



APPEAL, Inc. is a non-profit enterprise founded in 2012 with the mission to organize and strategically utilize the vast resources of people of African descent, locally, nationally and globally, to facilitate economic empowerment and educational enrichment to produce strong, self-sufficient and prosperous communities. APPEAL is accomplishing this mission by conducting workshops in financial literacy and historical & cultural literacy, having a think tank analyze and address important socio-economic issues, and developing a full-service banking institution in the form of a credit union. A lack of organized wealth, along with inadequate education, leaves our communities with multiple problems and weaknesses. APPEAL provides a solution, and *"it's about empowerment!"*

### **Economic Empowerment**

A key distinction between APPEAL's credit union and other banking institutions will be our focus on leveraging our community's deposits to a) provide funding for land and business development that builds the capacity to own and produce goods and services that Black communities utilize and consume, and produce employment and training opportunities, thus creating an economic infrastructure for Black communities to become self-sufficient and prosperous, and b) provide funding for business ventures and projects that result in the increased utilization of Africa's mineral wealth for the benefit of African/Black people and communities.

### **APPEAL's Leadership**

APPEAL's Founder and Executive Director is Lasana K. Mack, former City Treasurer of the District of Columbia (Washington, DC), who possesses the experience, knowledge and skills to manage this major endeavor. APPEAL's Board of Directors includes Anthony T. Browder, internationally renowned historian, author and educator, who is serving in a leadership capacity in APPEAL's educational component. APPEAL's management team includes numerous other experienced, skilled and dedicated people who are working together to make this important enterprise successful!

### **Learning More about APPEAL, Joining and/or Supporting APPEAL and its Credit Union Initiative**

In order to be in the position to launch our planned credit union in 2014, APPEAL needs at least 3,000 members, and needs to raise funds. You should become an APPEAL member or make a donation if you support the mission and activities of APPEAL as described above. The process for joining or supporting APPEAL and the forthcoming APPEAL Credit Union is easy. By accessing the following links, you can view a comprehensive [slide presentation on APPEAL and its Credit Union initiative](#), sign up to [become an APPEAL member](#) or [make a donation to APPEAL](#). You can also learn about APPEAL's [upcoming events](#) and find further information about APPEAL on our website at [www.APPEALinc.org](http://www.APPEALinc.org).

If you have any questions or requests for further information, please email us at [info@APPEALinc.org](mailto:info@APPEALinc.org) or call us at 800-711-7851.

Thank you in advance for your support! Together, we will accomplish great things!

*--Lasana K. Mack, Executive Director, and the Management Team of APPEAL, Inc.*