Aligning Mission, Message & Impact
Articles written and photos taken by award winning editorial team.
Posted to your website

Includes your Customer Profiles as well as financial education
Emailed to your existing customers...
Posted to your social medial 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
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,
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

CDFI Fund

Certified

B Corporation

global alliance for banking on values
Our mission is to empower financial wellness through innovation.
Impact Report Unboxing
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

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Amazon reviews

★★★★★
relloing 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 mini-biographies and
stories of the founders who are driven to action to
create positive change in people’s lives. Some of these
are also highlighted in the book. A quick, informative,
and inspiring read.

★★★★★
A great and quick read. For those of you who have lost
faith in our financial systems, this book features
personalized stories about individuals looking for
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
transformations can improve social institutions in
their ability to create positive social transformations
and Do Good.

featured fintechs

PEANUT BUTTER
NOVA CREDIT
SELF LENDER
TRUECONNECT
EARNUP
Ranked best bank in the world for positive overall social & environmental impact.
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