

Southern Bancorp Community Partners

Building communities . . . Changing lives



Business Model

Non Profit

Bank

Comprehensive
Community
Development

Public Policy

Cash Grants from
Southern

Non-traditional
Financial Services

Workforce Training
Asset Building

Traditional Financial
Services

Education

Economic
Development

Healthcare

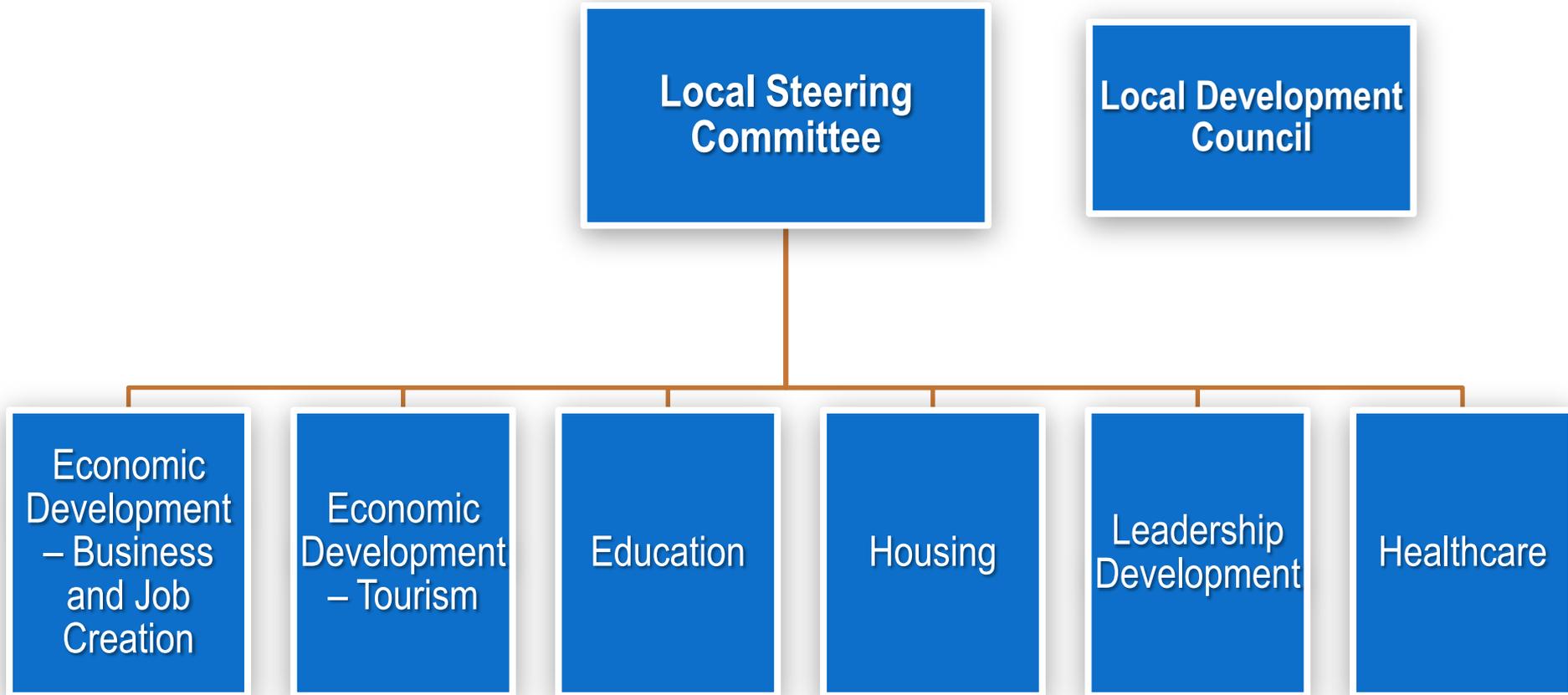
Housing

Leadership
Development

- 50% reduction in poverty
- 50% increase in employment
- 50% raise in educational attainment

Delta Bridge Project

Southern's Community-Driven Development Model



Leverage Funding Through Partnerships



Funding Fundamentals

Key Question: Is what we are doing or proposing the best use of resources given the conditions and constraints? If so, can we demonstrate why and track the results?

Measure and
Show Impact

Be Strategic

Market
Successes

Focus on
Relationships

Leverage
Opportunities

Be Persistent

Implement
with Integrity

Delta Bridge Project Expands into Coahoma County, Mississippi



Delta Bridge Project

600+ Coahoma County Residents



Sunflower River Weir

(Economic Development/Infrastructure)



After

Quapaw Canoe Company

Helena and Clarksdale Outposts offer unique canoe trips on the Mississippi River (Economic Development/Tourism)



Clarksdale Welcomes Aussies

(Economic Development/Tourism)



ASPIRE

Single Parent Educational Support (Education)



THE CLARKSDALE Press Register
FRIDAY
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LOCAL NEWS



DBM one of 10 winners of National Medal for Museum and Library Service

By **JESSE WRIGHT**
The Press Register

The Delta Blues Museum has won the Institute of Museum and Library Services National Medal, the nation's top award for museums and libraries.

Earlier this year, the IMLS announced the blues museum was one of 33 libraries and museums named as finalists. The blues museum was the only library or museum in Mississippi to be considered for the award this year. The Delta Blues Museum shares the award with 10 other museums and libraries, although it is the only music museum on the list.

Representatives from the Delta Blues Museum will travel to Washington, D.C. to accept an award May 8. Among the people going to the ceremony will be Travis Calvin, now 21, who started playing the guitar at

Single-parent students rewarded

ASPIRE program awards deserving mothers monies to help with education

By **JESSE WRIGHT**
The Press Register

A year after its local debut, a program that helps single parents go to school is about to open up another round of scholarships.

ASPIRE, which stands for Assisting Single Parents in Realizing Education, gives money to single mothers and fathers currently enrolled at a university or a community college. The money can be used for things like gas or bills, and although it's only \$300 or \$1,000 extra per semester, recipients say it's made a difference.

"It helped me transportation-wise, it kept the gas in my car and that was the main thing," said Nettie Davis, who is a sophomore at Coahoma Community College. "It came at a time where, if I needed a bill or something paid, it helped, and it helped pay for school supplies."

Davis is a single mother with four kids, a 6-, 5-, 4-, and a 3-year-old child. She said she was enrolled in community college when she had her first child, and she dropped out, because she didn't know how she could take care of her baby by herself and go to school. Now she's more determined to get an education because she wants her kids to know what's possible. What's possible is a lifestyle change.

According to an article last month in the New York Times about single parents, as of 2010, 61 percent of kids in the US are being raised by a single parent. In addition, single parent households are more likely than their two parent counterparts to be impoverished, and adults without higher education.

See ASPIRE, Page 17A



JESSE WRIGHT/The Clarksdale Press Register

Charles Butler (Chairman), Jon Walker (Board Member), Wayne Orr (Board Member), Charvasha Ward (Scholarship Recipient), Nettie Davis (Scholarship Recipient), Sandra Johnson (Board Member), Charles Meador (Board Member), LaQuita Clark (Scholarship Recipient), Jean Duff (Secretary), Angela Stewart (Scholarship Recipient), and Orlando Padon (Co-Chairman). Not pictured: Martyn Sanders (Scholarship Recipient).

See DBM, Page 17A

National Board Certification

Loan Program for Teachers

(Education)



10 Year Strategic Community Plan

Over \$2.6 million invested through the Delta Bridge Project



Coahoma County, Mississippi
2012-2022 Strategic Community Plan



KaBOOM! Playground

Over 200 diverse local residents came together for Build Day
(Economic Development/Tourism)



After

New Stage for Area Festivals

(Economic Development/Tourism)



Before

Downtown Facade Grants

(Economic Development/Tourism)



Before

Property Cleanup

(Housing)



After

Abating and Reusing Properties

(Economic Development)



Before

Sunflower River Flooding

(Infrastructure)



Before

Historic Marion Theater

(Economic Development/Tourism)



Before