

## **D. COMMUNITY REINVESTMENT GOALS**

***Financial institution's annual Community Reinvestment Goals should include information on the number of small business loans, home mortgages, home improvement loans, and community development investments to be made within low and moderate-income neighborhoods within the City of Philadelphia.***

### **a. Provide an overview of the financial institution's annual Community Reinvestment Goals.**

The Bank has consistently been rated "outstanding" under the Community Reinvestment Act by both the Federal Reserve Bank and more recently, the Federal Deposit Insurance Corporation (currently the Bank's primary federal regulator). The Bank's branch offices and its ATM network are strategically located throughout the Philadelphia region to ensure that persons in the low to moderate income areas have access to the Bank's products and services. These affordable products and services include checking, savings and money market accounts which meet the needs of this target market at every stage of life from youth to the senior citizen level. In addition, the Bank offers low-cost deposit accounts to non-profits and religious organizations that not only serve low to moderate income persons in the same target markets but also create sustainable jobs which demonstrate the Bank's goal of stimulating economic development in the region.

The Bank manages and delivers a diverse offering of flexible financial products to small businesses throughout the Philadelphia region including term loans, working capital lines of credit, and commercial mortgages that best serve this sector and more importantly assist in enhancing their capacity and sustainability. Another important sector in the Bank's target market includes churches and other not-for profit organizations that operate through grants or pledges for future payments. To bridge this gap, the Bank offers specially designed bridge loans to cover funding needs between grant and/or receivable payments. This type of financing allows these organizations to continue without interruption to either services or staffing.

United Bank of Philadelphia continues to evaluate its product offerings and through its technological platform extends its reach to persons beyond its traditional branch network. The Bank offers online banking services which allow customers to make payments, transfer balances and pay bills. In addition, the Bank offers telephone banking services allowing customers to verify account balances and make transfers between accounts by phone. Customers also have access to the Bank's services through its automated teller machines (ATM's) a 24-hour banking network, which is linked with STAR ATM Network, one of the largest in the country. ATM locations include three at the Bank's branch locations and thirteen other locations throughout the City. Of the 13 ATM locations, 9 are located in low to moderate income neighborhoods.

The Bank prides itself in building collaborative relationships to create balance with its loan products by working strategically with well-known loan guarantee programs to ensure that the Bank's clients have increased opportunities to grow their businesses and to continue to create jobs in the region.

- b. Provide the number of small business loans, home mortgages, home improvement loans, and community development investments to be made within low and moderate-income neighborhoods within the City of Philadelphia.

Type	2013 Goals	2013 Results	2014 Goals
Small Business Loans	33	33	30
Home Mortgages	0	0	0
Home Improvement Loans	0	0	0
Community Development Investments	3	12	10

If applicable, explain why previous year results did not meet the stated goal.

N/A

- c. Provide the actual number and dollar amounts of small business loans, home mortgages, home improvement loans, community development investments, consumer loans, and other commercial loans made in neighborhoods within the City of Philadelphia.

### Calendar Year 2013

*Number of Loans by Income*

Type	Low	Mod	Mid	Upp	Total
Residential Mortgage	0	0	0	0	0
Home Improvement	0	0	0	0	0
Small Business Loans	10	7	10	6	33
Community Development	4	3	3	2	12
Consumer Loans	4	6	2	0	12
Other Commercial Loans	0	0	0	0	0
<b>Total:</b>	18	16	15	8	57
How many business loans were originated?	10	7	10	6	33

*Value of Loans (\$) by Income*

Type	Low	Mod	Mid	Upp	Total
Residential Mortgage	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Home Improvement	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Small Business Loans	\$3,663,000.00	\$ 1,759,138.00	\$3,100,640.00	\$2,692,377.83	\$11,215,155.83
Community Development	\$ 297,000.00	\$ 910,000.00	\$ 1,011,149.02	\$ 525,000.00	\$ 2,743,149.02
Consumer Loans	\$ 2,600.00	\$ 2,000.00	\$ 600.00	-	\$ 5,200.00
Other Commercial Loans	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
<b>Total:</b>	<b>\$3,962,600.00</b>	<b>\$2,671,138.00</b>	<b>\$4,112,389.02</b>	<b>\$3,217,377.83</b>	<b>\$13,963,504.85</b>
% of Consumer Loans made through Credit Cards	100%	100%	100%	0%	

- d. **Provide information on other types of community development investments made in neighborhoods within the City of Philadelphia (for example: Grants, Education, Public or related Commercial Development).**

United Bank of Philadelphia has developed longstanding partnerships with not-for-profit organizations such as the African American Chamber of Commerce, The Greater Philadelphia Chamber of Commerce and Operation Hope to name a few, to help fulfill their missions of technical support and advocacy to small businesses and financial education for youth.

- e. **Briefly describe any lending outreach programs geared toward minorities, low-income persons, immigrants, or women. This description should include the targeted community, the type of product (i.e. commercial, home lending, unsecured consumer) and any program outcomes.**

The Bank offers a Secured VISA credit card geared towards helping customers reestablish credit or helping customers establish credit for the first time. The card has a fixed interest rate and is secured by a low minimum deposit, FDIC insured savings account. In addition, all payment information is reported monthly to all three Credit Reporting Agencies.