



# Our Impact 2024



MEMBER FDIC.



# Our Purpose



## 80%

of loans originated to LMI and minority households and businesses+

From local entrepreneurs who have turned their dreams into reality to families who now have a place to call home, each story is a testament to the power of opportunity and support. We've witnessed firsthand how access to resources can transform lives, fostering innovation and resilience in the face of challenges. Our partnerships with community organizations and local leaders have amplified these efforts, ensuring that our initiatives are not only sustainable but also deeply rooted in the needs and aspirations of those we serve. Together, we are building a future where everyone has a chance to prosper, creating a legacy of hope and empowerment for generations to come.

+Based on financials for the year ending December 2024



MEMBER FDIC.

# Our Performance

2.20%

PRE-TAX  
ROAA

40%

STRONG CAPITAL  
TIER 1 CAPITAL

Based on financials for the  
year ending December 2024

10.42%

LOAN  
GROWTH

56.67%

EFFICIENCY  
RATIO

“We remain committed to our corporate mission of being a catalyst for building wealth, supporting and expanding businesses, and creating a better future for all.

Cynthia N. Day, President & CEO



**\$60MM**

Access to Capital



**3,400**

Homeownership  
Empowerment: Citizens  
Reached in 2024



**217**

Community Loans

<i>Commitment Impact</i>	<i>Details</i>	<i>Outcome</i>
<b>Access to Capital</b>	Promote economic opportunities through increased lending to individuals and businesses in underserved, and low-moderate income communities.	<ul style="list-style-type: none"><li>• \$60MM Community Loans</li><li>• 217 Business and Commercial Loans</li></ul>
<b>Homeownership</b>	Increasing Affordable Housing availability	<ul style="list-style-type: none"><li>• Bank-hosted DPA Grant</li><li>• Over 200 empowerment workshops, annually</li></ul>



Our  
long-standing  
mission is to be  
“more than a  
bank”—serving as  
a trusted partner in  
building strong,  
resilient  
community  
ecosystems.



Money-management  
Education

23 High-school  
partnerships



Community  
Engagement

400+  
Volunteer hours

*Commitment  
Impact*

*Details*

*Outcome*

Financial Wellness  
Education

**Provided** financial education  
resources through the  
Financial Independence Training  
(F.I.T.) program.

>22K students reached  
since program inception

Community  
Engagement

**Supported** community  
foundations and nonprofit  
organizations addressing  
affordable housing, youth  
empowerment and long term  
financial wellness.

Partnered with like  
missioned-organizations to  
increase impact on serving  
communities and its citizens

We strive to  
create  
environments  
where everyone  
has the  
opportunity to  
succeed and  
thrive.

Small businesses and affordable housing are essential for a thriving community. Small businesses create jobs and strengthen community ecosystems, while affordable housing supports workers, growing families, and vibrant neighborhoods.

Our commitment and focused efforts on economic inclusion help to improve the lives of individuals and communities that have historically lacked access to financial services and opportunities to build and grow businesses and experience homeownership. These efforts promote long-term financial stability and play a vital role in bridging the wealth gap.

Our greatest accomplishments are measured by the lives we touch—and we're proud to share the journeys of our customers and our impact in the community.



# Building Success, Building Community: Ken Davis and The Good Success Company, Inc.

For Ken Davis, establishing a business was not solely about achieving personal success, it was about empowering his community. As the founder of The Good Success Company, Inc., a janitorial services provider, Ken recognized the chance to create clean environments while offering stable jobs and fostering economic mobility in his neighborhood. However, like many small business owners, he encountered challenges in scaling his operations.

That's where Citizens Trust Bank came into play. With a flexible line of credit, Ken gained access to working capital, which allowed him to manage cash flow effectively, invest in his business, expand operations, and hire and train additional employees.

The Good Success Company evolved from a modest venture into a flourishing enterprise. Ken's capacity to scale opened up new opportunities for himself and his employees and the local economy.

Citizens Trust Bank remains committed to supporting entrepreneurs like Ken Davis—because when small businesses thrive, communities prosper.

“  
*Citizens Trust Bank gave me the financial flexibility to take my business to the next level. . . They don't just support businesses, they invest in business success.*

Kenneth Davis, CEO –  
The Good Success Company, Inc.

Kenneth Davis, CEO  
The Good Success Company, Inc.



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# Building Communities, Empowering Generations: Park Street Homes, Inc.

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## Transforming lives by redefining homeownership

Kevan and Ayesha Shelton, the visionaries behind Park Street Homes, Inc., are transforming lives by redefining homeownership. With a mission to provide affordable, high-quality housing and foster economic empowerment, the Sheltons have built more than homes – they've built hope and opportunity.

With the support of \$ 1.2 million in construction investment real estate loans, the Sheltons have expanded their impact, developing designer-curated homes that seamlessly blend luxury and affordability.

As a leading home builder in Houston, Texas, Park Street Homes is enhancing neighborhoods and creating pathways to homeownership for buyers, including young professionals and families.





*"Citizens Trust Bank has been a true partner in our mission to increase affordable housing and make homeownership a reality for more deserving families. Their support has given us the financial tools to expand our projects, strengthen our community, and help more people achieve their dreams of owning a home."*

**Park Street Homes, Inc.**

*Cultivating opportunities and providing solutions for everyone to achieve a life of financial well-being and success –*  
**Citizens Trust Bank Vision Statement**



**Kevan and Ayesha Shelton, Founders , visionaries  
of Park Street Homes**

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# Empowering Homeownership

The Citizens Trust Bank Down Payment program continues to assist eligible home buyers in overcoming the financial hurdle of a large down payment when purchasing a home. This program is available for properties across the country.

The grant offers \$2,000 towards closing costs, making homeownership more accessible.

In conjunction with this program, our teams are committed to the bank's mission of making homeownership attainable. We engage in hundreds of workshops annually and have reached thousands of potential homeowners just in 2024.

# 200+

Empowerment  
workshops

# 3,400

Community  
Citizens served



More community citizens can use down payment assistance from Citizens Trust Bank.

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# Faith, Community, and Growth: Rock City Church, Inc.

At the heart of Birmingham, Alabama, Rock City Church is more than a place of worship – it's a beacon of hope, empowerment, and transformation for the community it serves. Led by the visionary Pastor Mike, a thought leader, author, and artist, Rock City Church has grown to become one of the fastest-growing congregations in the United States. With a mission rooted in faith and community development, the church is dedicated to creating lasting impact beyond the pulpit.

Citizens Trust Bank is proud to support Rock City Church's journey to empower lives and revitalize neighborhoods. By extending over \$6 million in real estate financing, the bank has helped the church secure ownership of property they had leased for years, transforming it into a high-quality campus for faith-based and community-driven initiatives in the heart of Birmingham, Alabama.

This facility will serve as a hub for worship, outreach, and empowerment, reinforcing the church's commitment to uplifting the community. Additionally, Citizens Trust Bank provided \$536,000 to refinance an existing loan for the church's original property in Forestdale, Alabama, ensuring financial sustainability and flexibility as the church continues its transformative work.

Under Pastor Mike's leadership, Rock City Church has been a catalyst for positive change, fostering spiritual growth and driving social and economic development in the region. The relationship reflects Citizens Trust Bank's commitment to advancing opportunities that prioritize community revitalization and empowerment.

Together with Rock City Church, we are creating a legacy of faith, hope, and opportunity – strengthening our communities' foundation one step at a time.



1 - Church / School / Admin Offices / Studio / Recreation Park /  
2 - Dorms / Create House / Community Park  
3 - House / Acreage



“Not only did we end up closing on close to 100k square feet for our new church, but we also purchased 100 dorms across the street, a house next to it, and more land. We were able to do it in a way that was painless and stress-free. Thank you . . . Citizens Trust Bank for helping my vision come to life.

Pastor Mike, Jr. Rock City  
Church, Birmingham, AL





# Building Together, Thriving as One: 585 Parsons, LLC.

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ACCESS TO CAPITAL

## COMMUNITY LOANS

The construction-to-permanent loan was extended to construct three townhomes in downtown Atlanta. This type of loan finances the building phase of the townhomes initially with the opportunity to switch to a regular mortgage upon completion of construction.

The capital extended by Citizens Trust Bank provided these developers both flexibility and convenience while launching new housing in a dynamic, inner-city community.

With access to capital, the goal of establishing affordable, contemporary, cozy townhomes for residents to relish in this bustling neighborhood came to fruition.

*Just look at what CTB made possible for us! You've changed the trajectory of our family and created generational wealth for the Hill Family. . . remember that!*

**585 Parsons St., LLC.**



# Strengthening Communities Through Smart Financing: BQJ Estates, LLC.


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For BQJ Estates, real estate is more than just properties -it focuses on fostering robust, sustainable communities. With a commitment to providing quality housing in thriving suburban neighborhoods, the company has continuously sought opportunities to enhance its multifamily properties and create lasting value for residents.

When the need arose to restructure existing debt on a key multifamily property,

BQJ Estates partnered with Citizens Trust Bank for a \$4.7 million loan, which not only restructured the original debt it also stabilized its cashflow, reinvested in property improvements, and enhanced long-term growth.

Such strategic lending helps ensure communities stay strong, vibrant, and full of potential.



*Securing a loan with Citizens Trust Bank has been a game-changer for us. . . allowing us to strengthen our financial foundation, reinvest in our property, and continue providing high-quality housing for our community.*

**BQJ Estates**

*A mission-driven financial institution dedicated to empowering communities to experience economic opportunities and achieve financial freedom. By fostering strong relationships and providing innovative, accessible financial solutions, we enable individuals, businesses, and communities to build, grow, and sustain lasting economic legacies throughout our service area, with a particular focus on underserved/disinvested communities.*

Citizens Trust Bank - Mission Statement



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# Our Team

We continue to build on our growth momentum by enhancing our story of resilience and creativity. In a changing environment, we remain committed to our mission: being the financial foundation of our community and empowering individuals, families, and businesses to thrive.



**Cynthia N. Day**  
President & CEO, Citizens Bancshares Corporation  
and Citizens Trust Bank



**Samuel J. Cox**  
Executive Vice President/ Chief Financial Officer

Mr. Cox serves as Chief Financial Officer of Citizens Bancshares Corporation and Citizens Trust Bank. He oversees the Bank's finances, treasury, investment functions, as well as regulatory reporting. He is instrumental in driving strategic initiatives, including mergers and acquisitions, capital raises, and long-term growth planning.



**Farrand O. Logan**  
Executive Vice President/ Chief Lending Officer/ Director of  
Sales and Business Development

Mr. Logan serves as Executive Vice President of Citizens Trust Bank, overseeing the Commercial Banking, Retail Banking, Marketing, and Consumer Lending divisions. His leadership has strengthened brand awareness and expanded access to competitive financial solutions across the United States.



**Frederick L. Daniels**  
Executive Vice President/Chief Credit Officer

Mr. Daniels serves as Executive Vice President of Citizens Trust Bank, managing Credit Risk, Portfolio Management, and Loan Operations and Administration. He oversees the bank's information security, and credit management reporting for lending units, loan committees, executive boards, and external entities.

# Our Team



## **Iris D. Goodly** **Senior Vice President/Director of Client Services and Operations**

Ms. Goodly serves as a Senior Vice President of Citizens Trust Bank, responsible for operational performance and the efficient delivery of enhanced financial and digital solutions. She ensures that the Bank's technology and business objectives remain aligned to support innovation and customer experience.



## **Wanda F. Nesbit** **Senior Vice President/Human Resources Director**

Ms. Nesbit serves as a Senior Vice President of Citizens Trust Bank, leading the Human Resources team and providing comprehensive support across recruitment, workplace culture and talent management. She oversees benefits and compensation, employee relations, onboarding, payroll administration, training and development, and policy implementation to strengthen the Bank's people strategy and organizational success.



## **Lindsay J. Smith** **Chief Risk Officer**

Ms. Smith serves as the Chief Risk Officer of Citizens Trust Bank, overseeing the Bank's BSA and Compliance functions while developing its Enterprise Risk Program. She acts as a liaison with the bank's audit partners, administers the CDFI program, and provides legal guidance on matters as needed.



## **Walvid D. King, Sr.** **Alabama Market President**

Mr. King serves as the Citizens Trust Bank Alabama Market President, overseeing strategic initiatives to drive growth, and strengthen community partnerships in the Alabama market. He advances the Bank's mission to deliver financial solutions that empower individuals, businesses and communities.



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