

# PCI Strategy | Chicago

Leverage national and local investments to create deeper impact

## National Investments

Engage corporate foundation funding, including focus area investments to strengthen Wells Fargo's connections, impact and reputation in the Chicago market

Citywide strategies:

- Make business case with Focus Area Leaders for Chicago
- Provide multi-year funding to signal on-going market commitment
- Incorporate leadership and employee engagement opportunities

## Local Investments

Strategically target funding to LMI branch expansion neighborhoods to support historically marginalized communities

Placed-based strategies:

- Leverage existing neighborhood strategies (i.e., Quality of Life plans, etc.)
- Incorporate leadership and employee engagement opportunities
- Support key philanthropic focus areas:

## Examples


- NeighborhoodLIFT 2.0
- Open For Business
- Strategic Initiatives prog.
- Special Purpose Credit Prog.
- Wells Fargo Builds

# PCI Strategy | Recent Key Initiatives

National market investments



More than  
**\$40+ million**  
invested in Chicago  
since 2018

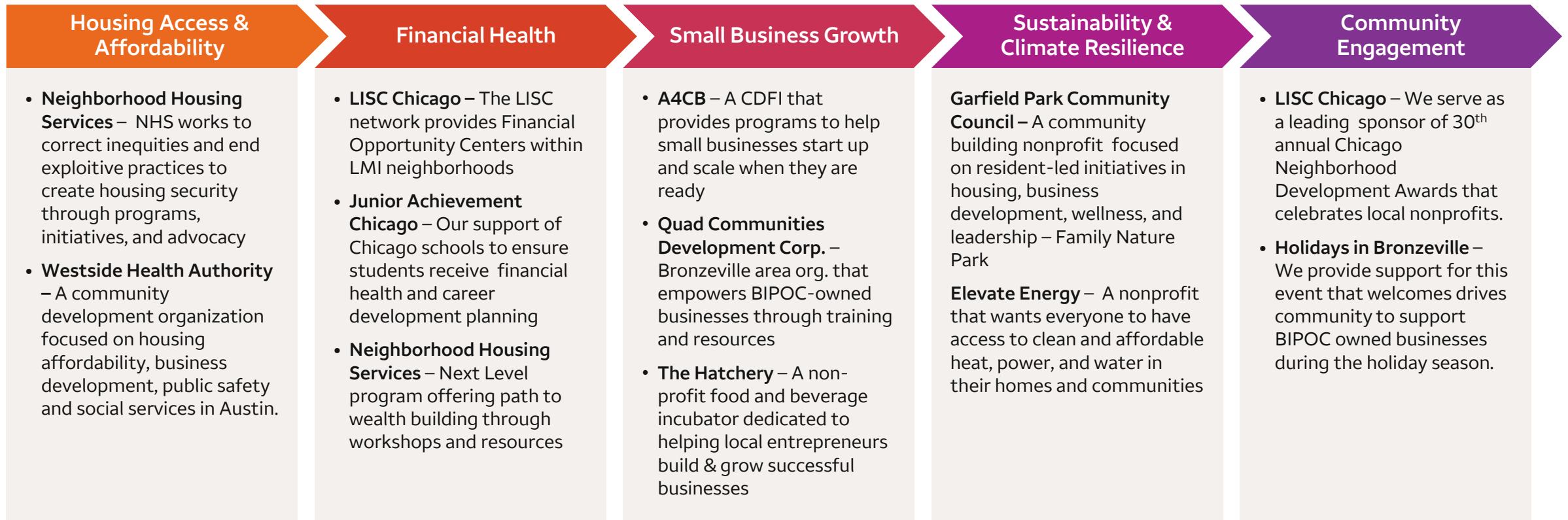
-  **Sustainability** | 2023 - Garfield Park Community Council \$2.85M
-  **Housing A & A | Sustainability** | 2022 - Elevate Chicago \$3.15M
-  **Small Business Growth** | 2021 – Open for Business \$8.5M
-  **Housing Access & Affordability** | 2018 – NeighborhoodLIFT \$18M

# Community Investments | Chicago

## Mission Statement

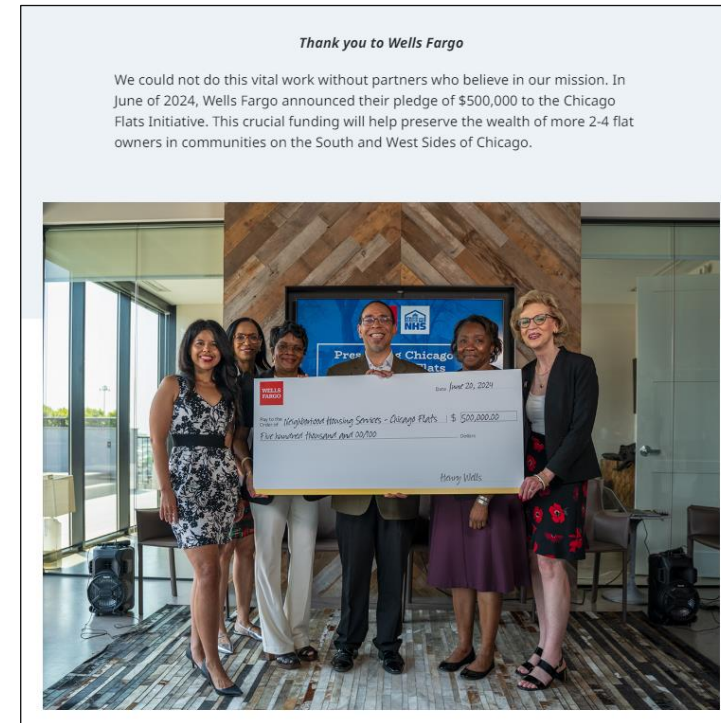
We seek to strengthen historically marginalized communities by investing in pathways to economic advancement and generational wealth.

- In 2023, philanthropic giving in Illinois totaled \$3.7 million in support of housing, small business, financial health, sustainability and more.
- Illinois employees volunteered more than 8,000 hours.



# Strategic Initiatives Activation: Chicago Flats Initiative | June 20, 2024

- **Nonprofit:** Neighborhood Housing Services
- **Funding:** \$620,000 (\$500,000 and \$120,000)
- **Initiative:** The Chicago Flats initiative is designed to help build wealth and prevent displacement by preserving Chicago's iconic affordable two-to-four rental flats. The announcement event included remarks by Wells Fargo and Wells Fargo participation in a panel discussion. A follow up announcement of Wells Fargo support of NHS's Next Level financial health program, as well as recognition at NHS' 50<sup>th</sup> anniversary events in 2024/2025 are also included as part of the grant.
- **Stakeholder Engagement:** Approx. 40-50 people attended throughout the day, including 10-15 potential homebuyers.
- **Metrics:** Grant funds are expected to help stabilize **25 households**, including **15 \$3,000 Eviction Prevention grants** to tenants in need. More than **10 buildings** are expected to be stabilized with maximum grants of \$50,000 each to fund home improvements.
- **Media coverage included:**



# Chicago Activation: QCDC Grant Announcement | July 20, 2024

- **Nonprofit:** Quad Communities Development Corporation
- **Funding:** \$100,000
- **Initiative:** Wells Fargo joined QCDC employees, board members and clients and a local elected official to announce grant to support QCDC's Business Development Services (BDS) programs, including one-on-one support, education, training, and consultations for business owners and micro-businesses that drive change in Bronzeville corridors. QCDC Executive Director, QCDC Board Chair, and 4<sup>th</sup> Ward Alderman Lamont Robinson gave remarks. Workshops participants received completion certificates at the event.
- **Stakeholder Engagement:** Approx. 40-50 people attended the announcement, including 15 local business owners
- **Metrics:** Grant funded **12 workshops**, reaching **100+ business owners as well as** provided **\$500 stipends** to programs participants
- **Media coverage included:**



# Philanthropy & Community Impact - 2024

## Volunteering

Chicagoland employees participated in Wells Fargo Builds and the company's 'Welcome Home' initiative this year, volunteering on home building and repair projects with Chicago Habitat For Humanity, Rebuilding Together of Metro Chicago and Rebuilding Together Aurora, as well as kit packing events for nonprofits New Moms and Ignite. This Spring, WF volunteers prepared a community garden for planting in Garfield Park. Employee Impact Team members rose by 20+ percent in 2024.



# Philanthropy & Community Impact - 2024

## Financial Empowerment Week

Wells Fargo sponsored the Chicago Treasurer's *Building Wealth Today for Tomorrow* Financial Empowerment Summit. CSBB and Home Mortgage leaders, and nonprofit partner, Neighborhood Housing Services spoke on a panel about WF's commitment to the community.



## Annual Buyer's Event

Wells Fargo sponsored The Hatchery's Annual Small Business Buyer's Event that connects local food and beverage entrepreneurs with buyers from wholesale, retail, and hospitality sectors through a networking event.