

STRATEGIES

[OneUnited Bank](#) is the nation's largest Black-owned bank, with 50 years of service and two decades of digital banking. OneUnited serves as a digital navigation system (GPS) for financial services to help Black America and its allies close the racial wealth gap.

OneUnited Bank is unique because it has developed a financial technology platform that allows the company to engage with customers in real time using state of the art technology to provide personalized data driven insights and proactive solutions.

OneUnited Bank utilizes its technology to create and distribute access to critically needed affordable products and services to historically underserved minority populations.

Recruit large mission-driven deposits and money-market accounts from major corporations and governmental entities to support loan and fee growth to support the build out of our financial technology platform.

Secure strategic partnerships to expand services, such as business loans, home loans, insurance products, and retirement programs to build generational wealth.

MINORITY COMMUNITY IMPACT

Launched first AI-driven solution offered by a Black-owned bank. [WiseOne® Insights](#) is a revolutionary financial wellness companion and a groundbreaking AI-driven tool designed to guide, inform, and protect individuals by leveraging financial literacy.

Provided unique [technological driven affordable access to financial services](#) to over 100,000 new customers since 2021. Completed customer survey which indicated: 85% Black Americans, 60%/40% women and men, respectively.

As a [certified Community Development Financial Institution \(CDFI\)](#), over 60% of the Bank's affordable rental housing loan originations were in low to moderate income (LMI) communities that are also 80% or more minority. \$0 loan losses in 12 years.

Continues to promote financial literacy to [build generational wealth](#) by offering free financial literacy tools including free online financial education, [OneTransaction podcasts](#) and videos.

Received City of Boston approval for a new HQ building in Roxbury, MA to move from downtown to the heart of Boston's Black community. Supported many community organizations nationwide.

LENDING IMPACT

Received the highest Bank Enterprise Award (BEA) from the U. S. Department of Treasury for our community development lending, with over 60% in loans in low-to-moderate income communities. OneUnited Bank has won the [BEA Program award 12 times](#).

Originated over 2,500 financial emergency loans nationwide this year and almost 5,000 since launch to low-to-moderate income customers through our [CashPlease](#) small dollar, short term loan program, with no credit check.

In a "frozen" real estate market, originated affordable rental housing loans and single-family loans with over 60% in low to moderate income (LMI) communities that are also 80% or more minority. \$0 loan losses in 12 years.

Generated over \$100 million in mission-driven deposits from major corporation and municipalities to support loan growth and reduce borrowings.

OneUnited Bank received a CDFI Equitable Recovery Program (ERP) grant from the U.S. Department of the Treasury to expand lending, grant making and investment activities in low- to moderate-income communities and to borrowers with significant unmet capital and financial services needs that have experienced disproportionate economic impacts from the COVID-19 pandemic.

MARKETING

Repositioned OneUnited Bank to promote [financial wellness](#), while offering exclusive and state-of-the-art [digital banking solutions](#).

Received extensive media coverage with almost 200 articles generating 6 billion impressions. Building national consensus for the importance of utilizing technology to eradicate the racial wealth gap and to make anti-racism a core value of America.

Created significant social media presence with almost 40 million impressions to build the power of OneUnited's brand to support the core mission of the bank.

Continued to support #BankBlack and #BuyBlack Movement to close the racial wealth gap.

Supported numerous corporations and community groups in delivering programs designed to support local and national Black communities. For example, sponsored [Mass Black Expo](#) in Boston, MA to support the growth of Black and small businesses throughout the Commonwealth.

TECHNOLOGY INVESTMENTS

Launched the first AI-driven solution offered by a Black-owned bank – [WiseOne® Insights](#), a revolutionary financial wellness companion and a groundbreaking AI-driven tool, is designed to guide, inform, and protect individuals by leveraging financial literacy.

Launched [largest surcharge free ATM network \(100,000+\)](#) including Chase and Citibank branches, peer-to-peer payment service ([Money Moves](#)) and digital card issuance ([Card Command](#)) to provide improved services to customers.

Launched new website on Google Cloud platform, using best practices for [accessibility](#) and improving customer experience (UX).

Completed in-depth analysis of employee benefits industry with Bain & Company, who provided pro bono consulting services. Implementing Bain's recommendations in 2023/24.

Continued digital transformation through the migration to the Google Cloud Platform that positions the Bank for growth, brings efficiencies in managing data and allows the Bank to gain greater insights.

HUMAN RESOURCES IMPACT

Completed first Employee Team Survey. 90% of employees are satisfied to highly satisfied with their jobs, however there were many recommendations for improvement including more defined career advancement. The Bank is addressing recommendations.

Hired 4 interns into our [Internship Program](#) and trained them in social media, and retail banking. Hired 3 new Banker Associates into our Management Development Program for recent college graduates.

Continued OneUnited Employee Financial Wellness Program to offer free banking services to all employees, including employees with ChexSystems records.

Created Quality Assurance (QA) process to identify training needs, improve FAQs, and improve customer delivery.

Added new Compliance VP to separate Bank Secrecy Act and Consumer Compliance. Hiring for the position in 2024.