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justine PETERSEN  
BUILDING ASSETS. CHANGING LIVES.

## Welcome to the Fall 2008 Newsletter for Justine Petersen

Highlights in this issue:

- [Micro-loans are on the rise at JP](#)
- [JP enters home development market in Madison County](#)
- [Socially responsible home loans are now available](#)
- [Sibila Bacon named most influential minority](#)
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### JP Crosses \$5 million Micro-loan Mark

Justine Petersen moved ahead strongly this year on its goal of issuing an increased number of micro-loans for small businesses in the St. Louis metro area.

JP issued 178 loans through the third quarter of this year with a total volume of \$1,082,018. Since the program began, JP originated \$5.11 million in 838 micro-loans. JP plans to provide 410 loans next year. The micro-loans are targeted to low- and moderate-income individuals, particularly minorities and female heads of household.

At the same time, JP is strategically seeking capital for its Emerging Markets Loan Fund, which aims to put loans in underserved minorities such as African-Americans, Latinos and Women. JP is also working on an investor program that will allow individuals, rather than just banks or foundations, to provide capital to the micro-loan program.

To learn more about the micro-loan program, [click here](#).

### JP To Develop 20 Homes in Madison County

For the first time, JP is entering the housing development market with plans to develop 20 homes in various locations in Granite City, Ill. The homes will be sold as a lease-purchase to low- and moderate-income families.



"We're excited that Justine Petersen is making its first foray in residential development. We hope this will be the beginning of many more excellent developments that allow people to move from rentals to homeownership," said Robert Boyle, chief executive officer of Justine Petersen.

To begin the project, Madison County Community Development awarded Community Housing Development Organization status to JP so that it could develop affordable homes. Madison County committed \$400,000 in HOME program funds to JP for the scattered site development.

For more information, visit our [website](#).

### Socially Responsible Mortgages Offered Now at JP

Prospective homeowners who want to obtain a mortgage that will not only finance their home but also help the underserved in St. Louis now have a new option.



The Home to Home Program is a mortgage whose proceeds benefit Justine Petersen's efforts to provide affordable mortgages, business loans and credit counseling to low- and moderate-income individuals and families. "Socially responsible" loans from JP do double duty because they provide funding to build assets among St. Louis' underserved residents.

"Taking out a Home To Home mortgage is a great opportunity to make your mortgage dollars work for you and your community," explained Sibila Bacon, senior loan counselor for the program.

Home To Home mortgages offer competitive market rates and terms. For more information, call Sibila at 314-533-2411 ext. 136 or [click here](#).

### Sibila Bacon Selected Most Influential Minority Business Person

The St. Louis Business Journal recently selected Senior Loan Counselor Sibila Bacon as one of St. Louis' most influential minority business people.

Sibila was selected from a competitive field of nominations and was one of the few Hispanics selected for the honor.

"Having received the Minority Business Leader Award was an honor," Sibila said. "It has inspired me to continue to challenge myself and have a positive impact in our community!"

To read more about Sibila, [click here](#).

### JP's First Block Party Is a Shrek-cess

In mid-September, Justine Petersen held its first block party to celebrate its arrival in the Grand Center neighborhood.



Despite the threatening clouds most of the day, the rain held off and the event was great fun for the 200-plus attendees, especially the kids who participated. The day's activities included Jingles the Clown performing magic, students who gave demonstrations from the Shorin Ryu Karate-Do Academy and Village Talent Academy.

Entertainment was also provided by Nevertidy's Funky Adventures, Michelle LaRae and Rhoda G. During the party, children got to bounce in the giant inflatable bounce house and have their faces painted by sponsor Sports4Kids. Everyone munched on hot dogs, lemonade and chips before

the showing of *Shrek 2*.

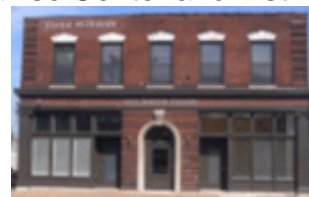
A special thanks to the City of St. Louis, St. Louis Community Credit Union, U.S. Bank, Enterprise-Rent-a-Car, Whole Foods Market, Old Vienna and Saveway for donations, Sports4Kids for coordinating and carrying out the children's activities, and to Green Beings, Jingles the Clown, Shorin Ryu Karate-Do Academy, Village Talent Academy, Nevertidy's Funky Adventures, Michelle LaRae and Rhoda G. for the demonstrations and entertainment.

To see more photos of the block party, [click here](#).

### Room Sponsorships Are Still Available

For those interested in building name recognition for their business or organization, Justine Petersen still has some choice room naming rights opportunities available.

Sponsorships range from \$100,000 to name JP's Microenterprise Center and first floor of the Justine Petersen Building headquarters, to \$50,000 to name a conference room used for a monthly FDIC Money Smart Curriculum and community meeting, to as little as \$15,000 for a small-business lab or conference room.



The \$1.2 million capital campaign has raised \$480,000 with lead donations from the Danforth Foundation, Emerson Charitable Trust, U.S. Bank and Southwest Bank.

For more information, call Sheri Flanigan-Vazquez at 314-533-2411 ext. 117, [click here](#).

### Justine Petersen in the News

The St. Louis Business Journal and Belleville News-Democrat focused on Justine Petersen's micro-loan program in articles that ran in September.



Both newspapers wrote about the \$100,000 loan to the Emerging Markets Loan Fund from Southwestern Illinois Development Authority. SWIDA was the first organization to capitalize the fund and its loan will be used to provide micro-loans to entrepreneurs in Madison and St. Clair counties in Illinois.

The St. Louis Post-Dispatch quoted JP Senior Loan Counselor Galen Gondolfi about the home foreclosure crisis and Spanish-language newspaper Mundo Latino included a story about the micro-loan program in its late September edition. Galen

was also featured by the [St. Louis Beacon](#) about his efforts to reinvigorate the Cherokee Street area by founding an art gallery.

To see the coverage in the Belleville News-Democrat, [click here](#).

To see the coverage in the St. Louis Business Journal, [click here](#).



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