

Rooted in Community

Driven by Impact.



Ponce Bank

2024



Corporate Headquarters
2244 Westchester Ave. | Bronx, New York 10462
Tel: (718) 931-9000
[Ponce Bank](#) | [Facebook](#) | [LinkedIn](#) | [Instagram](#)

poncebank.com

Your Neighbor – Ponce Bank

Originally known as Ponce De Leon Federal Savings and Loan Association, Ponce Bank was born in the Bronx in 1960 at a time when most banks had abandoned the community. Our founders, business owners, and community activists, wanted to provide access to capital for the community they were a part of.

Today Ponce Bank is a Community Development Financial Institution (CDFI), a Minority-Depository Institution (MDI), SBA Lender and its holding company are publicly traded on the NASDAQ exchange. (Ticker. PDLB)

We are:
De la comunidad.
En la comunidad.
Para la comunidad.

Of the community.
In the community.
For the community.

OUR MISSION AND PURPOSE

At Ponce Bank we help our neighbors prosper by providing banking services, financial education, and community building initiatives and partnerships that allow them to dream and achieve vibrant futures. We’re on a mission to prove that community banking is a powerful engine for social equity. We believe these values pave a path towards prosperity for all our stakeholders, including shareholders, customers, neighbors, and friends.

OUR COMMUNITY

County	# of Branches	Poverty Rate ¹	Unemployment Rate ²	Median Household Income ³	# Persistent Poverty Tracts ⁴
Bronx County, NY*	4	26.95%	6.9%	\$49,036	183/339
Kings County, NY*	3	18.89%	5.7%	\$78,548	201/761
New York County, NY	2	15.84%	4.8%	\$104,553	77/288
Queens County, NY	3	12.25%	4.7%	\$84,961	23/669
Hudson County, NJ	1	14.80%	4.3%	\$90,032	17/166

* A CDFI Fund Persistent Poverty County in 2023

Ponce Bank is consistently ranked in Top 10 out of 194 CDFI banks in the National Community Investment Fund 2024Q3 CDFI Banking Industry Peer Group Report

TOP RATED

Ranked #2

for Deposits amongst CDFI Banks in *Housing Focus*

#6

In Assets, Loans, and Deposits of the largest CDFI Banks with branches located in LMI census tracts

Ranked #3

Housing Focus in Total Assets and Loans

In total Loans among all CDFI banks nationwide

In total Assets among all CDFI banks nationwide

1. Estimated percent of all people that are living in poverty as of 2018–2022. PolicyMap (based on data from Census: US Bureau of the Census, American Community Survey). Accessed May 22, 2024. <http://www.policymap.com>.
2. Unemployment rate in 2023. PolicyMap (based on data from BLS: BLS Local Area Unemployment Statistics, available at <http://www.bls.gov/lau/#tables>). Accessed June 24, 2024. <http://www.policymap.com>.
3. Estimated median income of a household, between 2018–2022. PolicyMap (based on data from Census: US Bureau of the Census, American Community Survey). Accessed June 24, 2024. <http://www.policymap.com>.
4. Concentrated persistent poverty, as of 2019. PolicyMap (based on data from Census, Brown University, and PolicyMap: Data downloaded from <https://s4.ad.brown.edu/Projects/Diversity/Researcher/LTDB.htm>, June 2023). Accessed May 22, 2024. <http://www.policymap.com>.
5. National Community Investment Fund (NCIF) 2024Q3 CDFI Banking Industry Peer Group Report

Environmental Responsibility

Ponce Bank continually looks for ways to improve efficiency in ways that also reduce negative environmental impact. In 2024 the Bank installed new, more efficient water filtration systems that also reduce branch operating expenses.

Additionally, in 2024 we were able to increase our Energy Star Rating of our Headquarters from a D to a C. Ponce Bank is committed to continuing to improve environmental outcomes while also decreasing operating expenses, so more resources are freed to help the communities we serve.

United Nations Sustainable Development Goals



Ponce Bank Financial Mastery programs offer life-long learning opportunities to all ages on a variety of topics related to money, banking, and business.



We provide all of our employees with a living-wage and respectful work environment and support our local businesses so they can do the same.



By financing developments in affordable housing and commercial developments, Ponce is supporting the infrastructure of our neighborhoods today and in the future.



Since our founding Ponce Bank has worked directly with our community to redress historic systemic unequal access to financial products and services.

SOCIAL IMPACT

Ponce Bank is committed to create a work environment where all are welcome regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, genetic information, marital status, amnesty, disability, veteran status, and medical condition or diagnosis. Ponce Bank has created a workplace culture of respect and collaboration that supports our employees. Our employees carry that respect into every interaction with our customers and community.

53%

Minority Bank executives and senior level managers

40%

Female Bank executives and senior level managers

86%

Percent of staff identifying as Minority

GOVERNANCE

Leadership at Ponce Bank is “De la Comunidad” bringing unique and varied perspectives into Ponce Bank



75% of our Board Directors are 1st or of 2nd generation immigrants.



75% of the Board is independent*

* the majority of board members are required to be independent

PONCE received Rating of OUTSTANDING Community Reinvestment Act Performance (CRA) from Office of the Comptroller of the Currency (OCC)

Amplifying Impact

At Ponce Bank we are always looking for ways to do more for the communities we serve. **In 2024 we invested 80 cents of each deposit dollar into our community.** From 2021-2024 Ponce Bank’s capital recruitment efforts have generated millions of dollars of additional community investment. And the more dollars we can recruit the more we have to reinvest!



Impact Lending & Investment (Treasury Report data)

Since our founding, Ponce Bank has invested dollars in places where they can do the most good. We’ve built on that tradition by creating access to capital in areas of Persistent Poverty, Majority Minority Communities, and CDFI Fund Underserved Areas.

2024 IMPACT LENDING

Impact Origination Type	Q1 Loans	Q2 Loans	Q3 Loans	Q4 Loans	% of Originations	Total Category Lending
Urban Low-Income Areas	32	37	54	46	54.69%	\$489.4MM
Minority Communities	45	43	62	52	65.37%	\$531.5MM
Underserved/CDFI Investment Areas	41	43	62	53	64.40%	\$521.6MM
Persistent Poverty Counties	24	34	43	28	41.75%	\$421.3MM

Small Businesses: We Invest in our Neighbors

Small businesses have a large impact on their communities, but being a small business isn't easy. Ponce provides innovative solutions like the Empire State Development Linked Deposit Program, which lowers the interest rates small business borrowers pay, and Prosper small business loans of up to \$25,000. Credit decisions for Prosper loans are based on demonstrated business cash-flow not credit score. These programs meet our small businesses where they are and help them access the capital they need to thrive and grow.

2024 Commercial and Industrial Loans

38	Total Business Loans
\$17.4MM	Amount of C & I Credit Accessed
\$2.0MM	Loans \$ to Low- to Moderate-Income Borrowers
\$364,524	\$ of Prosper small business loan originations
\$11.7MM	SBA Loans

“Small business is a misnomer; small businesses are the largest employers in America”

-Carlos P. Naudon,
Ponce Bank President & CEO

Impact Focus: \$MALL BUSINESS BOOTCAMP

In 2021 Ponce Bank received community requests for educational opportunities for small businesses in low- to moderate-income areas and minority communities. To meet this need Ponce Bank partnered with the Business Outreach Center to create and deliver the Being Ready Series, a course of four free classes designed to help small businesses learn healthy financial practices. At the request of the participants and community; the series; shared in the Bronx, Brooklyn, Queens, Manhattan, and New Jersey; expanded to include a second series of classes in 2022 and a third series of classes in 2023. In 2023 the expanded series was renamed the \$mall Business Bootcamp, to better represent the series' intended audience and topics.



233

2024 \$mall Business Bootcamp graduates

116

Graduates with business generating less than \$1MM in annual revenue

10

Graduates that self-identified as having a disability

In 2024, 403 business owners participated in the Ponce \$mall Business Bootcamps. Ponce Bank is excited to continue meeting a communities' need and growing and expanding the series further in the future.

Impact: Affordable Homeownership

Housing is often one’s greatest expense, and in the NYC metropolitan area, tens of thousands of households are burdened by housing costs that are more than 30% of their income. We work with our community partners and customers to create more affordable housing in our communities, create access to capital for underserved areas and low-income areas, and provide affordable and flexible finance options which allow families to purchase homes where they can build wealth in home equity and, as owners, directly control their housing costs. We continue to find innovative ways to support affordable homeownership including connecting first-time homeowners to \$9,500 in down-payment and closing cost grants through a new program* launched in 2023.

“Home ownership is the primary wealth builder. It’s the Legacy We Create!”

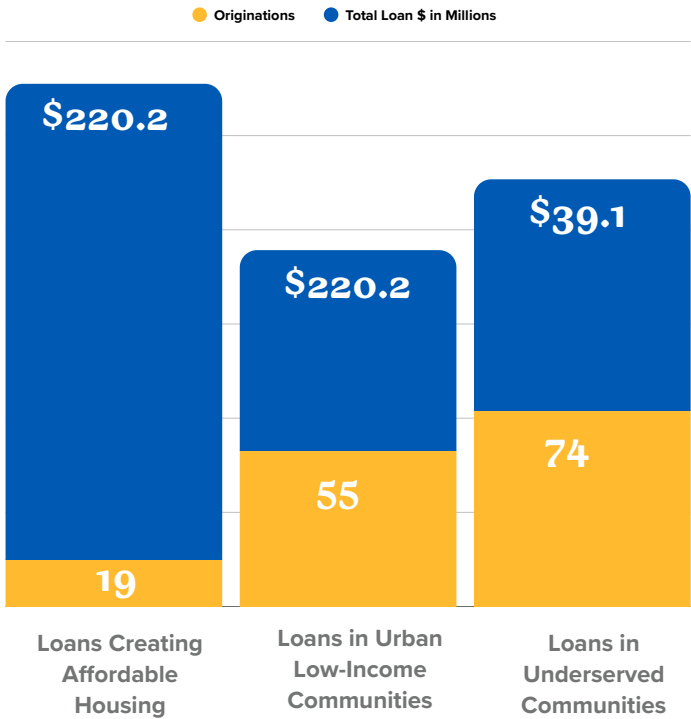
-Carlos P. Naudon, Ponce Bank President & CEO

Series Created at Community Request:

- Small Business Bootcamp; Series I, II & III
- Non-Profit Grassroots Program
- First Time Homebuyers Program
- Protecting Your Legacy



65
Loans
\$38,163,265
In Lending



Impact: Mainstreaming Financial Mastery

It is all about taking control of your finances, making smart choices, and paving the way for a secure and prosperous future. It is not just about managing your money; it is about unlocking your full potential and achieving your dreams.

To reach that goal our Financial Mastery Program has evolved based on the requests of the community and we make this information widely available free of cost. www.poncebank.com



2024 FINANCIAL MASTERY

162
Sessions

2,794
Attendees

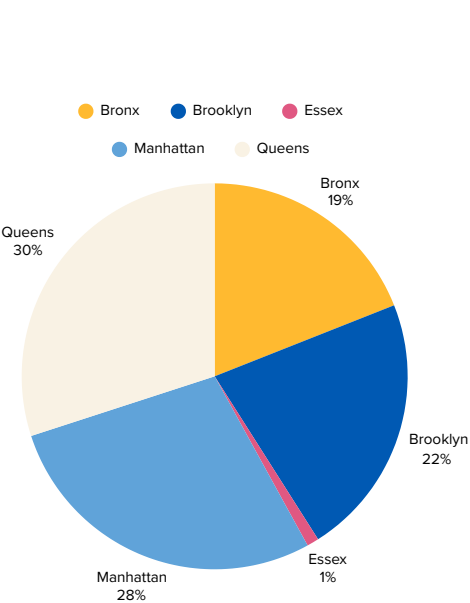
*Grant funds provided through Federal Home Loan Bank of New York Homebuyer Dream Program.

Non Profit Grassroots Program

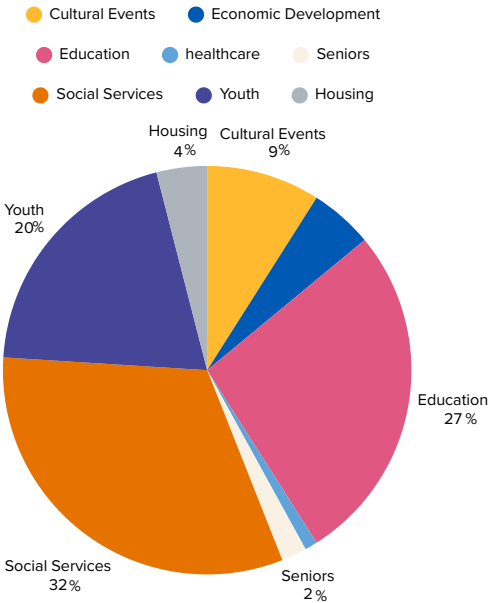
Non-Profits in our community focus on the needs of our neighbors every day. By delivering exceptional service and products that meet non-profits’ unique needs we help them grow and better serve their missions.

In Oct. 2024 we initiated the Non-Profit Grassroots Program with sessions from Strategic Partnerships and Basic Financial Statements for Non-Profits to Key Steps for Building a Nonprofit Board and Becoming Grant Ready.

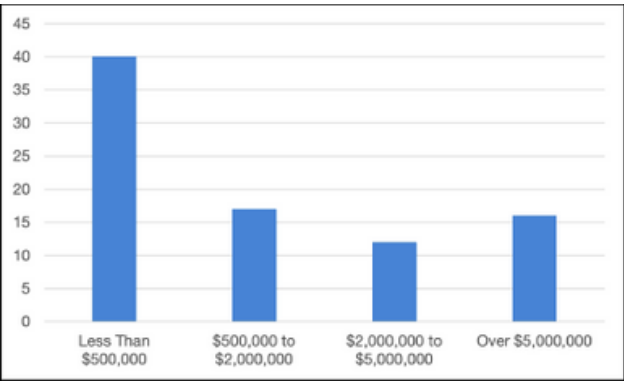
85 organizations participated.



Organizations Served by County



Organizations Served by Focus Area



Organizations Served by Size

“Go Fast Alone.
Go Far Together.”

We Invest in Our Communities

Making an impact is about more than providing financial services.

We give directly to our community through sponsorship of community based organizations providing a different, but dearly needed, type of service to the communities we love; we give of our time through staff volunteering; and we contribute to the future success of our community through academic scholarships.

36

**Volunteer
Events**

150

**Volunteer
Hours**

\$536,000

**229
Sponsorships**



\$82,000

71 Scholarships

“In 2024 OCC found that “Ponce’s Community Development activities show excellent responsiveness to identified community needs”

- Community Reinvestment Act (CRA) Performance Evaluation



Ponce De Leon Foundation

Affiliate of Ponce Bank

2024 Grantees



ACE Programs: \$25,000

for Expansion of Services for Low-Income, Independently Housed Individuals in Western Queens Project.

Act Now Foundation, Inc.: \$16,000

for the Alzheimer's Care Project.

ALD Alliance: \$11,000

for the New York ALD Outreach Project.

Behind the Book: \$20,000

for Strengthening Literacy in NYC Schools and Communities Program.

Bronx River Alliance, Inc: \$25,000

for Youth Development through Experiential Bronx River Natural and Historical Education Program.

Center for Supportive Schools: \$30,000

for Supporting Youth Development at the President Barack Obama Community School/PS 34 Program.

Creative Art Works: \$15,000

for Public Art Youth Employment Programs.

Daniel's Music Foundation: \$20,000

for DMF Group Classes Program.

Elmcot Youth & Adult Activities, Inc: \$25,000

for the Case Management Services for Older Adults in Supportive Housing Program.

Family Legal Care: \$20,000

for Family Law Education Program.

Fresh Youth Initiatives, Inc.: \$25,000

for Middle School JOURNEYS: Mental Health and Wellness Program.

Girls Incorporated of New York City: \$25,000

for the Project Accelerate.

Giving Alternative Learners Uplifting Opportunities Inc.: \$25,000

for Therapeutic Horseback Riding Lesson Scholarships for Children and Youth with Disabilities Program.

Homecrest Community Services Inc.: \$25,000

for the HCS Arts and Cultural Program.

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2024 Grantees, continued

Leap, Inc. dba Brooklyn Workforce Innovations: \$30,000

for Affordable Housing Career Training program.

Little Sisters of the Assumption Family Health Service: \$25,000

for the Expanded Case Management Services Program.

New York City Housing Partnership: \$25,000

for the Homeownership Counseling and Education Program.

Neighborhood Housing Services of Brooklyn, CDC, Inc.: \$25,000

for the Homeownership Preservation Initiative.

New Settlement: \$25,000

for New Settlement Program for Girls and Young Women.

New York LGBT Network, Inc: \$15,000

for the Safe Schools Initiative LGBT Anti-Bullying Program.

Nonprofit New York: \$25,000

for the Strengthening Nonprofits in New York Program.

Part of the Solution (POTS): \$25,000

for the ESOL Support Program.

Queens Community House: \$30,000

for the Access for Young Women Program.

Restore: \$25,000

for the Housing for Survivors of Trafficking Program.

South Bronx United: \$25,000

for the SBU Employment Fellowship Program.

The HOPE Program: \$25,000

for the Digital Literacy Training for Low-Income Jobseekers program.

Theatre for New Audience: \$15,000

for the Theatre for a New Audience's 2023-2024 Arts in Education Programs.

Branch Locations

The Bronx

Southern Blvd

980 Southern Boulevard
Bronx, NY 10459

170th Street

51 East 170th Street
Bronx, NY 10452

Westchester Avenue

2244 Westchester Ave
Bronx, NY 10462

Riverdale

5560 Broadway
Bronx, NY 10463

Manhattan

106th Street

207 East 106th Street
New York, NY 10029

Stuyvesant Town

319 1st Ave
New York, NY 10003

New Jersey

Union City

3821 Bergenline Ave
Union City, NJ 07087

Queens

Jackson Heights

37-60 82nd Street
Jackson Heights, NY 11372

Astoria

34-05 Broadway
Astoria, NY 11106

Forest Hills

100-20 Queens Boulevard
Forest Hills, NY 11375

Brooklyn

Smith Street

169 Smith Street
Brooklyn, NY 11201

Flatlands

1900 Ralph Ave
Brooklyn, NY 11234

Bensonhurst

2047 86th Street
Brooklyn, NY 11214

Mortgage Origination Locations

Jackson Heights

37-60 82nd Street. 3rd Floor
Jackson heights. NY 11372

Brooklyn Office

2612 East 10th street
Brooklyn, NY 11235

Flushing Office

135-14 Northern Boulevard
Flushing NY 11354

NJ Office

142 South Washington Avenue
Bergentield, NJ 07021

Jamaica Office

1189-10 Hillside Avenue Suite E
Hollis, NY 11423

Representative Office

1600 Ponce De Leon Drive
Coral Gables, Florida 33134





Ponce Bank

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