“Financing the Future: Nonprofits, Banks, and Affordable Housing ”



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PROPRIETARY AND CONFIDENTIAL

Nonprofits, Banks and Affordable Housing:

- Who is Better Housing Coalition (BHC)
- Who is Atlantic Union Bank (AUB)
- Contextualizing Richmond, VA (RVA) Housing Crisis
- How we do it: Partnership Cases
  - The Planet
  - Winchester Green
  - Winchester Forest

Q&A



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BHC History

- Founded by Mary Tyler McClenahan and Carter McDowell in 1988
- First rental development completed in 1993
- Home Ownership program began in 1994
- Property Management Division founded 1998
- Resident Services Program established in 2000

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What we believe

- **Mission**
  The Better Housing Coalition changes lives and transforms communities through high-quality, affordable housing.
- **Vision**
  To ensure that every citizen in our region, regardless of their economic status, has good choices in where they live, and opportunities to reach their fullest potential.
- **Value Proposition**
  Quality housing at an affordable price is a springboard for success in educational, employment and health pursuits.



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Better Housing Coalition – 37 years

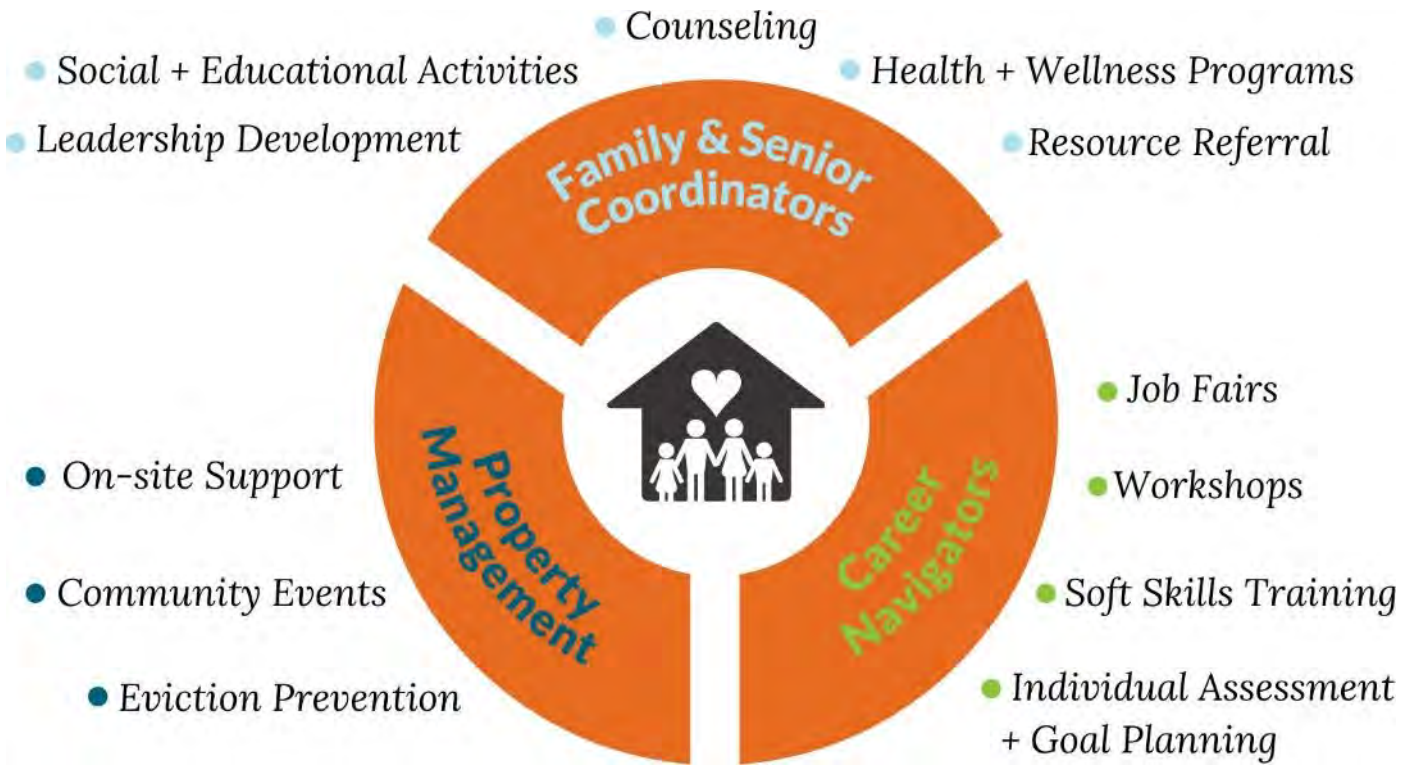
- $350 million real estate investments
- 23 rental properties; 9 for seniors
- 1,811 rental units
- 2,575 residents
- 300 Single-family homes built/sold
- Resident support services
- Staff: 80



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What makes BHC different from other affordable housing developers?



+

- Home Buyers Clubs
- Scholarships

Family Stabilization Model



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AUB: Our Company

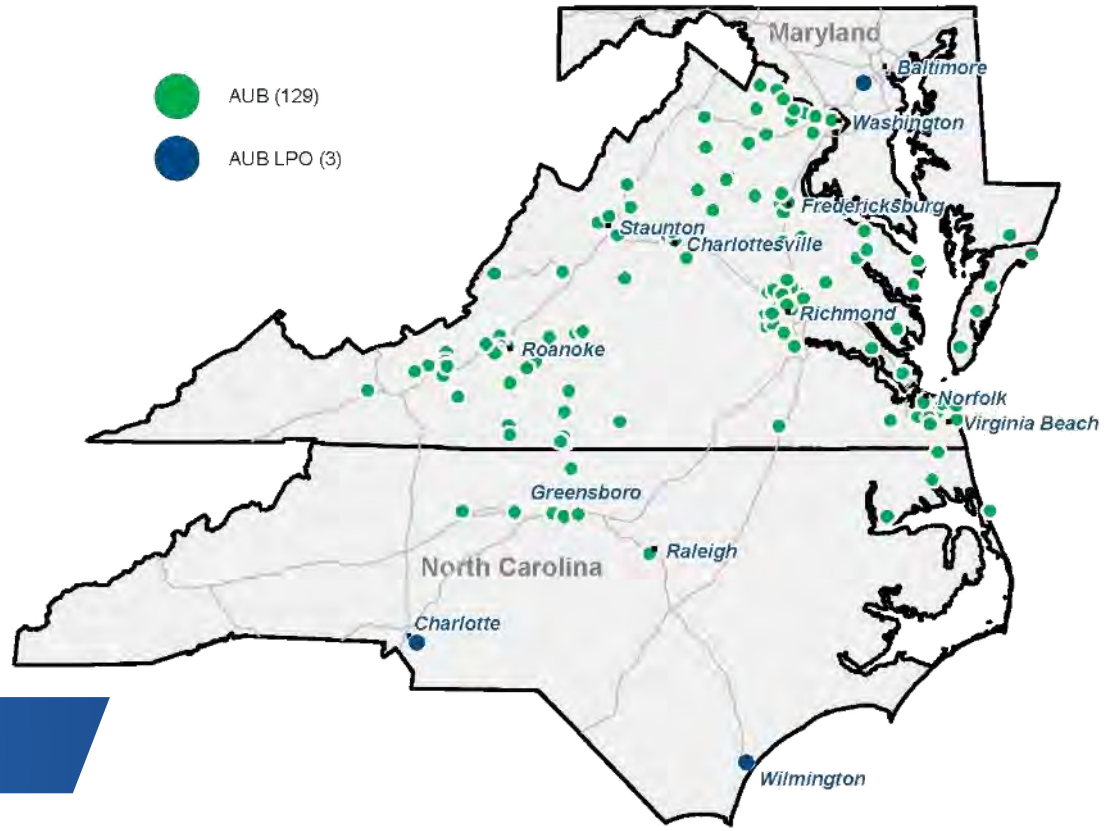
- Soundness | Profitability | Growth

Highlights ($bn)

$24.6 Assets	**$18.5** Loans
$20.4 Deposits	**$3.4** Market Capitalization

- **129** branches across **Virginia, North Carolina** and **Maryland** footprint
- **#1** regional bank[1] deposit market share in Virginia
- **Strong balance sheet** and capital levels
- Committed to **top-tier financial performance** with a highly experienced management team able to execute change

Branch/Office Footprint



Largest Regional Banking Company Headquartered in Virginia

- *Data as of 12/31/2024, market capitalization as of 1/22/2025
- 1) Regional bank defined as having less than $100 billion in assets; rank determined by asset size; market share data per S&P Global Market Intelligence as of June 30, 2024

Strong Presence in Prime Virginia Markets

Richmond

State Capital, Fortune 500 headquarters (8), VCU & VCU Medical Center

- $5.3 billion in-market deposits and total deposit market share of 15.7%

#1 Market Share (1)

Fredericksburg

Defense and security contractors, Healthcare, Retail, Real Estate development

- $1.6 billion in-market deposits and total deposit market share of 26.5%

#1 Market Share (1)

Charlottesville

University of Virginia, High-tech and professional businesses, Real Estate development

- $698 million in-market deposits and total deposit market share of 11.0%

#1 Market Share (1)

Coastal Virginia

Military, Shipbuilding, Fortune 500 headquarters (2), Tourism

- $1.3 billion in-market deposits and total deposit market share of 4.0%

#2 Market Share (1)

Roanoke
Blacksburg

Virginia Tech, Healthcare, Retail

- $2.1 billion in-market deposits and total deposit market share of 15.9%

#1 Market Share (1)

Northern Virginia

Nation's Capital, Fortune 500 headquarters (14), Defense and security contractors, Non-profit Associations (lobbyists), HQ2

- $4.6 billion in-market deposits and total deposit market share of 3.0%

#2 Market Share (1)



(1) Among midsized and community banks less than $100 billion in assets
Source: SNL Financial, FDIC deposit data; excludes branches greater than $5 billion
Deposit data as of 6/30/2023, which is presented on a pro forma basis reflecting the acquisition of American National, before any merger-related adjustments, which closed on April 1, 2024;
Fredericksburg market defined as Caroline, Fredericksburg City, King George, Spotsylvania and Stafford counties; all other markets per MSA definitions in SNL

Atlantic Union Bankshares

Our Shareholder Value Proposition

Leading Regional Presence

Dense, uniquely valuable presence across attractive markets

Attractive Financial Profile

Solid dividend yield & payout ratio with earnings upside



Financial Strength

Solid balance sheet & capital levels

Peer-Leading Performance

Committed to top-tier financial performance

Strong Growth Potential

Organic & acquisition opportunities

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Our Core Values

Culture — **HOW** we come together and interact as a team to accomplish our business and societal goals.

Caring

Working together toward common goals, acting with kindness, respect and a genuine concern for others.

Courageous

Speaking openly, honestly and accepting our challenges and mistakes as opportunities to learn and grow.

Committed

Driven to help our clients, Teammates and company succeed, doing what is right and accountable for our actions.

Diversity, Equity, Inclusion, and Belonging Statement

Atlantic Union Bank embraces diversity of thought and identity to better serve our stakeholders and achieve our purpose. We commit to cultivating a welcoming workplace where Teammate and customer perspectives are valued and respected.

We are
CARING.
COURAGEOUS.
COMMITTED.

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Richmond and The RVA Housing Crisis

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Why Affordable Housing?



- **53% of households in Richmond are considered severely housing cost burdened**

  spending more than 50% of their income on housing costs.

- **20% of Richmond residents live in poverty.**
- **Rent rates in Richmond have increased by**

  an estimated 25% since 2020 with average incomes only increasing by roughly 8%.

- Black home ownership and wealth building opportunities are at a **50-year low**.
- Today, our region faces a major **shortage of 39,000 rental units** for low-income households. Without significant intervention, this shortfall will grow dramatically in the coming decades.

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Who needs affordable housing?

Occupation	Median Annual Income
Fast Food restaurant worker	$29,710
CNA (Home Health Aide)	$29,200
Hairdresser/Stylist	$46,900
Mail Carrier	$58,640
Firefighter	$58,800
Teacher	$60,000

Minimum income needed to buy a home (average $410,000) $122,866

Minimum income needed to rent a 2-bedroom apartment (average $1,552) $55,923

The average income of a BHC resident is: $16,374

The mean income of a BHC resident is $14,178

Sources: U.S. Bureau of Labor Statistics, Housing Forward Virginia



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How this Partnership is Changing the Community:

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Our mutually beneficial relationship:

- **Loans** ~$50 million in acquisition, construction, renovation and mini-perm loans
- **Letters of Credit-** $4 million revolving master facility - under which we've issued over 30 letters of credit over the past 10 years
- **Deposits**-$14.3 million in 80 deposit accounts Treasury Management- Advanced online banking services with ACH, wire, positive pay, and other Treasury services
- **Investment Management-** $721k Endowment
- **Capacity building grants and sponsorships**: $264k over 13 years toward BHC's 25th, 30th and 35th Anniversaries, Annual Gingerbread House Challenge, groundbreakings and grand openings, summer internship grants, resident services, and general fundraisers.
- **Executive level board service-** Maria Tedesco and David Ring: Leadership level committee service at board of directors. Associate volunteer community engagement: holiday meals to seniors and homebuyer education



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The Planet Community

- $20 million development completed in 2023, Historic Jackson Ward neighborhood in the City of Richmond
- 67 rental homes, one-, two- and three- bedroom apartments, 1-2 baths
- Current number of residents: 133
- Average age, head of household: 36
- Average annual household income: $33,161
- Rents range from $950-$1,387/month
- Nearby market rate rents range from $1,350 (1br) - $2,500 (2br). Few 3br offerings.
- Amenities: community room, rooftop deck, balconies or patios, off-street parking, indoor bike racks, near bus line. Accessible units available.



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Winchester Forest Community

- $45 million development completed in 2024, N. Chesterfield
- Includes 160 rental homes, one-, two- and three- bedroom apartments in 9 buildings on 13 acres
- Current number of residents: 340
- Average age, head of household: 36
- Average annual household income: $37,521
- Rents range from $965-$1,300/month
- Market rate rents range from $1,200 - $2,500
- Amenities: community room, playground, fitness center, in-unit laundry, off-street parking, security, and walking trails. Pet-friendly. Accessible units available. Childcare center in walking distance. On bus line.



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Before: Park Lee Apartments



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After: Winchester Greens



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Winchester Greens Apartments (240 units)
Winchester Forest (160 units)
Market Village - Seniors (69 units)
Winchester Campus
Market Woods & Market Square - Seniors (165 units)

Winchester Greens Campus

- $150 million development, completed in 2024
- A 60-acre multi-generational community comprised of 634 units (400 rental homes and 234 senior apartments).
- This community includes a mix of one- and two-bedroom apartments and one-, two-, and three-bedroom townhome apartments.
- Campus amenities include walking trails, retail, banking and health care facilities and a child care center.
- It is also home to residents of My Path Forward, a partnership between Better Housing Coalition and Children's Home Society of Virginia, which supports young people who have aged out of foster care.



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Single Family Homes



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What's Next for Better Housing Coalition



Horner Run, Chesterfield County, 49 Rental Homes

Opening Spring 2025

$18 Million Investment



Highland Grove Subdivision, City of Richmond

125 mixed-income For Sale Homes

$55 Million Investment

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What's Next for Better Housing Coalition



Lafayette Gardens, City of Richmond

104 Rental Homes

$25 Million Investment



The Colbrook, Chesterfield County

152 Rental homes

$59 Million Investment

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What's Next for Better Housing Coalition



Carter Woods, Henrico County

106 Rental Homes, 28 Townhomes

$47 Million Investment



2025 – 2028 Strategic Plan

Charting our Future Course

$1B investment over the next decade

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Questions