Serving Rural Communities
Greylock’s VISION

To enable our community to thrive.

• $1.2 billion in assets
• CDFI
• Low Income Designated
FOM

• Berkshire Co., MA
• Bennington Co., VT
• Columbia Co., NY
• 5 towns in Hampden Co., MA
• 276,624 Population
• 88,000 Members
• 71,786 Members within our footprint
Challenges in Rural Regions

- Declining population
- Lower incomes
- Lagging educational attainment

Source: Berkshire Regional Planning Commission
2000 Census
Rural Connections Run Deep

Carr Hardware named small business of the year

Pittsfield — The national small business movement Independent We Stand has given its 2017 Independent Small Business of the Year Award to Carr Hardware.
Rural Connections Run Deep
Poverty Rate

Source: American Factfinder Site (US Census Data)

- **2017**
  - US: 14.6%
  - Massachusetts: 11.1%
  - Berkshire County: 11.3%

- **2016**
  - US: 12.4%
  - Massachusetts: 12.4%
  - Berkshire County: 11.3%

- **2015**
  - US: 13%
  - Massachusetts: 11.1%
  - Berkshire County: 11.3%
Poverty Rate by Race in Berkshire County

- **White**: 9.9%
- **Black**: 39.7%
- **Asian**: 16%
- **Latino**: 26%
- **Other race alone**: 21.3%
- **2 or more races**: 28.4%

Berkshire County Poverty Rate is 11.3%

Source: American Factfinder Site (US Census Data)
Poverty Rate by Race in Berkshire County

<table>
<thead>
<tr>
<th>Race</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Average</td>
<td>10.9%</td>
</tr>
<tr>
<td>White</td>
<td>6.6%</td>
</tr>
<tr>
<td>HH of Color</td>
<td>28.1%</td>
</tr>
<tr>
<td>Black</td>
<td>50.0%</td>
</tr>
<tr>
<td>Asian</td>
<td>22.4%</td>
</tr>
<tr>
<td>Latino</td>
<td>23.1%</td>
</tr>
</tbody>
</table>

Source: American Community Survey, 2013-2017

(Prosperity Now)
Further Inspiration

• Meeting other Inclusiv CU leaders
• Prosperity Now data

“Black college graduates hold less household wealth than white high school dropouts.”
Discrimination in Financial System

- Subprime mortgages accounted for 51% of loans in Black neighborhoods, 9% in White

- High-income Blacks were twice as likely as low income Whites to have subprime loan

- Countrywide and Wells Fargo fined for racial targeting of “mud people”

- Financial crisis wiped out 53% of black wealth
Discrimination in Financial System

- Black families hold $11,000 household wealth vs White $141,900
- Blacks pay on average $425 more for loan interest than Whites
- 60% of Blacks are unbanked or underbanked compared to 3% Whites
- 93% of all bank closings are in poor areas
Drive culture and systemic change to achieve true and meaningful inclusion.
How Can We Support Financial Inclusion?

• Expand, deepen cultural competency training
  • Entire organization and Board of Directors
• Coaching for CEO & Senior Leaders
• Cultural Advisory Committee
Hillbilly Elegy
A Memoir of a Family and Culture in Crisis
J.D. Vance
What We Have Learned

- Journey from connection to inclusion
- It’s all about relationships
- Success comes with listening, sensing, responding, and serving with humility
Digital delivery is necessary!
Digital delivery is necessary
<table>
<thead>
<tr>
<th>Berkshire County Lenders</th>
<th>All Mortgages January – July 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greylock Federal Credit Union</td>
<td>402</td>
</tr>
<tr>
<td>Adams Community Bank</td>
<td>255</td>
</tr>
<tr>
<td>Lee Bank</td>
<td>108</td>
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<tr>
<td>Academy Mortgage Corp</td>
<td>107</td>
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<tr>
<td>Pittsfield Cooperative Bank</td>
<td>95</td>
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<tr>
<td><strong>Quicken Loan Inc.</strong></td>
<td><strong>70</strong></td>
</tr>
<tr>
<td>Berkshire Bank</td>
<td>35</td>
</tr>
</tbody>
</table>

Source: The Warren Group, Peabody, MA
“Bank of America has a $10 billion IT spending budget, with 30% used for its ‘technology initiative investment spend.’”

Source: UBS report March 2019
Digital delivery is necessary...
But not **sufficient**

We believe our relevance rests on our ability to build trust, and deep, lasting, personal relationships.
Listen, respond, serve with humility

Childcare and traditional food provided.
Financial Wellness Coaching through July

- 2018: 47 in debt management
- 2019 to date: 48 in debt management with $159K paid down

- 1041 sessions in 2018
- 548 in 2019 to date

- 2018:
  - 47 in debt management
- 2019 to date:
  - 48 in debt management with $159K paid down
Community Empowerment Center
Our Product Shelf

- **Borrow and Save**
- **Credit Builder**
- **Safety Net**

**Lifeline**

**Niche Programs with local partners**

**Special Services for Immigrants:** ITIN Lending; Accounts and Debit Cards with no SSN or ITIN
• For credit-challenged Members
• Interest rate decreases by 1% annually for every year of consecutive on-time payments
Mock up of mobile branch
Where We Struggle

Efficiency Ratio

Greylock: 84%
Peers: 73%
Feedback
Best of continued success.

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