



SOUTHERN MUTUAL
HELP ASSOCIATION, Inc.

Invests in communities, businesses and families

SMHA EXPECTS AND GETS A RETURN ON INVESTMENT (ROI) AND HAS SUCCEEDED FOR HALF A CENTURY (1969-2019)



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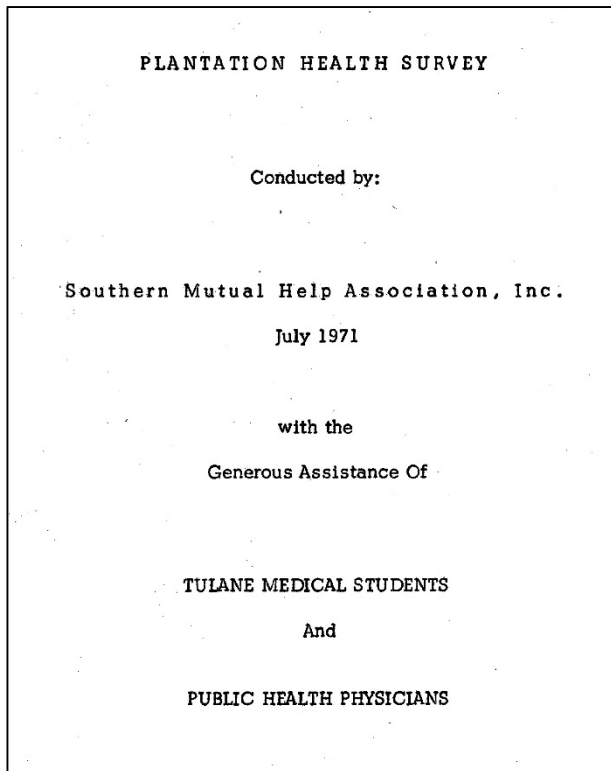


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HEALTH

Solution

Rural Medical Centers



Results/ROI

10,000 visits in first year

50 rural medical centers today

millions of medical visits

tens of millions invested in rural communities

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EDUCATION

Solution

Plantation Education Program,
Inc. (PEPI)



Results/ROI

Thousands learned to read and
write

Hundreds received their
diploma and became employed

Transferred to State/Parish
formal education system

Challenge/Problem



ECONOMIC INFRASTRUCTURE PARTNERSHIP

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**ECONOMIC
INFRASTRUCTURE
PARTNERSHIP**

Solution

Community Reinvestment Act
(CRA)

Community Development
Financial Institutions (CDFIs)

Southern Mutual Financial
Services, Inc.

Results/ROI

\$20,000,000 deployed

Helped rebuild New Orleans

\$100 million in economic impact

Challenge/Problem



DISASTER RECOVERY INNOVATION

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DISASTER RECOVERY INNOVATION

Solution

Rural Recovery Response

Results/ROI

Raised \$10.5 million

6,000 volunteers

1,064 homes, businesses, and
churches in 120 towns/villages

\$70 million in economic impact



Challenge/Problem



FOOD SECURITY

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Solution

FOOD SECURITY

International seed preservation
Southern SAWG



Results/ROI

SMHA received a United
Nations Anti-Hunger award –
immeasurable!

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WHAT'S NEXT?

ANOTHER HALF CENTURY'S WORTH OF IMPORTANT,
INNOVATIVE SOLUTIONS WITH SIGNIFICANT RESULTS



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