



FOR IMMEDIATE RELEASE

Media Contacts

Stephanie Llorente, 919-271-6491
sllorente@prepcomm.com

Travis Rouse, 919-313-3601
travis.rouse@mfbonline.com

M&F Bank Grants \$50,000 to Small Businesses Across N.C.

*Durham's Legacy Homecare Services Receives \$10,000 as First Empowering Growth
Small Business Grant Recipient*

Next Up: Small Businesses in Raleigh, Greensboro Winston-Salem and Charlotte

DURHAM, N.C. – Feb. 28, 2024 – [M&F Bank](#), the only Community Development Financial Institution (CDFI) and minority-owned bank in North Carolina, in partnership with the [Fiserv Back2Business Program](#), is set to distribute \$50,000 to small businesses across North Carolina. Five \$10,000 grants will be given throughout 2024 to small businesses in Durham, Raleigh, Greensboro, Winston-Salem and Charlotte as part of the bank's new [Empowering Growth Small Business Grant program](#).

M&F Bank honored its first \$10,000 grant recipient, [Legacy Homecare Services, LLC](#), during a reception at its newly renovated branch in Durham on Feb. 27. Surrounded by community and business leaders, board members, and friends and family, owner Juantia Applewhite received a giant check to recognize the company's outstanding contributions to Durham. M&F Bank's goal is to create an ecosystem of support for small businesses. As such, in addition to the \$10,000 grant, Legacy Homecare Services will receive a dedicated business banker to provide personalized guidance, expert advice, and tailored financial solutions. Additionally, mentorship, financial education, and resources will be provided through access to Operation HOPE. The Durham Chamber of Commerce will provide networking opportunities, resources, and support through a complimentary membership.

"Receiving this grant is such an honor," said Juantia Applewhite, owner of Legacy Homecare Services, LLC. "This financial boost will help us continue to carry out our mission to deliver high-quality, personalized, and compassionate in-home care services. Our team is committed to enhancing the quality of life for clients and this will allow us to further educate and certify our employees, and expand our operations."

Legacy Homecare Services is a local business that has served the Durham community since 2021 and provides individualized in-home care services with a focus on personalized support and flexibility. The company also provides non-medical transportation services throughout N.C. as part of its commitment to enhancing community well-being.

-more-



“Each small business is a thread in the tapestry of our local communities, each unique and important,” said Travis Rouse, senior vice president and chief sales officer for M&F Bank. “They contribute to a rich culture, create purpose through employment, and support economic growth. Empowering local communities is at the core of what we do, and we are humbled to play a small role in Legacy Homecare Services’ success through the Empowering Growth Small Business Grant.”

M&F Bank is the second oldest minority-owned bank in the country and is dedicated to enhancing the wealth and well being of underserved populations and communities. As part of its mission to enhance financial prosperity and close the wealth gap for minorities, the bank recently revealed an updated brand look and feel with the theme of “Empowering Growth” at its forefront. The theme reflects its mission and strong relational ties with the communities it serves.

These grants are just a part of the bank’s Empowering Growth rebrand. On November 13, 2023, M&F Bank became a designated participant in the Small Business Administration’s Preferred Lender Program (PLP), which enables the bank to provide small businesses with faster turnaround times on their loan applications.

“M&F Bank’s mission to serve underserved people and communities aligns perfectly with our Back2Business Program,” said Neil Wilcox, executive vice president of corporate social responsibility at Fiserv. “It’s not just about money for them, it’s about trust, relationships and about making sure everyone receives the support and services they deserve. We’re delighted to partner with such an upstanding company to honor the hardworking teams who run these small businesses.”

Fiserv, a leading global provider of payments and financial services technology solutions, has been supporting small businesses since 2020 through its Back2Business Program. The company has distributed more than 1,600 small grants as part of its \$50 million commitment to diverse businesses across the United States and the United Kingdom.

To learn more about the Empowering Growth Small Business Grant program criteria and how to apply for remaining grants, visit M&F Bank’s [website](#).

About M&F Bank

Founded in 1907 in North Carolina, M&F Bank is the second-oldest African American owned bank in the United States. With \$453.0 million in total assets, M&F Bank is the eighth-largest African American owned financial institution in the United States and is the only Community Development Financial Institution (CDFI) and minority-owned bank in North Carolina. The bank’s mission is to promote personal and community development by providing capital to small- and medium-sized businesses in its local communities. M&F Bank serves thousands of customers and operates eight [locations](#) throughout Durham, Raleigh, Greensboro, Winston-Salem and Charlotte. To learn more, visit www.mfbonline.com.

###