

Justine Petersen Fact Sheet

Make the connection between the headlines and JP's mission and programs

- Justine Petersen is on the *frontline* in dealing with the current economic crisis.
- Justine Petersen has a **proven track record** of helping individuals who are unable to secure conventional financing to buy homes and start small businesses; a position faced by a growing number of Americans as a result of the economic crisis.
- *This is what we have been doing, **and doing with great success**, for over a decade!*
- Justine Petersen is experiencing a **significant increase in the demand** for its services as a result of the sharp economic downturn and housing crisis.

Starting Businesses and Creating Jobs

- Justine Petersen in 2008 distributed **\$1.8 million** in microloans to help **295** entrepreneurs start small businesses in the St. Louis Metropolitan area.
- One year after clients receive Justine Petersen technical assistance to start a business (according to a 2008 annual survey conducted through the Aspen Institute):
 - **87%** started and still operate a business one year after service;
 - **92%** of businesses that survive increase business revenue;
 - **2.25** Full-time jobs are created for every full time business.
- Why does our **program work so well**? It's because we provide more than just a loan -- we work with our borrowers throughout the life of their loan to **ensure they succeed**.
- How do you work with clients? We are committed to one-on-one business counseling. This **personal approach** allows for both long- and short-term counseling depending on the needs of the client. We grow strong businesses!

Getting and Keeping Families in their *OWN* Homes

- Justine Petersen's foreclosure prevention counseling assists clients in working with their current lender to avoid foreclosure. Justine Petersen also assists clients to refinance their mortgage loans, when appropriate.
- Everyday, Justine Petersen helps area families purchase homes with safe and affordable financing, and educates them on how to use credit wisely.
- Justine Petersen last year helped **224** families purchase homes in the St. Louis Metropolitan area.

What JP *MUST* obtain to meet the increased demand and continue its role as part of the solution for St. Louis communities in today's economic crisis:

- Volunteers to assist with credit and financial education classes.
- Money! JP needs donations to support entrepreneurial training and foreclosure prevention program.
- Capital! JP needs donations for its loan fund to keep up with the increased demand.
- Thinking of refinancing? Justine Petersen offers a Home-to-Home Mortgage product. Revenue generated from Home-to-Home Mortgages supports homebuyer education.