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## Southern's Nonprofits to Rebrand

Phil Baldwin, President & CEO of Southern Bancorp Southern's community banks and nonprofit development organizations work closely together toward a shared mission to revitalize the Delta. To emphasize this alignment, our board recently voted to rename Southern Financial Partners, our nonprofit lending and community development affiliate, Southern Bancorp Capital Partners; and to rename

Southern CDC, our nonprofit affordable housing and community facility development affiliate, Southern Bancorp CDC.



## Free Income Tax Preparation

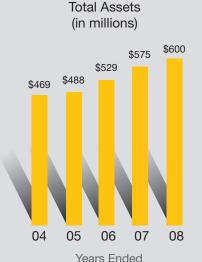
In anticipation of the upcoming tax season, Southern launched its Volunteer Income Tax Assistance (VITA) program on January 20, 2009. Our IRS-sponsored VITA program has grown from just two sites in 2004 to 14 in 2009. Last tax season alone, VITA helped more than 2,000 low-income people receive more than \$1.5 million in tax refunds and credits.



# **Mission News**

# Fourth Quarter 2008

# Southern Bancorp Growth and Impact



**Annual Loan Originations** (in millions)

December 31



Questions or comments: Dominik Mjartan Vice President Email: dom@southernfp.org

Office: 501.372.4201

## Public Policy

The 87th regular session of the Arkansas Legislature convened in January, and Southern is working to create positive policy changes to help working families in Arkansas. Among other initiatives, our policy team will advocate that a



majority of state lottery scholarships be awarded based on family financial need and will work with the Housing Arkansas coalition to promote the creation of a statewide housing trust fund, which would increase Arkansans' access to affordable housing and homeownership.

## Community Development Expansion in St. Francis County

On January 22, 2009, Southern began a limited expansion into St. Francis County, Arkansas. More than 40 local residents attended the launch event in Forrest City. Southern will focus its St. Francis County development work on five goals outlined during the county strategic planning process. After 12 months, Southern will meet with community members and the Walton Family Foundation to review progress and decide on the next steps.

## Customer Spotlight - Corner Market

The Corner Market in Helena-West Helena, Arkansas, is a favorite neighborhood grocery and deli for many local people. Corner Market is one of thousands of businesses in rural Arkansas and Mississippi that have received financing from Southern Bancorp.

