



Impact Report



Our Story

Founded in 1972 to serve the underserved African American community in New Orleans, Liberty Bank and Trust now operates in eleven states and reaches customers nationwide through a robust digital presence.

Liberty's CEO of 50+ years, Alden J. McDonald, Jr., views the bank as vital for providing quality banking services and insurance to underserved, underestimated, and undervalued people and communities.

Today, Liberty is a leading Minority Depository Institution (MDI) and Community Development Financial Institution (CDFI) lender, with assets exceeding \$1 billion. The bank channels hundreds of millions of dollars back into the community annually by serving low-to-moderate-income (LMI) customers as well as all individuals in the community.



Mission, Vision, and Values

Our Mission:

To provide cost-effective delivery of high-quality, innovative, customer-driven financial products and services to diverse markets with a focus on disadvantaged communities who have traditionally been underserved. Liberty strives to maintain the company's status as a catalyst for economic and community development while generating fair returns to shareholders and being an excellent corporate citizen.

Our Vision:

Equitable access to high-quality banking for every individual or entity nationwide.

Our Values:

Community: A commitment to customer excellence, service, and the success of others.

Leadership: Everyone leads in making us better.

Excellence: In all execution and every customer encounter.

Accountability: Employee ownership, responsibility, and agency.

Resiliency and Responsiveness: To our communities and each other.

Board Governance and Management



Board of Directors



Dr. Norman C. Francis
Chairman of the Board

Director and Chair – Dr. Norman C. Francis – is a founding director of the bank and has served as its Chairman since the bank's inception in 1972. He was also President of Xavier University, a position he held for 45+ years starting in 1968. Under Dr. Francis's leadership, the bank went from a trailer to 11 states and is now the largest black-owned and black-lead bank in the country.



Todd O. McDonald
President

Director and President – Todd O. McDonald – a graduate of Morehouse College and an MBA from Northwestern's Kellogg School of Management, has been with the bank for over 20 years. President McDonald is also a graduate of Louisiana State University's Graduate School of Banking. As President, Todd is responsible for developing business and leading high-impact initiatives as well as Liberty's corporate strategy. Under Todd's leadership, the bank received its largest influx of capital allowing the company to cross the billion-dollar threshold. He has also evolved the organization into diverse business lines including affordable housing development.



Alden J. McDonald, Jr.
Chief Executive Officer

Director and CEO – Alden J. McDonald, Jr. – has held the position since the bank's inception in 1972, making him the longest-tenured African-American financial executive in the country. With over 50 years of experience in the banking industry, Mr. McDonald's strategic vision and hard work have been paramount to the bank's success and resulted in 47 years of profitability. Under his leadership, the bank's assets have grown from a mere \$2 million in 1972 to over \$1 billion today and from a mobile trailer office in New Orleans to a presence in 11 states.

Board of Directors



Sybil H. Morial

Secretary of the Board
Board Member Since 1985

Director and Secretary – Sybil Haydel-Morial – is the former First Lady of the first African American Mayor of New Orleans (Ernest “Dutch” Morial). Sybil is also an activist, author, and mom who served as an administrator and Associate Dean at Xavier University for 28 years.



Dr. George J. Dimitri

Board Member Since 1985
Retired Physician

Director – Dr. George Dimitri – is an ophthalmologist with over 63 years of experience in the medical field. Dr. Dimitri is a 1960 graduate of LSU Health Sciences Center New Orleans School of Medicine and resides in Metairie, Louisiana.



Ronald V. Burns, Sr.

Board Member Since 2002
Business Executive

Director and Chair of the Audit Committee – Ronald V. Burns, Sr. – founded Global Parking Systems (GPS) in 1994 and serves as its Chairman and CEO. His focus on providing superior parking management solutions to airports, municipalities, and private businesses has brought him industry-wide recognition.

Board of Directors



Cecil "CJ" J. Blache
Board Member Since 2002
Attorney

Director and Audit Committee Member – C.J. Blache – is a native of New Orleans and for over 30 years the focus of his practice has been in the area of governmental relations and regulatory law at the state and local levels. He has been active in every session of the Louisiana Legislature since 1980 and is recognized as a keen strategist and consensus builder. His clients are exceptionally diverse and include a multitude of public and quasi-public entities and some of the largest corporations in the petrochemical, transportation, and maritime industries.



Kim M. Boyle
Board Member Since 2017
Attorney

Director, Audit Committee member, and Chair of the Compensation Committee – Kim Boyle – practices in the areas of labor and employment, civil rights, constitutional law, commercial, tort, and general litigation. Her employment practice includes representing employers in employment-related claims, such as retaliation and discrimination claims, as well as workplace harassment.



David J. Francis
Board Member Since 2017
Media Executive

Director and Chair of the Board Loan Committee – David J. Francis – is the Executive Director of Verite News and the retired Executive Vice President and Publisher of NOLA.com | The Times-Picayune, working for NOLA Media Group and its predecessor, The Times-Picayune, for more than 24 years. David previously served as a Regional Business Planner and Manager of Financial Operations for Pepsi-Cola and as Audit Manager for Deloitte & Touche. He is a multi-discipline leader experienced in the development and execution of complex strategic plans. His core competencies include nurturing cost improvement, containment, and revenue growth through multifunction operations.

Liberty Management



Jaimmé A. Collins
General Counsel, EVP and
SVP of Strategy



Howard Cloy
SVP, Chief Risk Officer



Ann Duplessis
SVP of Bank Administration



Donice Wagner
SVP, Chief Financial Officer



Tammy Joseph
SVP of Internal Controls



Rodney Satterwhite
SVP of Bank Performance



John Fischer
SVP, Chief Information Officer

“ We don't do things the normal way. We find different ways of helping people buy a home, start a business, grow a business – so we have to be innovators.

Alden J. McDonald, Jr.
Chief Executive Officer



Liberty Bank

Focused on Empowering Possibility in LMI and Underserved Communities.

- **Stability, Trust, and Consistency**

- The largest black-owned US bank, and the only one to surpass \$1 billion in assets
- Trusted partner to major corporations and major banks
- Experienced long-tenured employees and leadership
- Dynamic management team

- **Committed to Communities**

- Personalized relationship banking to create layered opportunities for customers
- Focus on geographical expansion
- Customer-driven products and services
- Invested in the community's success through lending, employment, and involvement

- **Committed to People**

- Growing and creating new jobs over the last 50+ years
- Diverse staff with 18 branch locations across 11 states
- Career development, laddering, and reskilling
- Internship and trainee programs
- Internal financial wellness, ESOP, and 401K matching programs

Community Impact

- Over the last ten years, Liberty Bank made over \$800 million in home loans. Our future commitment and goal is to lend \$1 billion in home loans over the next decade.
- Since 2021, our “Lightning Loan Program” targets small businesses by lending up to \$250,000 within less than 72 hours which quickly assists with payroll, cash flow, and emergency operations. Our future commitment and goal is to lend \$10 million in these small-dollar loans over the next three years.
- We service many of the largest public charter schools in Orleans Parish (a 100% charter public education school district). Through this commitment to our public education customers, we serve over 10,000 urban kids, teachers, and school staff with products and services as well as donations and financial literacy.
- We have committed to co-brand and fund a financial literacy program with Junior Achievement Nonprofit Organization. The program will provide the state-required financial literacy to approximately 1,500 public high school students and will help them earn their High School diploma. We are committed to doing this annually and replicating the program throughout our footprint which we expect will grow next year to approximately 5,000 students.

Community Impact

- We are the largest lender to African American Churches and their community support programs that provide childcare, food, and GED educational support to our most at-risk populations.
- Annually, we give close to \$1 million to neighborhood groups and nonprofit organizations that further their missions and provide critical services to the community.
- Liberty remains committed to serving the community through leadership training. Since 2010, the Ortique Leadership Institute – owned and run by Liberty Bank – has graduated over 300 leaders. Many of those have become elected officials and executive managers of business organizations. We anticipate seeing more leadership acceleration over the next five years.
- Additionally, Liberty purchases loans from CDFI institutions which enables them to lend more to their assessment areas. We also have a dedicated SBA loan department and finance USDA guaranteed loans.

Community Impact

Liberty Bank and Trust has been a leader for over fifty years in creating and preserving wealth for underserved communities. When you bank with us, you contribute to our mission of empowering more people to achieve more freedom and closing the wealth gap. We invest significant dollars to improve technology and enhance cybersecurity, allowing more of the underserved population to access our fair financial products. Additionally, we are currently hiring new employees to service the growing needs of communities nationwide.

93%

of Total Loans
to Minority Borrowers

61%

of Consumer Loans
Made in LMI+DU Areas

50%

of Small Business Loans
Made in LMI+DU Areas

56%

of Residential Real Estate Loans
Made in LMI+DU Areas

Every dollar of banking in the community serves as a force multiplier for the businesses that empower communities and create opportunities for generational wealth. Together, we can make a difference.

Another Community
Financed by
Liberty Bank

CALL
(504) 240.5124
www.libertybank.net

LMI (Low-and-Moderate Income); DU (Distressed Urban)

Member
FDIC



Communities Home Programs

Community Restoration Programs

The Liberty Bank Home Restoration and Acquisition Program (HRAP) is a new non-traditional mortgage loan focused on supporting the restoration of community.

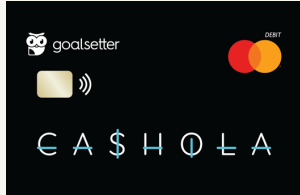
The Detroit Home Restoration and Acquisition Program

Our program in Detroit, Michigan enables a homebuyer to finance the acquisition and any required repairs or renovations to their home being purchased in the hardest hit poverty neighborhoods in the city of Detroit.

Section 8 Housing Program

A commitment to staffing and programs to increase homeownership among voucher recipients.

Liberty's Commitment to Financial Literacy



Goalsetter – Cashola

- Liberty has partnered with a woman/minority-owned tech company specializing in financial literacy for children and young adults
- Liberty debit card
- Custom Liberty content for parents



Junior Achievement Financial Literacy Program Sponsorship

- Pilot project starting with 4 New Orleans public charter schools



Banzai

- Liberty-sponsored financial literacy content for schools across 9 states



FDIC Money Smart

- Liberty Bank employees volunteer to deliver FDIC content to Chicago and Detroit schools

Microsoft Black Partner Growth Initiative (BPGI)



\$35M investment fund focused on supporting women-owned and African-American-owned small businesses.

- The fund will initially focus on investing to improve access to capital, increase skill development, and reduce the technology gaps that exist today.
- In partnership with Citibank's Bridge initiative, Liberty aims to support the democratization of lending.
- The goal is to provide a platform to give businesses easy access to capital sourced from banks.

Meridian Small and Diverse Business Loan Program Partnership



- Meridian, a leader in government-sponsored healthcare programs, provides government-based health plans in Illinois, Michigan, and Ohio.
- Purpose: Capital loans for qualified, locally-owned small diverse businesses and nonprofits in Illinois providing affordable term working capital as well as access to capital to support equipment purchases and payroll support.
- In the Meridian partnership, Liberty Bank will provide loans for the proposed program supported by a loan loss reserve.

Ways to Partner With Liberty That Will Impact the Community

There are many innovative ways to connect with Liberty Bank and Trust

- Consider a loan program (corporate, small business, SBA, consumer, or mortgage)
- Make a mission-driven deposit
- Consider Liberty for deposits, loans, and other financial needs
- Fund a loan loss reserve
- Link with us or an affiliate/partner
 - Community Development Projects
 - Liberty Insurance
 - MAC Leasing
 - Empower Share Class
- Connect and refer businesses and friends

Todd O. McDonald
President, Liberty Bank and Trust



Thank You

We appreciate your consideration!

Todd McDonald,
President of Liberty Bank and Trust