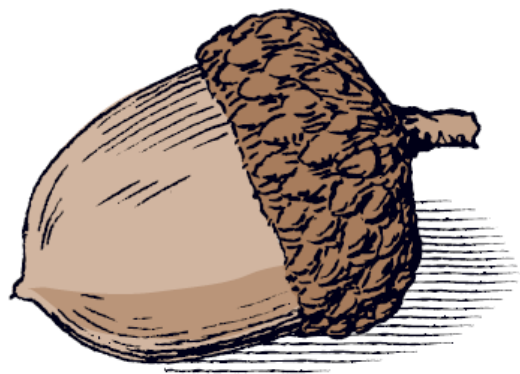


Aligning Mission, Message & Impact





BANK OF ST. FRANCISVILLE

MEMBER FDIC

H. Carter Leak IV, President & CEO

Articles written
and photos taken
by award winning
editorial team



GROWING UP WITH GHOSTS

[Profiles](#) [General](#)

CATEGORIES

MORE THAN 60,000 VISITORS A YEAR VISIT THE MYRTLES PLANTATION IN ST. FRANCISVILLE, THE INFAMOUS ANTEBELLUM SITE CONSIDERED TO BE ONE OF AMERICA'S MOST HAUNTED HOMES.

Now, along with its famed resident ghosts, The Myrtles could also become known for its innovative take on local gastronomy. Owners John and Teeta Moss and their son, Morgan, are set to break ground on a new open-hearth

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We Are West Fell



Growing Up with Ghosts



Save a Little; Live a Lot



The Generation Game

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Doing Good ... Better



The Building Blocks of Business



In Line with Online Banking



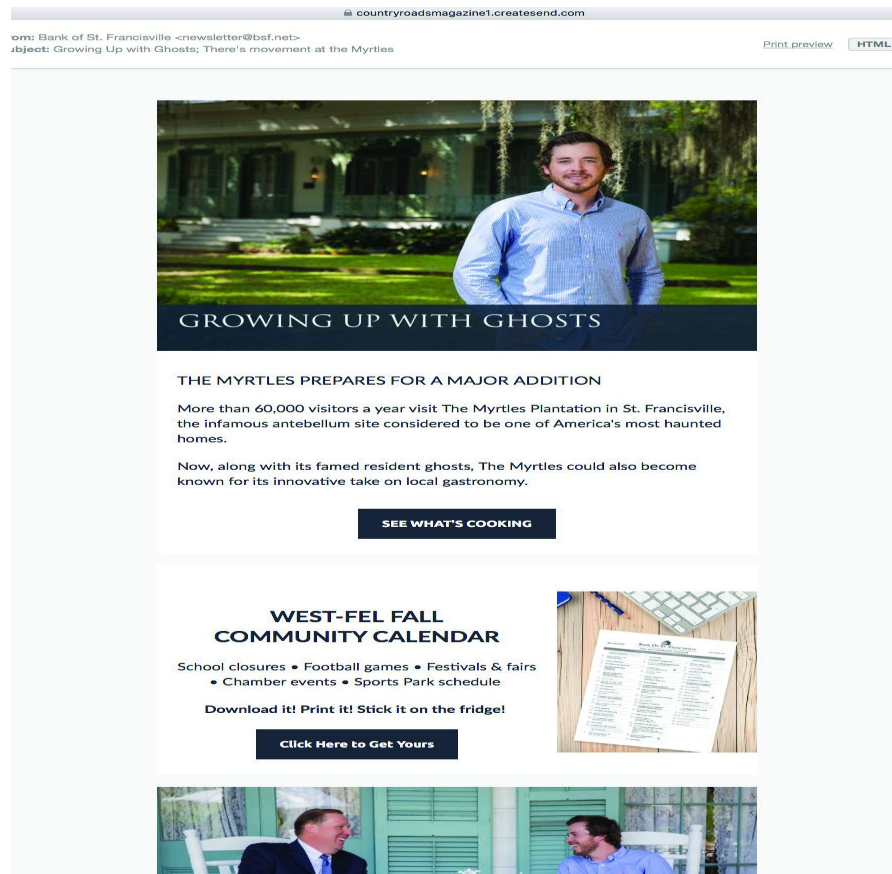
Strategies for Saving

GENERAL

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Emailed to your existing customers... Posted to your social media channels

Drives interest, new contacts, brand awareness, and inquiries back to your website



**SUPPORTING OUR COMMUNITY
THROUGH EFFECTIVE CAMPAIGNS
AND STRATEGIC PARTNERSHIPS**

B.DOYLE MITCHELL, JR, PRESIDENT AND CEO

BANK HISTORY

Industrial Bank was established in 1934 by Jesse H. Mitchell during the Great Depression and during an era when majority banks refused to provide loans to African-Americans. Eighty-five years later, Industrial Bank continues as a third generation and African American owned bank with a mission to promote financial and economic empowerment to all.

The first bank branch was opened on the historic U Street and is known for its iconic clock that can be seen from miles away. On May 16th we kicked off our 85th anniversary celebration with a reception and a lighting of the refurbished clock by D.C. Mayor Muriel Bowser.

CAMPAIGNS

Create relevant campaigns that align with your current strategic initiatives outlined in your Strategic Plan.

Purpose: To demonstrate benefits of banking locally and how it impacts businesses, community members, banks, and other stakeholders.

Target Audience: Individuals who support social impact, community- and cause-related issues, and black businesses.

- Target #1: Baby Boomers—ages 52-62
- Target #2: Generation Xers—age 37-52



STRATEGIC PARTNERSHIPS

Develop partnerships with organizations that align with your overall mission and current campaigns.

Community Organizations and Non-Profits

- **Think Local First -Think Local First DC** works to support the long-term success of local businesses through education, advocacy, and connections.
- **New Endeavors for Women** - NEW is guided by a mission to partner with homeless women to create new futures. We provide a nurturing environment so that women can recognize their worth. NEW transforms lives, by providing housing, fostering the development of life skills, and promoting education and employment, to end the cycle of homelessness.

Business Organizations

- **U.S. Black Chambers, Inc. (USBC)**- provides committed, visionary leadership and advocacy in the realization of economic empowerment. Through the creation of resources and initiatives, the USBC supports African American Chambers of Commerce and business organizations in their work of developing and growing Black enterprises.
- **Prince Georges County Chamber of Commerce** - Founded in 1924 and regarded as the leading voice for business in Prince George's County, The Prince George's Chamber of Commerce is a non-profit alliance of over 500 businesses, representing over a quarter of a million employees,

STRATEGIC PARTNERSHIPS

In 2015, a group of black male entrepreneurs led by one of our strategic partners, the US Black Chambers, Inc. (USBC), opened accounts with Industrial Bank. The Black Male Entrepreneur Institute, which is an extension of USBC, works to provide Millennial black male entrepreneurs with a 16 week dynamic and personalized business development experience.



In 2016, a popular rapper named Killer Mike issued a call to action for the black community to move their money to black owned banks. In response to the call, we partnered with a local millennial organization, HBCU WallStreet to host a #BankBlack Saturday. The overall #BankBlack movement resulted in Industrial Bank gaining over 6,000 new accounts @ approximately \$20million



Certifications



Certified



Corporation™

global alliance
for banking
on values



Our mission is to empower financial
wellness through innovation

50

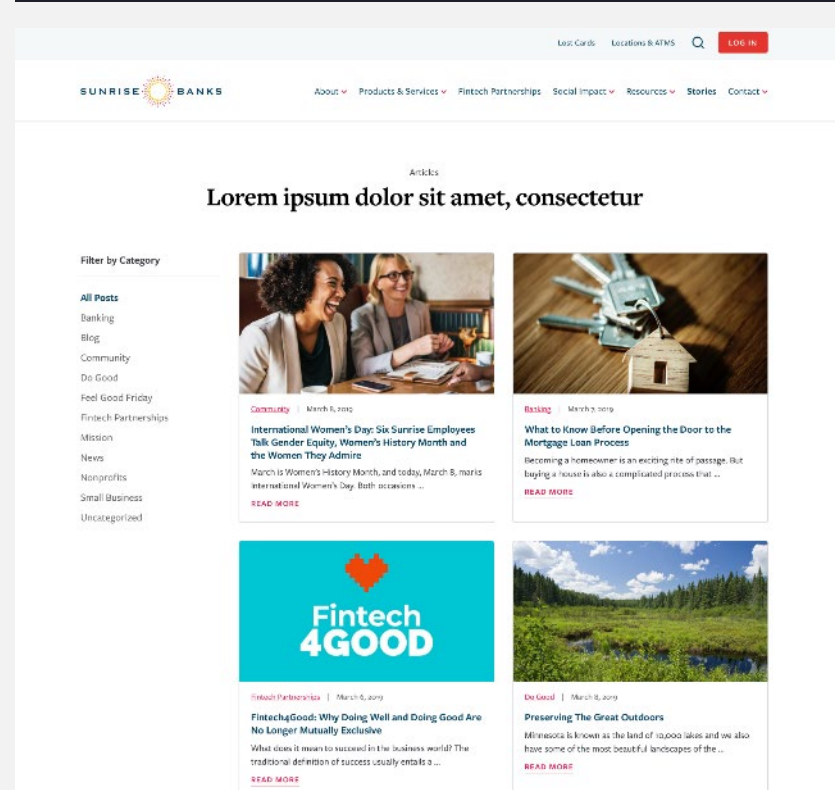
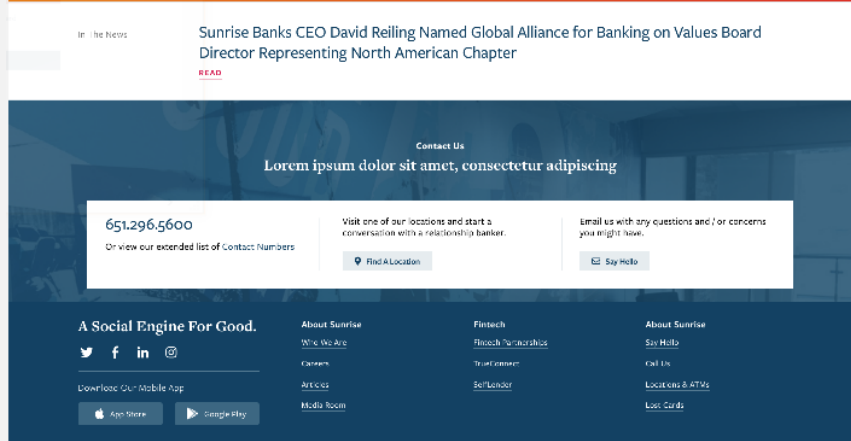
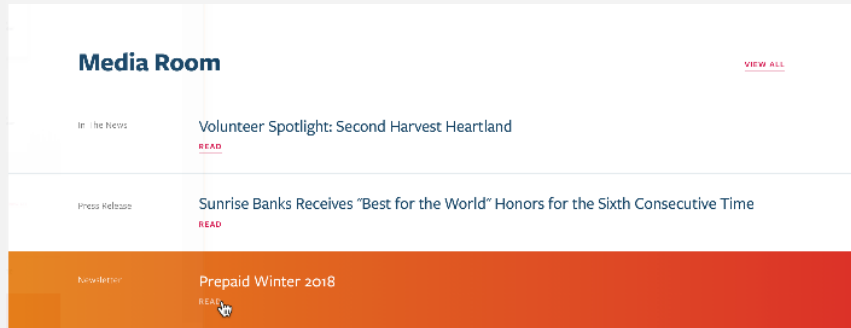
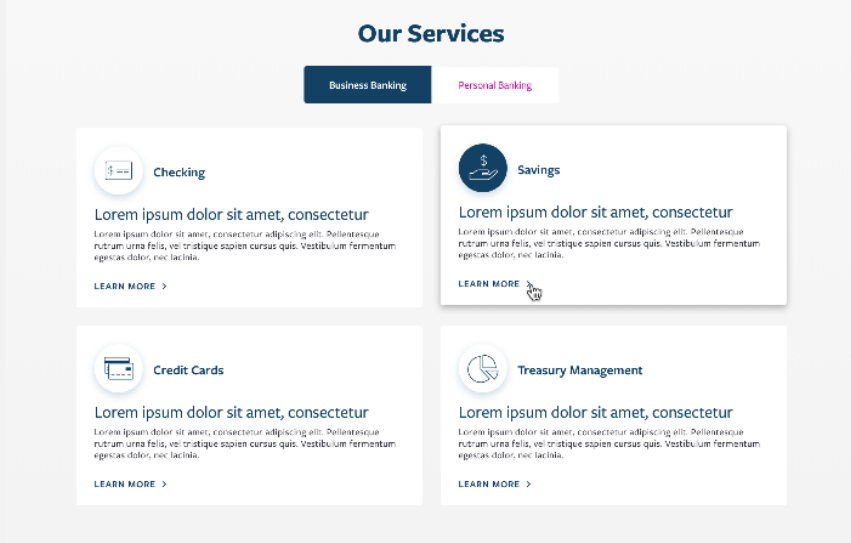
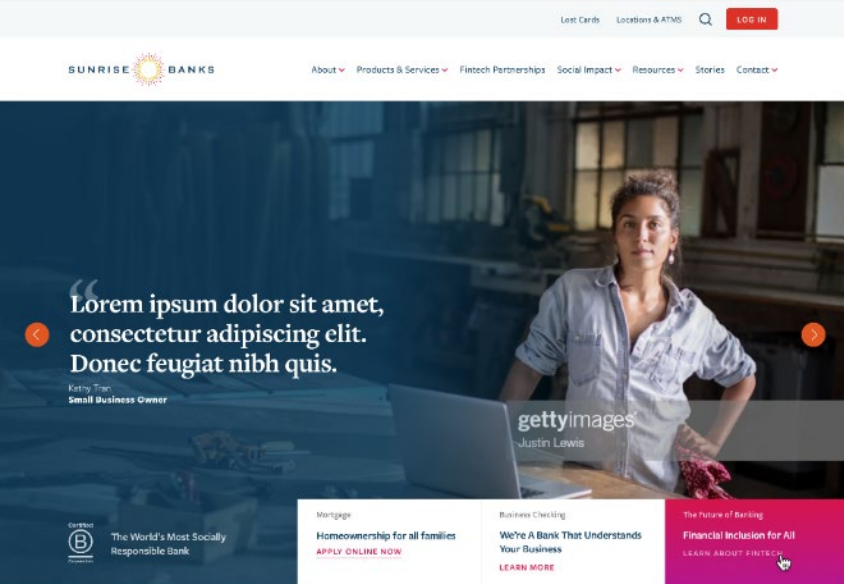
INNOVATIONS

22

YEARS

28

MILLION LIVES
IMPACTED







2018

IMPACT
REPORT



2018



IMPACT REPORT

se Banks
ects engaged community volunteers with
rtunities that mix doing good and having fun
orth4Good hosted
nts in the community
the following impact:

400

job readiness kits for
individuals transitioning
into the workplace.

8

storage boxes for
Habitat for Humanity.

6,100+



In August, 41 Sunrise Banks volunteers
participated in the Habitat for Humanity
Entrepreneurs House build in St. Paul.
The volunteers spent five days on the site,
volunteering over 280 hours.

Professional Clothing
Drive

During the bank's annual Charitable Giving
Week, employees gave over \$16,000 to
support nonprofit organizations.
Additionally, employees made and donated
nine blankets to Children's Minnesota -
St. Paul Hospital.

Donated
Lunches

Brand Journalism
Videos

... constantly focused on providing
... helping the communities around us thrive
... our DNA; we are changemakers.
... all the things that we have been able to accomplish
... which are highlighted throughout this report. I'm re
... of change can grow into areas of positive imp
... other. At Sunrise, that's how we do business, every
... with other like-minded companies, organizations,
... we are able to turn small positive changes into
... benefits the communities we serve
... while our community development bank focus rem

"We're part of our DNA,
we are changemakers"

Impact Report Unboxing





Fintech 4GOOD

David Reiling



Through the power of financial technology (otherwise known as fintech), doing well and doing good are no longer mutually exclusive. In fact, they are combining forces to exponentiate success across the board. Helping others is just as important of a metric as making money – and we can now achieve both at the same time. These five fintechs will illustrate that you don't have to choose between making a difference in your wallet or a difference in the world. You can dare to be different by picking both.



about the author

David Reiling is a social entrepreneur, continuously innovating in community development finance and financial inclusion. He is the Chief Executive Officer of Sunrise Banks and has been in the community development banking industry for more than 25 years.

written by

DAVID REILING
PRESIDENT,
CEO,
& BOARD CHAIRMAN
@ SUNRISE BANKS

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Amazon reviews

★★★★★

Reiling provides a glimpse into the workings of some creative ways entrepreneurs are using technology to address specific personal financial needs. As compelling as the products are the mindsets and stories of the founders who are driven to action to create positive change in peoples' lives, some of these are also spotlighted in the book. A quick, informative, and inspiring read.

★★★★★

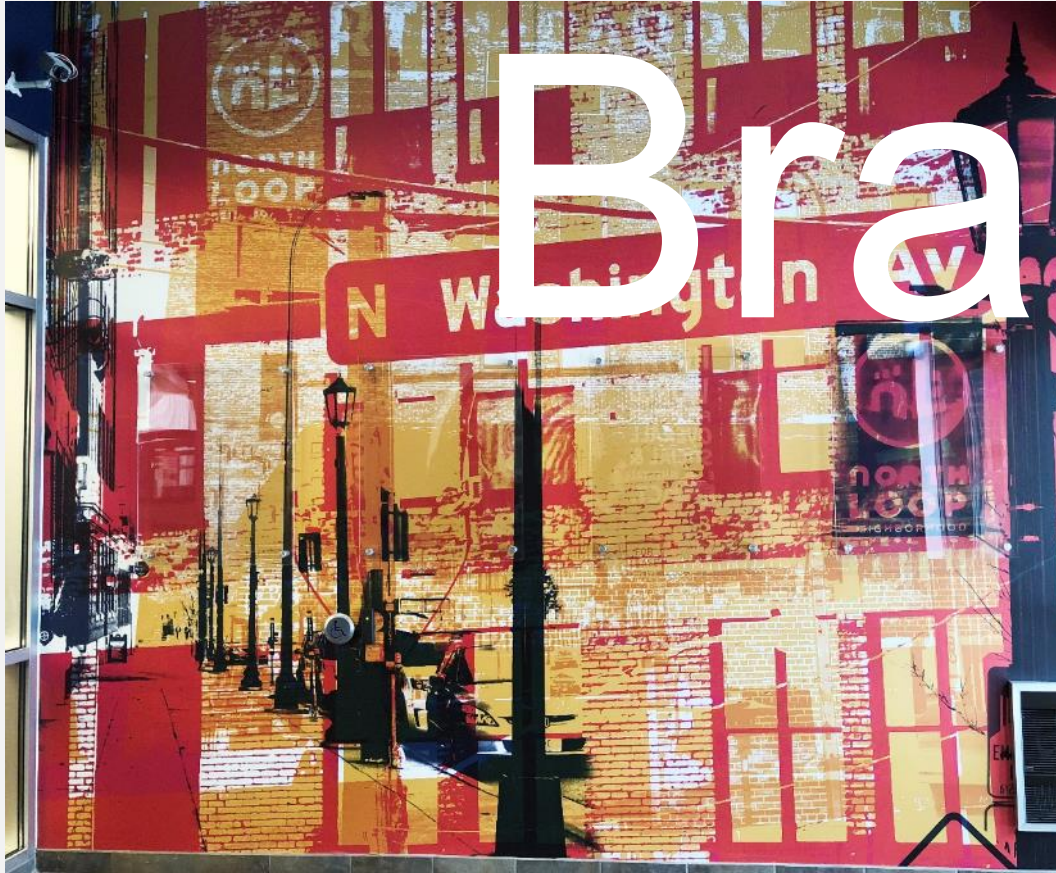
Great and quick read. For those of you who have lost faith in our financial systems, this book features inspirational stories about individuals finding ways to use technology to help people with financial struggles. Kudos to David Reiling for writing this book!

★★★★★

As author David Reiling says, "We're in the business of social change, we just happen to be bankers." His new book Fintech4Good is a valuable handbook that reminds us how financial and technological transformation can leapfrog financial institutions in their ability to create positive social transformations and Do Good.

featured fintechs

PEANUT BUTTER
NOVA CREDIT
SELF LENDER
TRUECONNECT
EARNUP



Aligning Mission, Message & Impact

