



2018 Corporate Social Responsibility Report

# CLOSING THE GAP BETWEEN people and possibility



## CEO Message

**At U.S. Bank, our commitment to our communities and corporate social responsibility has been unwavering for generations.**

We understand our responsibility to revitalize neighborhoods, provide financial education, create employment opportunities, support small business development and affordable housing, embrace diversity and inclusion, and so much more.

**[Continue reading the CEO Message](#)**

## Community Possible

Our Community Possible giving and engagement platform focuses on closing the gap between people and possibility in the areas of Work, Home and Play.

[Visit Work](#)

[Visit Home](#)

[Visit Play](#)



## Environment

We commit to supporting the advancement of renewable energy and sustainable business practices, while promoting job growth.

[Visit Environment](#)

## Ethics

In an era of evolving expectations, we have a powerful constant: a culture that values ethics above all else.

[Visit Ethics](#)



## People

Our 74,000 employees are the heartbeat of U.S. Bank and we draw strength from our diversity. Each year, they invest their hearts and minds to power potential in their communities.

[Visit Diversity & Inclusion](#)

[Visit Employee Engagement](#)



## Responsible Business

We strive to create products and services that serve all members of our community and position U.S. Bank for sustainable, long-term growth.

[Visit Responsible Business](#)



## A Look Forward

**Through our signature Community Possible platform, which spans U.S. Bank, our goal is to close the gap between people and possibility.**

Every day, we power possible in many ways by providing access to safe and affordable housing, helping small businesses grow and helping communities thrive through access to the arts, culture and play. We are focused on creating the future now for our businesses and our communities.

[Continue reading A Look Forward](#)









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## CEO MESSAGE

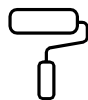
## Our commitment to our communities and corporate social responsibility has been unwavering for generations.

In 2016, we developed our giving and engagement platform called Community Possible, which focuses on the areas of Work, Home and Play. In 2018, we brought Community Possible to life by providing:



# \$57M

in grants and corporate contributions



# 209,000

employee volunteer hours



Andy Cecere  
Chairman, President and Chief Executive Officer

**We continue to expand on our heritage of corporate citizenship by investing human and financial resources where the need is greatest.**

For example, last year we launched our *Work Hard, Play Hard* initiative, which focused on providing financial and volunteer support to nonprofit organizations across the country to give young people the opportunity to express their creativity and develop job skills.

Through the initiative:

# \$14.7M

# 1.6M

was donated to nonprofit  
organizations

people were impacted

**Our holistic approach to social responsibility is exemplified through a place-based investment in the Pullman Neighborhood on Chicago’s South Side.**



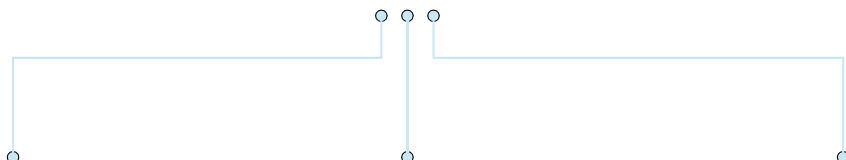
The U.S. Bank Pullman Community Center opened in November 2018.

Late last year, we celebrated the grand opening of the U.S. Bank Pullman Community Center, a safe, accessible place to play.

To date, our investment in Pullman includes:

**\$113 Million**

IN CORPORATE AND PHILANTHROPIC FUNDS



**50,000**

community members served

**1,300**

jobs created

**135**

affordable housing units built

**Over the last 10 years, the Pullman Community has seen a 10 percent increase in college graduation rates<sup>1</sup> and a 52 percent decrease in crime rates<sup>2</sup>.**

Pullman represents our One U.S. Bank approach to corporate social responsibility, combining our philanthropic investments with business investments, including our subsidiary U.S. Bancorp Community Development Corporation (USB CDC), which provides community development loans and tax-credit investments. As of the end of 2018, USB CDC has invested in over \$29.1 billion in tax credit equity investments since inception. In addition to equity investments, USB CDC has a loans and deposits portfolio that had average balances of \$2.8 billion and \$1.2 billion at the end of 2018, respectively.

1. Metropolitan Planning Council, 2017.
2. Chicago Tribune, 2015.

**The financial support we provide is amplified by our employees' engagement in their communities.**



A U.S. Bank employee leads the Girl Scouts through a cybersecurity exercise.

In 2018, employees donated an incredible **550 hours of volunteer time every day**.

To support their enthusiasm, we recently increased the amount of paid time-off to volunteer for every employee to 16 hours annually. In addition to giving time, employees raised a record \$9 million during our annual Employee Giving Campaign.

Our employees also stepped up during times of significant need, such as during the multiple natural disasters our country faced in 2018.

I'm proud of the bankers who hosted displaced neighbors, worked extra hours in our mobile banking units and picked up volunteer shifts to help their community wherever needed. Nationally, we contributed \$600,000 to American Red Cross and United Way disaster relief funds.



The U.S. Bank Mobile Banking Unit is deployed to service customers in times of need.

## Our efforts go beyond giving back — we also give forward.



U.S. Bank is an active investor in community solar garden development.

We take a proactive approach to environmental sustainability. We remain focused on promoting sustainable business practices while supporting economic growth. It's one of the reasons we have invested:

# \$20.5 Billion

IN ENVIRONMENTALLY BENEFICIAL BUSINESS  
OPPORTUNITIES SINCE 2008



**“ As one of the largest financial institutions in the country, we understand our responsibility to revitalize neighborhoods, provide financial education, create employment opportunities, support small business development and affordable housing, embrace diversity and inclusion, and so much more.**

**We are proud of the great work we accomplished in 2018 and look forward to serving our communities in 2019. ”**



**Andy Cecere**

Chairman, President and CEO  
U.S. Bancorp

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COMMUNITY POSSIBLE: WORK

# We invest in programs that help small businesses thrive.



Bloom Café in St. Louis, Missouri offers people with disabilities the opportunities to learn important job skills.

## Our goal is to empower people to succeed in the workforce and gain greater financial wellness.

Last year:



### \$2 Billion

in small business administration loans that help business owners expand businesses, start companies and create jobs.



### \$13 Million

given to workforce development programs across the country that provided education critical to success.

STORY



Youth celebrate at the grand opening for new recording studios at Elementz in Cincinnati, Ohio.

## Work Hard, Play Hard

### In 2018 we launched the Work Hard, Play Hard initiative.

Work Hard, Play Hard focuses on providing financial and volunteer support to nonprofit organizations across the country to give young people the opportunity to express their creativity and develop their job skills.

Through this initiative, U.S. Bank contributed

**\$14.7 million to nonprofits,**

impacting

**1.6 million people.**

#### In Cincinnati, this came to life through Elementz.

Founded in the early 2000s by teens with a love of hip hop and a desire to create change in their community, this nonprofit gives inner-city youth the opportunity to find their artistic voice through recording, production, poetry and dance programming. To help teens hone skills and prepare for careers, we helped Elementz install two new recording studios with state-of-the-art equipment.

At a ribbon cutting for the studios, 18-year-old Noah Hawes, a member of Elementz, said, “It’s good that Elementz targets the youth, [because] a lot of people want to do creative things but don’t have the means to.”

#### We also partnered to empower youth in Portland, with dfrntpigeon.

This street apparel brand and social enterprise is owned and operated by nonprofit New Avenues for Youth. Dfrntpigeon provides at-risk and homeless youth with basic needs and gives them an opportunity to learn business skills through creative expression. With our support, dfrntpigeon opened its first event retail space, located in the trendy Pearl District of downtown Portland.

Twenty-one-year-old business manager Anna displayed their latest apparel line in the space’s inviting, antique windows and spoke about the organization’s impact on her life, “I’m endlessly grateful for the opportunities that dfrntpigeon has provided me. Now my main goal is to continue to grow this business so that others can have the same opportunities.”



A U.S. Bank employees in Portland, Oregon celebrate the opening of the new dfrntpigeon store with business manager Anna.

We supported these organizations and many more through our philanthropic investment to nonprofits that empower youth in Cleveland, Columbus, Denver, Milwaukee, Seattle, Omaha, Boise, Minneapolis/St. Paul and more.

## Financial Education

At U.S. Bank, we view financial education as an investment in our collective future. It is the key to helping our customers and their families unlock their financial opportunities and make their futures possible. That is why we support programs and organizations that educate and empower people in all stages of life.



A U.S. Bank employee teaches financial education at the new Junior Achievement BizTown in St. Paul, Minnesota.

We take a One U.S. Bank approach to financial education by leveraging our technology, people and resources to achieve the greatest possible impact. We have platforms like Financial IQ, our online financial education resource hub which provides helpful knowledge, tools and inspiration for all consumers and business owners.

We also offer financial education modules through our Student Union program, and during 2018:

**70,000**

modules were completed

**66,000**

students were reached

Our employees share their banking expertise with our communities every day.



In 2018, our employees accomplished a lot:

# 131,000

people were reached

# 8,000

hours were volunteered

# 2,700

financial education seminars were hosted



Allen Woods of MORTAR.

**“ I want the legacy of MORTAR to be that we took a risk and told people ‘yes’ who were used to being told ‘no.’ We want to be known as the organization that told people their ideas were possible. And didn’t just give them lip service, but the tools, resources and connections to move forward. ”**

**Allen Woods**

co-founder of Cincinnati-based MORTAR

## STORY

### **Building a community of entrepreneurs**

**Financial education is often the key to small business success.**

We partner and invest in small businesses like MORTAR based on the shared belief that strong financial capability is a driver to business success for any small business.

Allen Woods is a co-founder of Cincinnati-based MORTAR, an organization that teaches entrepreneurs how to start or expand a business. Woods is also a member of U.S. Bank’s Community Advisory Committee – a group of nonprofit leaders who serve as partners and consultants to our community efforts.

“When we think of bricks, we think of physical spaces – but the mortar is what holds everything together,” said Woods. “For us, [that] is a representation of people. You can have beautiful buildings and great parks but if you don’t have people who care about those things, then it’s difficult to sustain.”

Since its founding in 2014, 175 entrepreneurs have graduated from MORTAR’s nine-week program – a majority of whom are African Americans and/or women. Its alumni now run a wide range of businesses: a platform for neighbors to employ teenagers within their community; an indoor dog park where owners can work out with their dog; a graphic recording service that turns meeting discussion into visual art in real time.

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COMMUNITY POSSIBLE: HOME

Families are more likely to succeed in a home that is safe, located in a community that is thriving.



U.S. Bank Mortgage Loan Officer, William Ruiz, helped Crystal and Richard Arcineda purchase their first home.

Safe and affordable housing closes the gap between people and possibility by giving families a stable and healthy home.

Last year we furthered our mission to support these families by providing:



**\$1.1 Billion**

in community development loans



**\$3 Billion**

in U.S. Bancorp Community Development Corporation (USB CDC) investments



**\$6 Million**

## The American Dream

The American Dream program serves low- to moderate-income (LMI) borrowers, featuring a low down payment and rehabilitation loan options. The program was recognized by the American Bankers Association as the winner of the affordable housing community commitment award.

We've helped to revitalize communities across the U.S. Bank footprint by providing:

# \$88 Million

in American Dream mortgage loans



U.S. Bancorp Community Development Corporate employees participated in the annual Jimmy & Rosalynn Carter Work Project.

## Habitat for Humanity

U.S. Bank has a long-standing partnership with Habitat for Humanity International and to date has provided over:

# \$125 Million

in new market tax credit investments

# 3,000

homes





North Park resident Terry Vaughn.

**“ Community HousingWorks worked so hard to create a community for folks who didn’t have any. Personally, this project meant a lot for me, it was a way of giving back to a community that fought hard to ensure that people like me could get married and have a family. ”**

**Kate de La Garza**

USBCDC Affordable Housing Project Manager  
Openly gay, married mother of two children

## STORY

### Home is more than just four walls

**Coming out wasn’t acceptable in his hometown when Terry Vaughn was young, but he did it anyway.**

And in the days, months and years that followed, he was rejected by his family and endured discrimination that kept him from accumulating savings and assets – all just for being his true self.

In 1997, Vaughn moved to San Diego to find access to quality and affordable health care and social services. 20 years later, Vaughn’s world came tumbling down when he received notice that his rent was increasing by \$100 a month. “I was so devastated after reading the notice,” he explained. “I went to the housing authority’s website to find a solution and [that’s when] I saw my miracle.”

That miracle was North Park Apartments, San Diego’s first LGBTQ-affirming housing development for seniors.

North Park, which opened in 2017, is the result of years of meetings with members of the community which highlighted a gap in the provision of safe and affordable housing for LGBTQ seniors.

At U.S. Bank, we partner with community groups and leaders to understand the best way to break down barriers. So, once North Park’s nonprofit owner and manager Community HousingWorks started to draw up plans for the project, we expressed interest in supporting it.

“It was a very competitive bid and there was a lot of interest,” said Sylvia Martinez, Senior Project Manager at Community HousingWorks. “But U.S. Bank dug a little deeper during the underwriting process to become a partner. They understood what it meant to create a LGBTQ-affirming community and came up with a great proposal.”

With a \$12 million affordable housing tax credit equity investment from USB CDC, Community HousingWorks got to work.

The 76-unit development is located close to public transportation, hospitals and the LGBT Community Center, which provides residents in need with case managers who help connect them with social, medical and mental health services.

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COMMUNITY POSSIBLE: PLAY

## We believe in the power of play.



Girls celebrate the opening of a new play space in Kirkland, Washington.

### Play brings joy, helps develop problem-solving skills, creativity and relationships, and builds social and emotional learning.

We believe communities are stronger when they are connected through the arts, recreation and play. This is why we invest in community programming that supports access to the arts, arts education and learning through play for children and adults in low- to moderate-income (LMI) communities.

# \$25 Million

IN GRANTS, CORPORATE CONTRIBUTIONS  
AND SPONSORSHIPS TO MAKE PLAY POSSIBLE

## Places to Play

In 2018, we celebrated the impact of a three-year investment in providing youth safe places to play in Minnesota, called **U.S. Bank Places to Play**.

This initiative included a partnership with the Minnesota Vikings to fund play spaces in LMI areas across Minnesota. We have

been able to make a significant impact through this partnership over the past three years.

**\$1M**

has been invested

**25**

nonprofits have received funding

**98,000**

people have been impacted



Minnesota Vikings player Kyle Rudolph plays sepak takraw at new permanent courts in St. Paul, Minnesota.



Matthew Morales jams with Eric Paslay.

## STORY

### **Making play and music possible for everyone**

**The extension of our U.S. Bank Places to Play program with the Country Music Association (CMA) and the CMA Foundation brought music to many youth in our communities.**

“We are always looking for key partners who share our same mission and vision for revitalizing communities and supporting tomorrow’s future leaders,” said Tiffany Kerns, Executive Director, CMA Foundation. “The U.S. Bank Places to Play program was able to impact thousands of children



**“ This was such a cool experience for our kids. Many of our students have loaner instruments, so this will be the first time receiving their own brand-new instruments. That’s very special and will allow them to see what’s possible when it comes to music. ”**

**Myka Miller**

Chief Executive Officer of the Harmony Project



U.S. Bank and the CMA Foundation partner to provide new instruments to students in Cincinnati, Ohio.

in five communities through the power of music — the ultimate unifier and a true catalyst for helping shape our next generation.”

In July, we joined the CMA Foundation at a Boys and Girls Club in Chicago to help bring music to life through Notes for Notes, a nonprofit organization that lets kids explore, create and record music for free.

“This partnership with the CMA and CMA Foundation supports music education programs that teach important life skills and develop the leaders of tomorrow,” said Marsha Cruzan, U.S. Bank Chicago Market President. “Notes for Notes plays a vital part of introducing music to the youth of our communities.”

Country music star Brett Eldredge was joined by other hit songwriters to build and paint musical instruments with participants. Then they sat down with teenagers to talk about what inspires them. From having a special pencil to getting out of their daily routine, the stars answered questions about what it takes to write a song.

In September, students from the Harmony Project were invited to attend a sound check for the CMA Songwriters Series presented by U.S. Bank in Los Angeles featuring Florida Georgia Line. Students had an opportunity to sit down with the duo and a handful of songwriters to learn about the music profession. The students also received new instruments from U.S. Bank and the CMA Foundation. Additionally, U.S. Bank and the CMA Foundation surprised a Harmony Project student with a trip to the CMA Awards and an opportunity to play alongside Eric Paslay.

Notes for Notes and the Harmony Project are two of the organizations that U.S. Bank and the CMA Foundation partnered with in 2018 as part of U.S. Bank Places to Play and the #MusicMadePossible series. U.S. Bank has donated \$230,000 to Notes for Notes and the Harmony Project along with Roselawn Condon Elementary School in Cincinnati, Napier Elementary School in Nashville, and Seattle public schools.

“Music is not just learning how to play an instrument, but also learning how to sing, write or even produce music,” said Cruzan. “It doesn’t matter who you are or where you come from — we all love music.”

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## ENVIRONMENTAL RESPONSIBILITY

# Environmental responsibility is integral to the success of our business.



U.S. Navy veteran and Assiniboine and Sioux tribal member, Wyatt Atkinson, installs solar panels as part of the U.S. Bank partnership with GRID Alternatives.

Since 2008, we've invested:

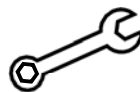
# \$20.5 Billion

IN ENVIRONMENTALLY BENEFICIAL  
BUSINESS OPPORTUNITIES

We embrace a balanced approach that is centered on learning and partnering with our stakeholders as we address climate change and the needs of our communities, customers, employees and shareholders.

Environmental responsibility is a component of our credit, investment, underwriting and payment procedures and is integrated into our overall risk management philosophy. In 2017, we joined the Ceres Company Network to engage with more than 50 companies in more than 20 sectors on environmental issues. Our partnership with Ceres helps us create a framework to improve our understanding of how our work supports and advances the recommendations from the Task Force on Climate Related Financial Disclosures (TCFD) and the United Nations Sustainable Development Goals (SDGs).

Throughout 2018, we provided \$1 billion to help finance the development of:



**1.5**

gigawatts of solar power  
across the country

**17,000**

jobs in the construction  
of these facilities

**240,000**

equivalent homes powered by  
renewable energy

**The carbon offset of these investments is equal to removing 377,000 passenger vehicles from the road or planting two million acres of forest.**

We support renewable energy development through our investments and continue to be an active investor in community solar gardens.

**We are dedicated to operating in a more sustainable manner.**

Using a 2014 baseline, we have set a goal to reduce our operational greenhouse gas (GHG) emissions by:

**40%**  
by 2029

and

**60%**  
by 2044

As of year-end 2017, we have **reduced our emissions by 18%** and we are continuing to build new branch locations to the Leadership in Energy and Environmental Design (LEED) certified standards. To date, we have **26 LEED certified branches** with plans to build more locations in the future.

**We are committed to providing a culture that inspires and facilitates environmental responsibility and recognizes that our employees are vital to our success.**

We currently have over 30 employee green teams throughout the company who lead efforts to engage employees in local and community environmental efforts. We're proud to have



U.S. Bank partnered with Boys & Girls Clubs of Cleveland to expand the organization's horticulture program.

received a score of A- from CDP (formerly known as the Carbon Disclosure Project) in 2016, 2017 and 2018.

## **Environmental responsibility is crucial in helping close the gap between people and possibility.**

U.S. Bank is a national leader in financing renewable energy which makes communities more environmentally sustainable as well as more economically resilient through access to affordable energy and the promotion of job growth.

**“ As a leader in this space, we are committed to financing solar in a way that promotes the highest degree of access possible for all people. Our mission is to expand the opportunity for affordable, clean energy to more communities. ”**

**Zack Boyers**

CEO of U.S. Bancorp Community Development Corporation

STORY

**Villa Hermosa — Santa Fe**





Villa Hermosa resident Genevieve Maes.

## Access to the benefits of renewable energy is often out of reach for many low- and moderate-income (LMI) communities.

Neighborhoods like Villa Hermosa provides solutions that close that gap.

Genevieve Maes remembers the first time she noticed solar panels on the roof of the newly rehabbed Villa Hermosa affordable housing complex for seniors where she lives in New Mexico.

With temperatures soaring into the 90s during the summer, New Mexico's elderly residents can find themselves doubly vulnerable: seniors are often more susceptible to heat illness and living on a fixed income might make them reluctant to incur high utility costs to keep cool.

The Santa Fe Civic Housing Authority, an agency created to build and operate low- and moderate-income housing, has already begun to focus on sustainability for its residents.

"Our goal is to keep utility costs as low as possible for our tenants, who can face eviction if they cannot pay for their utilities," explains Ed Romero, Executive Director of the Santa Fe Civic Housing Authority. "To support this community, it was critical to create our own energy through solar applications."

Understanding the need for environmentally sustainable housing, USB CDC partnered with the housing authority in 2011. Since then, both entities have completed five projects, including Villa Hermosa, which provides affordable, energy efficient housing units for almost 300 seniors and 200 low-income families.

USB CDC has invested more than

## **\$45 million in low-income housing**

and renewable energy tax credits in all projects.

Completed in 2018, the Villa Hermosa project focused on renovating almost 120 affordable, energy-efficient apartments spread across one-story buildings. The project meets the LEED green construction standards, including solar panels on the buildings' roofs, LED lighting, ENERGY

STAR appliances, energy efficient cooling and heating systems, and courtyards landscaped with drought-tolerant plant species.

“Affordable housing projects serve a population that has a limited budget,” Romero says. “Therefore, we see sustainability as a great opportunity to manage costs and to share those benefits with our residents.”

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## ETHICS

## Relationships are the heart of our business.



U.S. Bank Chief Ethics Officer, Katie Lawler, speaks with employees.

**We build relationships on trust — the trust each of us earns every day, through every interaction with our customers and the communities we serve.**

**Our goal is to become the Most Trusted Choice among our stakeholders.**

Our commitment to the highest ethical standards is what makes that trust possible. In an era of evolving expectations, we have a powerful constant: a culture that values ethics. This guides the way we work, innovate and do business. It powers our ability to deliver exceptional customer satisfaction, industry-leading results and meaningful support for the communities where we live and work. It shows us why operating with ethics is good business.



## We're proud to have been named one of the World's Most Ethical Companies® by the Ethisphere Institute for five years in a row.

Our commitment to ethical leadership comes with a responsibility. We believe in actively engaging our customers, our industry and the broader business community in authentic conversations about the importance of business ethics.

### Putting our ethical response in action



U.S. Bank Chief Social Responsibility Officer, Reba Dominski, spoke at The Atlantic Festival.

U.S. Bank participated in a candid roundtable discussion at The Atlantic Festival in Washington, D.C. last year, focused on how companies, media, government and other institutions can regain Americans' confidence.

Speakers at the event talked about the challenges of coping with fast-moving information and the unprecedented visibility into their organizations this creates. They also shared how they're working to rebuild trust every day by being active in the communities they serve, putting people first, owning up to mistakes and showing commitment over the long haul.

#### STORY

### Business Ethics Resource Center

**Of the many hats business owners wear, the most important one may be CEO – Chief Ethics Officer, that is.**

That's why U.S. Bank is proud to be the founding sponsor of the University of St. Thomas Business Ethics Resource Center, coming in 2019.



The University of St. Thomas Minneapolis campus.

The Business Ethics Resource Center will give business owners expert tools and resources to develop their own ethical practices. The result? A stronger reputation and brand, committed employees and loyal customers.

We know that the success of small- and mid-size businesses is a critical driver of local and national economic growth. And we know that ethics is good for business. By sponsoring the Business Ethics Resource Center, we're helping St. Thomas give business owners more opportunities for success. When businesses intentionally prioritize ethical decision making and a culture of integrity, better results follow.

"We are thrilled to have U.S. Bank as a founding sponsor," said Dawn R. Elm, Executive Director, Center for Ethics in Practice, University of St. Thomas. "The synergy between the University of St. Thomas mission and the values of U.S. Bank about the importance of ethics provides a significant service to our business community."

**“ We’re building our culture with intention, and ethics and integrity are our bedrock. Ethics is something we work at daily, in big ways and in small, everyday moments. ”**

**Katie Lawler**

Chief Ethics Officer, U.S. Bank

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PEOPLE: DIVERSITY & INCLUSION

# We draw strength from our diversity.



U.S. Bank employees participated in the Pride parade in St. Louis, Missouri. \*

## Our unique approach to diversity and inclusion brings all stakeholders together.

Inclusive, equitable actions and diverse perspectives are essential to maintaining our best-in-class culture of ethics and integrity.

### It starts with our diverse employee population:



**over 50%**



**2,000**

---

of all U.S. Bank employees are  
women

---

of our employees are active duty  
or military veterans

---

in executive positions have been honored  
by American Banker as the Most Powerful  
Women in Banking and Finance

**In 2018, we were recognized by Forbes as a  
Best Employer for Women and Diversity.**

## **Our commitment to diversity is tangible at every level of our organization.**

Our corporate board is recognized by Bank Director for notable board diversity, and we signed the CEO Pledge for Action alongside other Fortune 500 companies to foster inclusion and champion diversity across industries.



In 2018, U.S. Bancorp Director Dorothy Bridges and U.S. Bank Global Inclusion & Diversity leader Greg Cunningham were named to the EBONY Power 100.



Members of the Asian Heritage Business Resource Group at U.S. Bank.

## **We also offer Business Resource Groups (BRGs) for our employees.**

BRGs allow employees to contribute powerfully to the business and our communities while developing personally and professionally.

In 2018:

**25,000**

employees engaged in programming and events

**81,000**

people were helped in the community

**40%**

active membership growth year-over-year

## **Finally, our supplier diversity business is a significant part of our diversity and inclusion work at U.S. Bank.**

We increased our spend year-over-year to:

**\$548 Million**

WITH DIVERSE SUPPLIERS AS OF 2018

Our partnership extends beyond spending with certified minority- and women- owned business enterprises (MWBs), as well as veteran- and LGBTQ-owned firms. We take the next step to listen, learn and work with them to help achieve business opportunities which deepen and build relationships and grow trust.

**“ When I see the U.S. Bank team at National Gay and Lesbian Chamber of Commerce events, I’m impressed, because they look holistically at business. They think about more than just partnering with diverse suppliers, but also offer programs which help younger businesses get up to speed on banking, lines of credit and inventory – things that are daunting for beginning business owners. They’re helping to create possibilities. ”**

**Charles Jordy**

CEO of Jordy Construction, a certified LGBT-owned business



Amanda Tipkemper, Autism Services Manager at The Children’s Home of Cincinnati, with 2018 graduate Christopher Boerner.

**“ Our partnership with U.S. Bank illustrates what can be done with a supportive partner. ”**

**Amanda Tipkemper**

Autism Services Director at The Children’s Home

## STORY

### **Valuing difference and empowering employees to succeed**

**At U.S. Bank, we draw strength from diversity.**

Our differences are valued, and each of us is given opportunities to use our unique talents and skills.

One way we do that is by supporting employees with disabilities; U.S. Bank was recognized as a 2018 Best Place to Work for Disability Inclusion by Disability:IN, and a 2018 Leading Disability Employer by the National Organization on Disability.

Since 2014, we’ve partnered with The Children’s Home of Cincinnati, a nonprofit organization offering a range of specialized services, including services for individuals on the autism spectrum. Their research has shown that if an adult with Autism Spectrum Disorder (ASD) is not employed by the time they graduate high school, there is a 70 percent chance they won’t be employed, ever. To transform that reality, U.S. Bank offers a summer internship that provides meaningful, real-life experience for interns with ASD as part of the Home’s Ready 2 Work! program.

“The individuals we serve through Ready 2 Work! and our other Autism Services programs are incredibly capable and talented,” says Amanda Tipkemper, Autism Services Director at The Children’s Home. “Many are perfectly able to contribute productively to a workplace environment and our partnership with U.S. Bank illustrates what can be done with a supportive partner.”

Through our programs in Cincinnati, St. Paul, and our most recent expansion to Denver, we’ve hired 14 paid interns and eight employees.

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PEOPLE: EMPLOYEE ENGAGEMENT

# Our 74,000 employees are the heartbeat of U.S. Bank.



U.S. Bank senior leaders at a Special Olympics event.

Each year, employees invest their hearts and minds and give back to their local communities.

In 2018, they gave their time to the communities where we live, work and play.



**209,000**

total volunteer hours



**550**

hours per day



**\$5 Million**

the value of hours given



Each summer U.S. Bank interns take part in a volunteer day.

## Employee Giving Campaign

Each year, U.S. Bank employees take part in our Employee Giving Campaign, an opportunity to support the bank’s national partner, the United Way, or to make a charitable donation to a community cause that matches their passion.

In 2018, employees worked to support communities across the country:

**\$9 Million**

was raised by employees  
*(a record total!)*

**11,000**

hours were donated

**#GivingTuesday**



U.S. Bank leaders helped clean up public spaces in San Diego, California.

In November, U.S. Bank participated in the international movement called #GivingTuesday, a global day of giving, through our #GiveTime campaign.

This year's efforts centered on what is near and dear to so many during the holidays — home. Employees participated in Habitat for Humanity builds and shared their experiences on social media to encourage others to #GiveTime in their communities.

The result:

**25,000 volunteer hours  
valued at \$615,000 in 6 days**

## Our employees also give back to each other.

The Employee Assistance Fund (EAF), which is funded exclusively by employees, provides one-time grants of up to \$10,000 to help employees facing unexpected financial hardships.

In 2018:

**\$1 Million**

was donated to the EAF for natural disaster relief

## U.S. Bank helps employees maximize their involvement wherever their passion lies.

The U.S. Bank Volunteer Day provides employees 16 hours of paid time off to volunteer. Our Matching Gift and Dollars for Doing programs give grants to the nonprofits where our employees give their time and dollars. After learning about the needs in the California communities, we doubled our support to address the California wildfires by providing a **2 for 1 match on employee donations** toward the relief efforts.

STORY



U.S. Bank employee and volunteer firefighter, Adam Chinnock.

**“ People say not all heroes wear capes. That’s certainly the case with Adam and many other U.S. Bank employees who give of themselves – their time, talent and resources – to make the world a better place. ”**

**Andy Cecere**

President, Chairman and CEO of U.S. Bank

## **Not All Heroes Wear Capes**

**The devastation of wildfires on the West Coast dominated the news in 2018 and called upon civic volunteers to assist local fire departments.**

One of these volunteers is Adam Chinnock, a U.S. Bank Fraud Risk Analyst in Salem, Oregon, who has served his community as a banker and volunteer firefighter for 15 years.

In 2003, Chinnock’s childhood dream came true when he signed up as a volunteer firefighter for Rockaway Beach, Oregon while working as a Teller Coordinator for the bank. “When you know that somebody out there is in need, my thought always is, ‘What if I was on the other end of that and I knew that somebody could help me?’ That’s what inspires me to get up in the middle of the night,” said Chinnock.

Over the years, Chinnock’s service has consisted of responding to medical calls and house fires, performing community service, public education and visiting elementary schools to teach children about fire safety; but the summer wildfires of 2018 called upon the most seasoned civic volunteers to protect thousands of residents in Southern Oregon.

Last year alone, Adam volunteered more than 350 hours. “I’ve assisted fighting large wildland fires several times thanks to the support of my manager and fantastic coworkers who stepped in to cover for me with little notice. I’m so thankful for the support,” Chinnock said.

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2018 Corporate Social Responsibility Report

RESPONSIBLE BUSINESS

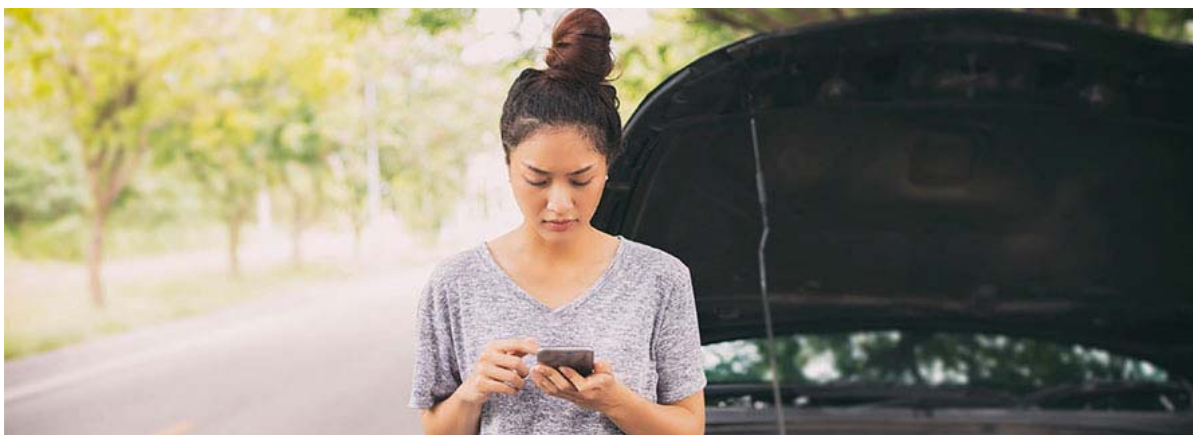
**We strive to create products and services that serve all members of our community.**



U.S. Bank employees work hard every day to serve our customers and communities.

**We listen to stakeholder feedback to create products that are beneficial to our customers and the community.**

For example, in August 2018, we launched U.S. Bank Simple Loan, which is designed to support customers who have a short-term need for cash.



U.S. Bank Simple Loan helps customers with unexpected or short-term cash needs.



In the months prior to our market launch, we ran an extensive pilot program obtaining customer interest and feedback. During that time, we also tested payoff performance, loss rates, and profitability so that we could establish pricing that accounts for the additional risks associated with such loans; while also ensuring that we were effectively meeting consumer needs. We also reviewed the product prior to its launch with our Community Advisory Committee (CAC) obtaining critical feedback from 16 prominent community leaders.



Prosperity Connection Executive Director and U.S. Bank Community Advisory Committee member, Paul Woodruff.

## STORY

### Doing the right thing for our customers

**In 2018, U.S. Bank launched a new small-dollar consumer loan product called U.S. Bank Simple Loan.**

This product is designed to help customers deal with unexpected or short-term cash needs with a transparent, easy-to-understand installment loan.

“Simple Loan is straightforward, transparent and more affordable than many other products in the market. It meets a critical credit need for customers who might otherwise be forced to seek a loan that can carry interest charges of more than several hundred percent,” said Paul Woodruff, Executive Director, Prosperity Connection, and member, U.S. Bank Community Advisory Committee. “People need access to small-dollar credit. U.S. Bank is answering the call and providing a pathway for customers to save money and meet their needs.”

U.S. Bank worked closely with, and provided full transparency to, regulators while developing this product. **We were the first national bank to offer this type of short-term loan solution.** It also supports the company’s commitment to striving for simplicity in the products and services we provide our customers. U.S. Bank first tested the product with select customers. Customer feedback overwhelmingly indicated that people who used the product greatly appreciated the simple pricing structure and immediate access to funds. In addition, customers shared they valued that their loan was reported to credit agencies, giving them the ability to build their credit.

“Simple Loan is a major step for a national bank to provide small-dollar loans with longer payment schedules to fit consumers’ complicated financial lives,” said José Quiñonez, Founder & CEO, Mission Asset Fund, and member, U.S. Bank Community Advisory Committee. “I only hope that others follow the lead of U.S. Bank in the future, because consumers across the country desperately need credit, even if it’s \$100 or \$1,000 at a time.”

## Serving the Unbanked / Underbanked

Our Safe Debit Account is a “checkless checking” product we offer consumers, which meets the Bank On National Account Standards developed by the Cities for Financial Empowerment Fund (CFE Fund). This service outlines the features of products that would be “safe” for consumers who have historically been outside of traditional banking.

The product launched in 2016, but last year we participated in a pilot program run by the Federal Reserve of St. Louis to test a common data collection method across banks that have products meeting the Bank On standards. Through this effort, we help to define a common format and reporting frequency that supports community partners across the country in their efforts to measure success in their work to build financial empowerment in their communities.



Jonathan Mintz, President and CEO, Cities for Financial Empowerment Fund.

**“ U.S. Bank is a tremendous national partner in the Bank On movement’s efforts to connect millions of those left outside the financial mainstream. ”**

**Jonathan Mintz**

President and CEO, Cities for Financial Empowerment Fund

## Protecting data and information

In today's world, protecting information is a top priority and a significant part of our corporate responsibility.

We stay a step ahead by investing in the right people, technology and leading-edge capabilities, partnering with industry peers, conducting outreach and coordination with the government and other resources and suppliers and constantly upgrading our defenses. We anticipate emerging threats through risk-based, intelligence-driven and predictive strategies. We enable customer and business-driven growth while protecting existing revenue. We safeguard U.S. Bank information and assets through adaptive security enhancements and with a cyber-security center and team monitoring activity 24/7.



U.S. Bank has an annual Cybersecurity Scholarship program.

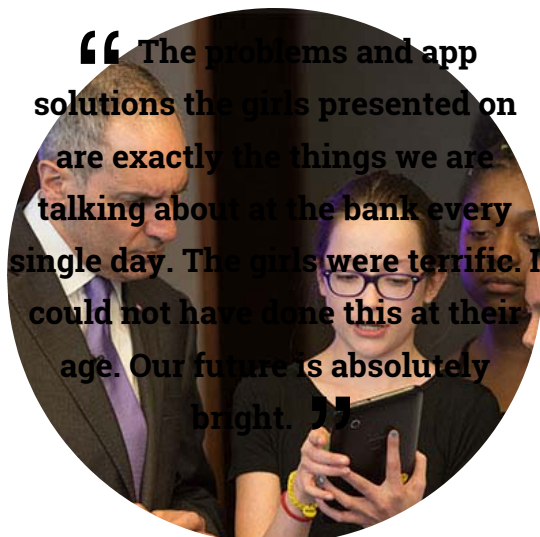
We invest in our future workforce through the U.S. Bank cybersecurity scholarship program, supporting recipients at Northern Kentucky University, the University of Washington, Whatcom College, and the University of Missouri-St Louis. We advise the NYU Tandon School of Engineering on its online graduate Cybersecurity program, and three U.S. Bank employees were selected for fellowships in the first year of the program.

We also collaborate with the Centers of Academic Excellence (CAE) in Cyber Defense Education, a program jointly sponsored by the National Security Agency and the Department of Homeland Security, and we organized and led the first multi-sector industry cybersecurity workforce development panel during the 2018 CAE Executive Leadership Forum. And we are partnering with the National Security Agency and the Johns Hopkins University Applied Physics Lab's Integrated Adaptive Cyber Defense (IACD) program to facilitate an automated response to a cyberattack. Additionally, we have community partnerships with Girls Who Code, Technovation and the Girl Scouts to help promote technological skills among the youth in our communities.



U.S. Bank helped girls from Girl Scouts of Western Ohio earn the new badges in cybersecurity.

## STORY



**Andy Cecere**  
Girls participating in Technovation[MN] show U.S. Bancorp Chairman, President, Chairman and CEO of U.S. Bank  
President and CEO, Andy Cecere, an app they created.

“The problems and app solutions the girls presented on are exactly the things we are talking about at the bank every single day. The girls were terrific. I could not have done this at their age. Our future is absolutely bright.”

## Empowering the next generation of information security leaders

**Cybersecurity is at the heart of keeping our customers and communities protected from attacks.**

Dedicating our resources to information security is crucial to becoming the Most Trusted Choice.

In the past three years, we have given a total of \$70,000 in scholarships to students focused on cybersecurity/computer science/information security degrees.

Additionally, we initiated partnerships with Technovation, Girls Who Code and the Girl Scouts to empower our next generation of cybersecurity and STEM leaders.

“We are facing a significant talent shortage in the cybersecurity field across all industries,” said U.S. Bank Chief Information Security Officer Tim Held. “In order to maintain safety and soundness, we need well-trained cybersecurity leaders in our businesses. That is why we are excited to once again provide these scholarships across the country to help further these students’ education and training.”

In 2018, U.S. Bank teamed up with the Girl Scouts to deliver cybersecurity programming to girls in Western Ohio and Northern Kentucky. Last November, U.S. Bank cybersecurity team volunteers led girls through hands-on activities, teaching them the basics of cybersecurity and helping them to become some of the first scouts in the region to earn the new Girl Scout Cybersecurity Basics, Junior Badge.

“Girl Scouts has the largest pipeline of future female leaders available, and no place is this more important than in STEM fields,” said Roni Luckenbill, CEO of Girl Scouts of Western Ohio. “By working with companies like U.S. Bank that understand the importance of investing in all girls, we can fundamentally change the STEM pipeline and the future of its workforce.”

Over the past three years, U.S. Bank has mentored middle and high school girls who are coding for social good as part of an app challenge through Technovation[MN]. Through the challenge, teams were tasked with identifying a social problem and creating an app to help solve it.

“These girls are tackling pretty big problems and doing it gracefully,” said Shawn Stavseth, Executive Director of Technovation[MN]. “The community overall is extremely supportive and as long as we can keep these girls engaged we’ll have an extraordinary workforce in a couple of years.”

Technovation, a program that is part of the national nonprofit Iridescent, focuses on teaching middle school and high school age girls how to build and launch apps as part of a state, regional and national competition. U.S. Bank sponsored seven teams in the Twin Cities, mentoring the girls in areas such as business planning and cybersecurity.

## Our Approach: Environmental, Social, Governance

Last year, we completed a materiality assessment in partnership with **Ceres**, interviewing internal and external stakeholders to understand what Environmental, Social and Governance (ESG) issues are most material to our company.

We are working hard to make forward progress on what we learned from the assessment and to continue to listen and learn from stakeholders who share our perspective on the importance of constructive and respectful dialogue to address important areas of opportunity. We have included highlights of our ESG efforts below. You can also read more in our proxy and throughout our Corporate Social Responsibility (CSR) annual report. As we move forward, we will continue to monitor the evolving disclosure landscape including framework, goals and guidance, scores and ratings. We will work to continually assess business risks and opportunities and to ensure our strategy evolves with the changing world.

At U.S. Bank, we continue to monitor closely the evolving ESG disclosure landscape. Through our Ceres partnership, we are looking to improve our understanding of how our work supports and advances the recommendations from the Task Forces on Climate-related Financial Disclosures (TCFD) and the United Nations Sustainable Development Goals (SDGs). We are actively looking at ways to better align with the recommendations of the TCFD and will continue to evaluate ways to improve our reporting and disclosure.

Some ways we are already driving progress toward the UN 2030 agenda include:

- Our investments in renewable energy projects support Goal 7, Affordable and Clean Energy.
- Our business activities fundamentally contribute to Goal 8, Decent Work and Economic Growth.
- Our focus on community contributions and maintaining financial market stability support goal 10, Reduced Inequalities.
- Our investments in affordable housing drive towards goal 11, Sustainable Cities and Communities.
- Our Greenhouse Gas Emissions (GHG) reduction commitment addresses goal 13, Climate Action.



2018 Corporate Social Responsibility Report

## A LOOK FORWARD

# We are in the business of economic, community and workforce development.

I love being a banker and I love working at U.S. Bank because every day, I see our employees across the country working hard to create economic opportunity for all.

Through our signature Community Possible platform, which spans U.S. Bank, our goal is to close the gap between people and possibility. Every day we power possible in many ways by providing access to safe and affordable housing, helping small businesses grow and helping communities thrive through access to the arts, culture and play. We are focused on creating the future now for our businesses and our communities. And while banking becomes more and more digital every day, we know it is our people who make the difference and lasting impact in our communities.



Reba Dominski  
Chief Social Responsibility Officer, U.S. Bank  
President, U.S. Bank Foundation

## The work is important, the opportunity is great and the time to act is now.

We recognize we don't have all the answers and we strive to listen and learn from all our key stakeholders, including our community partners.





U.S. Bank established the Community Advisory Committee (CAC) to help guide our social responsibility impact.

Our Community Advisory Committee (CAC), a 16-member nonprofit leadership group, guides us as we look for ways to have the greatest impact on our communities. This group of community leaders ensures we are listening to community needs, today and for the future. When we launched our new small-dollar lending product called U.S. Bank Simple Loan, the CAC provided feedback that helped us improve the product. In 2019, we will continue to listen and make community investments with and through our community partners.

But we know that to have even greater impact, we must take a One U.S. Bank approach bringing together our philanthropy, our investments, our products, services and the expertise of all 74,000 employees to remove barriers and make a difference in the most underserved communities.

**This year, the U.S. Bank Foundation will further strengthen our communities and establish larger, more impactful grant funding.**

And we will do it focused on the growing inequities in our communities especially for women, people of color and low- to moderate-income communities.



The U.S. Bank Community Center in the Pullman Neighborhood will provide a safe, accessible place to play for 50,000 people annually.



What does Community Possible look like? Take a look.

## A Chicago transformation.

We will look to make more place-based investments, revitalizing the neighborhoods that are most in need, like the Pullman Neighborhood on the South Side of Chicago.

With and through partners, we will be the engine behind the small businesses that will grow there, the capital and financial education expertise for the people who live there and the dreamers behind the creative places for the next generation to play there.

**In 2019, we will combine our charitable and business line investments with the power of our workforce to close the gap between people and possibility.**

We have increased paid volunteer time off to 16 hours annually for all employees and set an ambitious goal of reaching 100 percent

employee community engagement by providing many ways for our employees to connect, give and serve.

**We want every employee to say,  
“ I contributed to my community  
and U.S. Bank supported me. ”**



U.S. Bank volunteers cleaning up a playground in Columbus, Ohio.

**This year, we will work to expand digital financial education and protection that will be engaging, personalized and relevant to meet the immediate and future needs of our customers and their families.**



U.S. Bank employees lead a design thinking field trip with Girls Who Code in Chicago, Illinois.

And because we know that protecting and keeping our customers safe is vital, we will stay a step ahead and help empower the next generation of technology leaders by investing in programs like Girls Who Code, the Girl Scouts and Technovation that are closing the gap we face in the cybersecurity talent field.

**We will also work to increase our environmental disclosures and reduce risk.**

Last year, we completed a materiality assessment in partnership with Ceres, interviewing internal and external stakeholders to understand what Environmental, Social and Governance (ESG) issues are most material to our company. We are working hard to make forward progress on what we learned from the assessment and to continue to listen and learn from stakeholders who share our perspective on the importance of constructive and respectful dialogue to address important areas of opportunity.

## **As we move forward, we will continue to monitor the evolving disclosure landscape, including framework, goals and guidance, scores and ratings.**

We will work to continually assess business risks and opportunities and to ensure our strategy evolves with the changing world. We also are working to evolve our risk assessments to take into account a changing climate and social landscape and the potential impact these can have on our customers, communities and employees.

### **We will do this in two ways:**

# 1

**Relationship Review Oversight Policy.** This policy, which was created and implemented during 2018, creates a “One U.S. Bank” approach to managing and overseeing relationships that represent elevated reputational risk to the company. To oversee implementation and compliance with the policy, we established a Relationship Review Working Group that consists of risk leaders from multiple business lines and corporate support functions. This group has developed escalation protocols, and is charged with providing recommendations to the Bank’s Executive Risk Committee, including policy changes and enterprise portfolio actions associated with categories of elevated risk.

# 2

**Scenario testing.** It is important that we understand how climate-related stress events may affect our business and how we serve our customers. To do this, we regularly assess the impact a climate-related event may have on our business and our customers. We continue to evolve the process to ensure we are adapting to the external environment.

**“ At U.S. Bank, we are constantly working to build on our culture of ethics and integrity to strengthen our commitment to corporate responsibility across our entire organization. In 2019, all 74,000 of us will be working together to create economic opportunity for all and to make Community Possible. ”**



**Reba Dominski**

Chief Social Responsibility Officer  
President of the U.S. Bank Foundation

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