distribute power and knowledge by leveraging community support organizations and neighborhood groups is our partnership with the

Holy Ground Collective. JP launched the Holy Ground loan program in 2017. This emergency lending program grants borrowers a “symbolic shelter of peace for refuge from the storms of life surrounding their current situation.” Loans of up to \$500 are provided at no interest cost to the borrowers. Participants must reside in one of nine wards located North of Delmar. This program has assisted 44 borrowers to cope with emergency financial situations. Contact Nikki Wilson for assistance with an emergency loan from the Holy Ground program, 314-533-2411, ext. 120 or nwilson@justinepetersen.org.



JP Research and Development Team: Tamra Thetford, Chief Program Officer, Theodore Floros, Senior Evaluation Associate, Franchot Cunningham, Asset Building Counselor, and Daniel Koslovsky, Evaluation Associate.