



APPEAL
INCORPORATED

**PRESENTATION FOR PROSPECTIVE MEMBERS
AND SUPPORTERS**



APPEAL INCORPORATED

Association of People for Pan-Africanist Economic Advancement thru Leverage

An enterprise facilitating **economic empowerment** and **educational enrichment** by conducting workshops in financial literacy and historical & cultural literacy, having a think tank to analyze important socio-economic issues, and developing a **banking institution** focused on serving and empowering communities of people of African descent, locally, nationally and globally.

“It’s About Empowerment!”

Here is our **APPEAL** to you...

NOTE: Legal support for this endeavor is provided by the Community Development Law Clinic of the University of the District of Columbia, David A. Clarke School of Law.



Presentation Agenda

1. Major Problems and Solutions
2. Management Team
3. APPEAL: Definition and Mission
4. Activities of APPEAL
5. Development of a Full-Service Credit Union
6. Financial Literacy and Historical & Cultural Literacy Programs
7. Think Tank Activities
8. Requirements for APPEAL Membership and Credit Union Membership
9. Allocation and Handling of Funds
10. Membership and Funding Requirements, Targets and Sources
11. Timeframes
12. Deposit Disclosure
13. Contact Information



Major Problem:

Lack of Organized Wealth

- **People of African Descent in America:**
 - have relatively high purchasing power: approx. \$1 trillion annually
 - this purchasing power is mostly not used in a manner that creates wealth
 - have relatively little wealth (less than 1% of the wealth in America)
 - only 3% of our consumer purchases are from Black-owned businesses
 - do not own most banks in which we deposit our money
 - spend higher percentages of our money on consumer products than others
 - entertainment, electronic equipment, hair care products, etc.
 - our money circulates in our communities less than 1 time before leaving
 - 6 times for Latinos; 9 times for Asians; unlimited times for Whites
 - have limited capacity to offer employment opportunities for our communities
- **Africa is the richest continent in the world in terms of mineral resources**
 - due to the history of exploitation, these mineral resources have mostly not been used to build wealth and produce prosperity for African/Black communities
- **The result of all of the above is economic weakness and related problems, including the lack of ability to be self-sufficient and empowered to ensure our future well-being**



Solution: Organizing Funding for Economic Empowerment

- **APPEAL's development of a full-service banking institution in the form of a credit union to finance ownership and wealth creation for communities of people of African descent, along with our financial education and financial services resource bank programs, provide solutions to these problems!**
- **APPEAL's workshops in financial literacy educate people about personal, family and community financial management and economic empowerment; our financial services resource bank provides hands-on assistance for improving finances.**
- **A key distinction between APPEAL's planned credit union and other banking institutions is our focus on leveraging our community's deposits to:**
 - **provide funding for land and business development that builds the capacity to own the production, distribution and retailing of goods and services that Black communities consume, and produce employment and training opportunities, thus creating an economic infrastructure for Black communities to build wealth and become empowered, self-sufficient and prosperous**
 - **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**



Major Problem: Inadequate Education

- Inadequate education and miseducation (improper education) contribute to the following problems among people of African descent:
 - high dropout rates
 - high incarceration rates
 - lack of awareness that Africans were pioneers of advanced knowledge, culture and civilization in the world, preceding Greek Philosophy, etc.
 - lack of knowledge of Black Wall Street, Marcus Garvey's movement and Pan-Africanism as examples of quality efforts for self-sufficiency and empowerment despite overt racism
 - Internalization of being taught indirectly that our heritage and lineage are not as good or valuable as others, which often contributes to low self-esteem, low achievement, and/or self-destructive behavior
 - lack of knowledge of the value of what was lost through the long history of conquest, colonization, enslavement and miseducation
 - lack of knowledge of what there is to gain through efforts to learn and practice African cultural principles such as Maat and Nguzo Saba (Kwanzaa principles), including unity, self-determination and cooperative economics
 - lack of knowledge of what there is to gain through efforts to facilitate increased use of Africa's mineral wealth to benefit African/Black communities



Solution: Educational Enrichment Facilitating Empowerment

- **APPEAL's provision of high-quality educational workshops in history and culture, along with our think tank providing critical analysis of contemporary issues, provide solutions to these problems!**
- **Internationally renowned historian, author and educator Anthony T. Browder, a member of APPEAL's Board of Directors, is playing a key role in APPEAL's educational component and leading some of our workshops along with other high quality, experienced presenters**
- **These workshops address the lack of knowledge of important aspects of history, culture, and current events, and help to enrich people with profound information that is useful for life improvement and empowerment on personal, family and community levels**
- **Our think tank provides high-quality analysis and serves as a hub for progressive thought regarding important socio-economic issues, providing useful information that helps to inform APPEAL's strategic actions towards economic empowerment and educational enrichment for people of African descent, locally, nationally and globally**



Founder & Executive Director

Lasana K. Mack



- **Treasurer of the District of Columbia (Washington, DC) for seven years (2005-2012)**, a position comparable to a state treasurer and city treasurer due to DC's unique municipal status
- **Successfully managed the finance and treasury functions of DC Government, an entity with a \$10 billion annual operating budget and \$1 billion annual capital budget**, including cash management; banking operations; debt management; bond issuances to finance infrastructure development; investment management; budgeting; accounting
- **Master of Business Administration (M.B.A.) degree in Finance**
- **Founder, director and artist with a music ensemble, "BlackNotes"**, known for producing progressive and quality music with a dynamic blend of several cultural arts elements emanating from African American and African heritage



Board of Directors, Officers and Committees

BOARD OF DIRECTORS

- N'Maat Ankhmeni
- Anthony T. Browder
- Kelechi Egwim
- Brandon Green
- Frank Narmer John
- Lasana K. Mack
- Malik Muhammad

EXECUTIVE OFFICERS

- Lasana K. Mack, Executive Director
- Malik Muhammad, Treasurer
- Akua Oparebea Johnson, Secretary

COMMITTEES

- Socio-Economic Analysis and Education – Makini N. Owusu, Chairperson
- Financial Literacy – Harrine Freeman, Chairperson
- Membership, Recruitment and Marketing – Renita Canady, Chairperson
- Credit Union Planning – Lasana K. Mack, Chairperson

Attorney Advisor: Kemit Mawakana, Esq.

** Note: Bios for Management Team are on our Website under “About APPEAL”*



APPEAL

Definition & Mission

**Association of
People for
Pan-Africanist
Economic
Advancement thru
Leverage**

What Is Pan-Africanist Economic Advancement thru Leverage?

- **Pan-Africanism** is a concept that represents the perspective that people of African descent (i.e., “Black people” or “African people”) in America, in Africa and around the world represent a broad ethnic group and a broad extended family with a common African-based heritage, and that it is important for this extended family to take certain unified and collective actions to improve our plight in our communities, locally, nationally and internationally, in terms of economic, political, social, cultural and educational status and conditions.
- **Leverage** is a physics term and a finance term that conveys utilizing a pivotal device, utilizing a strategic advantage, or utilizing credit strategically in order to produce favorable or enhanced outcomes.



Association of
People for
Pan-Africanist
Economic
Advancement thru
Leverage

APPEAL, Incorporated is a non-profit corporation and an association.
(501(c)(3) tax-exempt status is pending)

APPEAL

Definition & Mission

MISSION

- Combining these two terms with a focus on economic advancement defines APPEAL and produces its mission.
- APPEAL's mission is 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.



Economic Advancement

MARCUS GARVEY; “BLACK WALL STREET”

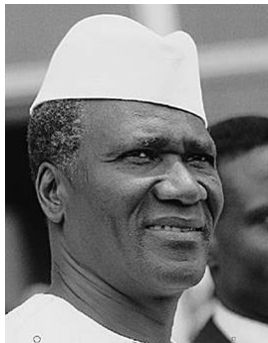


- Here are a few important historical examples of Pan-Africanist **economic advancement**:
- **Marcus Garvey** led a movement in the early 1900s to build economically viable and self-sufficient Black communities internationally after observing that Black people were on the bottom rung of society's ladder around the world, including in Africa under European colonial rule. Garvey's movement was remarkably successful for several years but was ultimately derailed and the need for Black economic self-reliance remained mostly unmet.
- Also in the early 1900s, in Tulsa, Oklahoma, in what came to be known as **Black Wall Street** and “Little Africa”, there was an economically successful Black community with land ownership, its own bank, stores, schools and transportation system, and the community was economically enriched and empowered. There were other similar Black communities in the U.S., which were derailed by racist attack and/or the effects of integration.



Economic Advancement

AFRICAN INDEPENDENCE; KWAME NKRUMAH



- **Kwame Nkrumah**, the first President of Ghana as it gained independence from British colonial rule 1957, led a movement for African liberation from the oppression and economic exploitation of colonialism and neo-colonialism, under which Africa's vast mineral wealth was/is accessed and utilized for the primary benefit of those other than Africa's indigenous people. Nkrumah stressed African unity as a means to success.
- In this movement for Pan-African political and economic freedom, independence and self-sufficiency, Nkrumah was joined by other African leaders such as Guinea President **Sekou Toure**, Tanzania President **Julius Nyerere** and Congo Prime Minister **Patrice Lumumba**. But this movement was also ultimately derailed by external and internal forces, as is dramatically represented by Lumumba's assassination in 1961 and the subsequent tragic conditions in the mineral-rich Congo from then up to today.

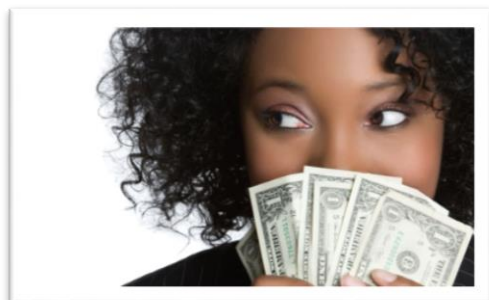


Economic Advancement PRESENT-DAY CHALLENGES

- **Today, the need for Economic Advancement still exists.** Although much has changed, Black people are, in general, still on the bottom rung of society's socio-economic ladder in America and around the world.
- **Africa is the richest continent in the world** in terms of mineral resources, but that mineral wealth is still largely not utilized for the collective benefit of African/Black people.
- **Financial and economic self-sufficiency and empowerment are still acute needs for people of African descent, locally, nationally and globally.** Helping to facilitate this is at the heart of APPEAL's mission. Please join us! We are asking you—we are *appealing to you*—to support this very important endeavor!
- **We want to be clear, for the record, that the mission of APPEAL (and the mission of Pan-Africanism in general) are not against or anti- any other race or ethnic group; we are simply for our own advancement and prosperity.** We understand that the broad ethnic group and extended family that is African/Black people still needs a strong, productive and effective financial and economic foundation, and educational foundation, that we currently do not sufficiently have, if we are to address the major problems, challenges and weaknesses that exist in many of our communities. We think that all knowledgeable people of good will should be able to recognize and support this conclusion! **Join Us!**

APPEAL Activities

To accomplish its mission, APPEAL's activities include:



Providing “financial literacy” educational programs and resources



Providing “historical and cultural literacy” educational programs and resources



Having a “think tank” to analyze and address important socio-economic issues



Developing a credit union to provide state-of-the-art banking services for its members and facilitate financial and economic self-sufficiency, empowerment and prosperity



The Credit Union

APPEAL Federal Credit Union



- One of APPEAL's objectives is the creation of a credit union for its membership: **APPEAL Federal Credit Union (AFCU)**.
- **AFCU plans to begin as an on-line-only credit union, accessible to APPEAL members wherever they may be located, with state-of-the-art on-line operations.** We intend to open physical branches in various locations over time, starting with Washington, DC, where APPEAL is based; however, we want to stress that AFCU will, from its inception, be accessible and fully functional (on-line) for APPEAL members all over, locally, nationally and internationally.



The Credit Union

APPEAL Federal Credit Union

- Unlike banks, credit unions are owned jointly by all members, and thus are not operated to generate a profit for a relatively small ownership or shareholder group as banks are. AFCU will utilize all of its resources to efficiently provide financial services and products to its members at relatively favorable rates. Any AFCU profits will be reinvested in AFCU for the benefit of members, or distributed to members in the form of dividends.
- There is a broad-based movement to withdraw support from big banks and move money into local and community-based financial institutions that provide more advantageous financial services and a better opportunity for people and communities to control their financial and economic futures, and APPEAL's creation of a credit union is consistent with that dynamic.
- AFCU will be established based on an Associational Common Bond, meaning that members of APPEAL, Inc., a non-profit association, will have the benefit of being eligible to become members of AFCU.



The Credit Union

APPEAL Federal Credit Union

- AFCU will be a full-service credit union, a financial institution offering a complete array of banking services and products, similar to a typical bank. It will be a first-class, state-of-the-art financial institution.
- **Services to be provided by AFCU are expected to include:**
 - Checking and savings accounts
 - On-line banking
 - Various investment instruments for depositors
 - through third-party networking arrangements in accordance with federal securities law guidelines
 - Credit and debit cards
 - Automobile loans
 - Home improvement loans
 - Home mortgage loans
 - Business loans and investments—locally, nationally and internationally—targeted towards meeting APPEAL's mission
- A portion of AFCU's loans and leveraging of depositor funds will be targeted to:
 - Finance business development to build infrastructure for economically self-sufficient Black/African communities
 - Facilitate increased utilization of Africa's mineral wealth for the benefit of African/Black people and communities

Note: In accordance with current law, AFCU's business loans would be limited to the lesser of 12.25% of total assets and 1.75 times the net worth of the credit union.

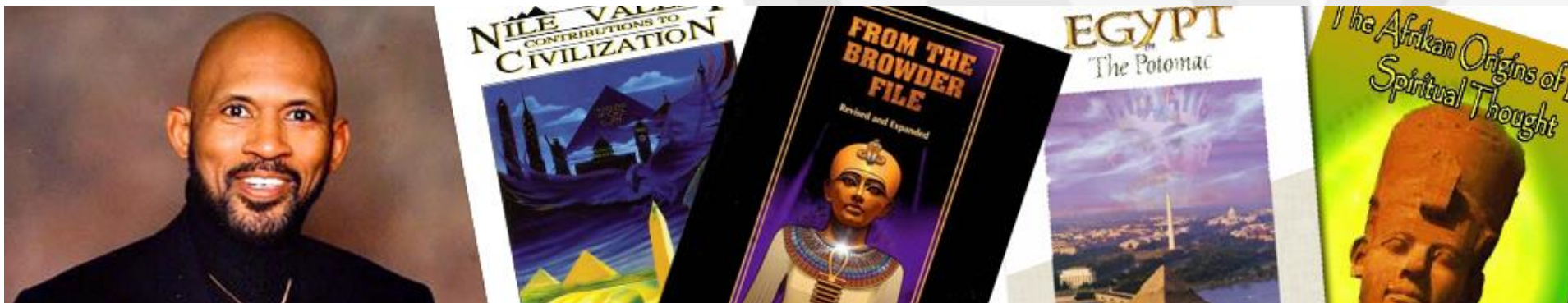


Financial Literacy



- **APPEAL's Financial Literacy Workshops Series is as follows:**
 - **Personal Financial Management 101**
 - **Credit Management and Improvement**
 - **Budgeting, Saving, Investing, Retirement Planning**
 - **Home Ownership**
 - **Small Business and Community Economic Development**
 - **Economic Empowerment for People of African Descent**
- **We are working cooperatively with local organizations and institutions, such as community centers, schools and libraries, to organize opportunities for sharing this information. We also have a Resource Bank to connect people with various financial services and information that they may need or want.**

Historical & Cultural Literacy



- **APPEAL's Historical & Cultural Literacy Workshops include the following:**
 - **African/Black History & Culture: Step 1**
 - **African Origins of World Civilization, Advanced Culture and Religion**
 - **Recent African History: Colonialism, Neo-Colonialism and African Liberation Movements**
 - **Rites of Passage: Development through Life's Important Stages**
 - **History and Empowerment Movements of Black People in America**
 - **Other Important Topics, including Health, Relationships, Cultural Arts, Spirituality**
- **Renowned historian, author and educator Anthony T. Browder**, a member of APPEAL's Board of Directors, is a key member APPEAL's educational component and leads some of our workshops, and his body of work and on-going activities are being utilized for the educational benefit of APPEAL's targeted communities.



Think Tank Activities



- APPEAL has established a think tank to analyze and address important issues
- **APPEAL's Think Tank produces position papers**—written analyses on various topics relevant to the socio-economic conditions of people of African descent, and serves as a hub for the exchange of progressive and Pan-Africanist thought and ideas. **Maurice Carney**, Exec. Director of Friends of the Congo, is serving in a leadership capacity with our think tank and is also leading some of our Historical & Cultural Literacy workshops.
 - **Think Tank topics of analysis include:**
 - Why Is APPEAL Necessary?
 - Development of a “Cooperative Economics” Model and Plan for Empowerment
 - A Socio-Economic Analysis of Urban America
 - Exploitation of Africa's Wealth of Natural Resources
 - Mis-Education of People of African Descent
 - What is Pan-Africanism and Why is it Necessary?



Requirements and Benefits for APPEAL & Credit Union Membership

APPEAL MEMBERSHIP REQUIREMENTS

- **Annual Dues: \$50.** Must make initial dues payment of \$50 to become a member, and must pay annual dues of \$50 to be a member in good standing. These funds are used to support APPEAL's operations and program activities.
- Must sign a pledge of commitment to the Mission of APPEAL
- Must be approved for membership by APPEAL's Board of Directors

MEMBER BENEFITS

- FREE admission and on-line access to APPEAL workshops
- Access to APPEAL Financial Literacy Resource Bank Professionals at Discounted Rates
- Being part of a quality effort to produce economic empowerment for people of African descent

CREDIT UNION MEMBERSHIP REQUIREMENTS

- Must be a member of APPEAL in good standing
- Must make an initial deposit and complete other steps to open an account in AFCU when it comes into being

Allocation and Handling of Funds

TOTAL AMOUNT REQUESTED FROM NEW MEMBERS: \$150 *

(A) Membership Dues for APPEAL, Inc.: \$50

- Funds utilized to cover APPEAL's operating expenses, based on annual budget approved by APPEAL's Board of Directors
- Support for financial literacy programs
- Support for historical & cultural literacy programs
- Support for think tank activities
- Support for Credit Union (AFCU) business plan development and application process
- Support for APPEAL operating facilities

(B) APPEAL Credit Union Start-Up Costs Fund: \$50

- Funds to be used to cover AFCU start-up costs and first-year operating costs, including hardware & software expenses
- Funds deposited in an escrow account, meaning they cannot be withdrawn or used for anything other than the designated purpose
- Funds held in an interest-bearing deposit account, with interest earnings credited to the Start-Up Costs Fund
- Accumulation of these funds in advance of AFCU's opening is required to demonstrate viability to the chartering entity (NCUA) and is necessary for success of the endeavor

(C) Advance Deposit for Member's Credit Union Acct.: \$50

- Funds to be used to open your (the depositor's) account in the credit union (AFCU) when its charter application is approved by the National Credit Union Administration (NCUA)
- Funds deposited in an escrow account, meaning they cannot be withdrawn or used for anything other than the designated purpose
- Funds will be held in an interest-bearing deposit account, with interest earnings credited to depositor's account
- Accumulation of these funds in advance of AFCU's opening strengthens AFCU's charter application and its launching

■ Funds in the two escrow accounts will not be used or withdrawn prior to approval of the AFCU charter application. In the event that the charter application is not approved, these funds will be refunded to depositors/contributors, with interest. See page 27.

* Anyone may contribute or deposit more than the amounts shown above in any or all of the 3 funding categories shown above, and we encourage that to help meet our goals. See page 23 (next).



Allocation and Handling of Funds

- Contributions to APPEAL for its Operations and/or for the Credit Union Project
 - Contributions shall become tax-deductible, retroactively, if and when APPEAL's pending application for 501(c)(3) tax-exempt status is approved, which is expected in tax year 2013
- Premium Contribution Levels:
 - **\$100,000 – Garvey Support Level** – **\$10,000 – Sojourner Support Level**
 - **\$50,000 – Tubman Support Level** – **\$5,000 – Malcolm Support Level**
 - **\$25,000 – King Support Level** – **\$1,000 – Nkrumah Support Level**
 - Each Contributor shall receive a framed classic photo or portrait of the historical figure identified with his/her support level and all those at lower support levels. For example, a contributor at the Sojourner Support Level will receive framed classic photos/portraits of Sojourner Truth, Malcolm X and Kwame Nkrumah.
 - Smaller contributions are welcomed! Contributions can be made to either or both of the following funds:



APPEAL Operations Development Fund

- Funds utilized to cover APPEAL's operating expenses, based on annual budget approved by APPEAL's Board of Directors
- Support for financial literacy and historical & cultural literacy educational programs
- Support for think tank activities
- Support for Credit Union (AFCU) business plan development and application process
- Support for APPEAL operating facilities

APPEAL Credit Union Start-up Costs Fund

- Funds to be used to cover Credit Union (AFCU) start-up costs and first-year operating costs, including hardware & software expenses
- Funds deposited in an escrow account, meaning they cannot be withdrawn or used for anything other than the designated purpose
- Funds held in interest-bearing deposit account at market rates, with interest earnings credited to the Start-up Expenses Fund
- Accumulation of these funds in advance of AFCU's opening is required to demonstrate viability to the chartering entity (NCUA) and is necessary for success of the endeavor



Membership and Funding REQUIREMENTS, TARGETS & SOURCES

MEMBERSHIP:

- **Requirement:** A minimum of 3,000 members is recommended to demonstrate viability of the credit union venture to the chartering entity.
- **Target:** Our membership target is to reach 3,000 members or more by the end of 2014. Ultimately, we expect our membership numbers to be much higher than this.
- **Sources:** There are approx. 40 million African Americans and approx. one billion African/Black people worldwide. We expect to attract those who see the value in our mission and see the value in APPEAL as a vehicle with tremendous potential for improving our collective plight!



Membership and Funding

REQUIREMENTS, TARGETS & SOURCES

FUNDING:

- **Requirements:** Minimums of \$100,000 for APPEAL's operating budget and \$500,000 for Credit Union Start-up Costs Fund are needed by the end of 2014.
- **Targets:** Our funding targets are \$1 million in each of the 3 funding categories: APPEAL Operations Development Fund, Credit Union Start-up Costs Fund, and Credit Union Advance Deposits (see pages 22 & 23), by December 2014. Ultimately, we project APPEAL and its credit union (AFCU) being a multi-billion dollar enterprise, which will allow us to accomplish our objective of having a large-scale impact on the socio-economic conditions of people of African descent.
- **Sources:** Meeting the membership target of 3,000 will provide for a substantial amount of the funding requirements; additional contributions will facilitate us achieving the funding requirements and targets (see pages 22 & 23). Black people in America alone have a collective purchasing power of approx. \$1 trillion annually. Ultimately, widespread support from those who see the value in our mission is expected to result in APPEAL and AFCU becoming a multi-billion dollar enterprise.



Timeframes

- **NOVEMBER 2012**
 - Official establishment of APPEAL, Incorporated
- **NOVEMBER 2012 thru MAY 2013**
 - Establishment of Committees, Development of Program Activities, Development of Website
 - Planning and Preparation for Launching
- **MAY 2013**
 - Launch Party and Presentation; Launch of Website
- **JUNE 2013**
 - Financial Literacy and Historical & Cultural Literacy Workshops Begin
 - Think Tank Organizing Activities Begin
- **DECEMBER 2014**
 - Achieve Membership and Funding Targets for Credit Union Application
 - Submit Credit Union Chartering Application to NCUA
- **2015 (month TBD)**
 - Charter Application Approval and Opening of Credit Union



Deposit Disclosure

The funds deposited or contributed for purposes associated with the prospective credit union (AFCU) referred to in this presentation shall be deposited in escrow account(s), meaning that such funds are not permitted to be withdrawn or used for any purpose other than the designated purposes. These funds shall be considered “Escrow Deposits.” The Escrow Deposits shall be placed in interest-bearing deposit instruments, at prevailing market interest rates. All or some portion of these deposit instruments might not be covered by Federal deposit insurance and might not be backed by or guaranteed by the full faith and credit of the U.S. Government. Based on the conservative nature of the deposit instruments being utilized, it is expected that there will be not be a loss of principal on any of the Escrow Deposits. However, there is no guarantee that there will not be a loss of principal on any of the Escrow Deposits, and APPEAL, Inc. is not guaranteeing to the depositor/contributor that there will be no loss of principal on any Escrow Deposits. The Escrow Deposits will not be used or withdrawn prior to approval by the National Credit Union Administration of the AFCU application for a credit union charter. In the event that, for whatever reason, AFCU’s charter application is not approved, then a) at the conclusion of the application process, including any process of re-applying or appealing a disapproval decision, or b) after three (3) years have elapsed since the time a particular Escrow Deposit was made, whichever comes sooner between a) and b), the payer of such Escrow Deposit shall be refunded the full principal amount of his/her Escrow Deposit—except, in the event of a loss of principal associated with the Escrow Deposits, the payer shall be refunded the remaining pro-rata share of the principal amount of his/her Escrow Deposit—with appropriate market rate(s) of interest applied to such Escrow Deposit amount, and with such calculated interest added to the principal amount and included in the refunded amount.



Contact Information

**APPEAL, Inc. and the
APPEAL Credit Union project
need your support!**

To become a member of APPEAL, make a contribution, get further information,
or make an inquiry, visit our website or contact us directly:

WEBSITE: www.APPEALinc.org

EMAIL: info@APPEALinc.org

PHONE: 800-711-7851

MAILING ADDRESS:
APPEAL, Inc.
P.O. Box 4528
Washington, DC 20017

We want to hear from YOU! We look forward to your participation in this important endeavor!
Thank you in advance for your support!



**Thank
You!**

APPEAL, Incorporated

“IT’S ABOUT EMPOWERMENT!”

TOGETHER WE WILL SUCCEED!

Lasana K. Mack
Executive Director
APPEAL, Incorporated

We look forward to your participation in this important endeavor!
Thank you in advance for your support!