

# Community Relations Update



July 2008

As we enter the third quarter, and despite the continuing economic challenges, Citi continues to be a responsible — and responsive — member of every community where we do business. We are serving low- and moderate-income individuals and families by expanding the range and impact of our financial literacy programs, helping people build assets, supporting the creation of affordable housing and reaching out to help those impacted by the foreclosure crisis. We are also responding to disasters in the U.S. and internationally.

Citi's partnerships with dedicated and effective community-based organizations are fundamental to this work. Recently, our Community Relations team held its annual internal meeting for all North America Community Relations Officers. The overarching message was that our commitment to Citi's local partnerships is consistent and constructive. Four nonprofit partners from across the country joined us to discuss best practices and to provide insights regarding Citi's partnerships at the local level. The high level of engagement and dialogue coupled with enthusiastic accounts of the work we are doing with our partners was inspiring. We exchanged information on issues such as affordable housing for Native Americans, saving programs for the poor and job creation for the homeless.

*"Focusing on what's right for the client [community partners] is really the paramount goal that's going to drive us."*

Vikram Pandit, CEO, Citi, addressing Community Relations Officers at the internal North America Community Relations meeting.

In recognition and support of community-based nonprofit organizations, Citi sponsored the New York Times Nonprofit Excellence Awards for the first time this year. Four New York-based nonprofits were selected for the awards based on their demonstrated excellence in management. I hope you'll take a moment to learn about the winners and to review some highlights from the June 24<sup>th</sup> awards ceremony here:

<http://www.nytimes.whsites.net/communityaffairs/programs/nonprofit.html>

## Disaster Relief

Citi responds quickly and effectively when natural disasters occur. During the recent floods in the U.S. Midwest, we partnered with the American Red Cross and local organizations to assist the communities involved. And in May, when an earthquake struck Sichuan province in southwestern China, killing thousands of people, Citi responded within hours after the disaster, working with the American Red Cross and its sister organizations to establish a website for employee donations around the world. To date, our cumulative employee and company contributions total approximately \$1.3 million.

Encouraging Innovation: Recipients of OHP's \$50,000 special funding opportunity:

- Brothers Redevelopment, Denver, Colorado
- California Homeownership Preservation Initiative, California
- Consumer Credit Counseling Services of Greater Atlanta, Georgia
- Neighborhood Housing Services, Miami Dade, Florida

## Homeownership Preservation and Education

Citi continues to respond to the foreclosure crisis by working to help at-risk mortgage holders stay in their homes. Our Office of Homeownership Preservation (OHP) has established local and national partnerships to deliver community-based outreach, education and counseling. As of June 30th, OHP staff have reached out to 46,000 borrowers at counseling events held in 14 cities, and have trained close

to 340 counselors from 168 nonprofit organizations.

Citi also established a special funding program to encourage continued development of foreclosure prevention methods. Through OHP, we are providing \$50,000 to each of a number of nonprofit organizations with the most innovative and impactful foreclosure prevention education and counseling programs.

## Organizational Update

We are pleased to welcome Terri Dial, who recently joined Citi as CEO of Consumer Banking and Global Head of Consumer Strategy. Terri brings 35 years of industry experience to Citi, most recently as President and CEO of Wells Fargo Bank and head of Lloyds TSB UK Retail Banking. The announcement can be found here:

<http://www.citigroup.com/citigroup/press/2008/080331b.htm>

**Eric Eve**  
Senior Vice President  
Global Community Relations  
212.559.6918  
evee@citi.com

**Natalie Abatemarco**  
Director  
North America Community Programs &  
Office of Homeownership Preservation  
212.559.6393  
natalie.abatemarco@citi.com

**Gina Doynow**  
National Director  
North America Community Relations  
212.559.7064  
gina.doynow@citi.com

**Brian Kreiswirth**  
Director  
Fair Lending  
212.559.7044  
brian.kreiswirth@citi.com

**Jaycee Pribulsky**  
Director  
International Strategic  
Planning & Programs  
212.559.6967  
jaycee.pribulsky@citi.com

**Shamina Singh**  
Deputy Director and COO  
Global Community Relations  
212.559.6875  
shamina.singh@citi.com

**Ron Spann**  
Director  
CRA & HMDA Reporting Analytics  
212.559.1709  
ronald.spann@citi.com

**Lindsay Tucker**  
Director  
International Policy & Research  
212.559.6965  
lindsay.tucker@citi.com

## AWARDS

### Business of the Year

City of Boston  
Massachusetts

### Corporation of the Year

BIG Austin  
Texas

### Community Partnership Award

NHS of Jamaica  
New York

### Smart Workplace 2007

Department of Transportation  
New Jersey

### Agency's President Award

San Diego Council for  
Supplier Diversity  
California

We were pleased to announce recently the consolidation of our global marketing and communications operations under Lisa Caputo, who becomes our Executive Vice President for Global Marketing and Corporate Affairs. In her new role, Lisa will oversee an integrated global function encompassing external and internal communications, advertising and community relations. To read more: <http://www.citigroup.net/citigrouptoday/pressrelease/pr080620b.shtml>

### Building Better Communities

Citi employees joined other volunteers in May for the 25<sup>th</sup> annual Jimmy and Rosalynn Carter Work Project hosted by our partner Habitat for Humanity of the Mississippi Gulf Coast. Volunteers built and renovated homes in areas affected by hurricanes Katrina and Rita. Since 2000, more than 22,000 Citi employees have volunteered 230,000 total hours to help Habitat build more than 230 homes in 40 locations across the country. During this time, the Citi Foundation has provided more than \$27 million to Habitat for Humanity.

In April, Citi and three other organizations in Sioux Falls, South Dakota raised \$300,000 for Oprah's Big Give Dakota. That same month, in New York, Citi, the New York Mets and the Jackie Robinson Foundation unveiled the imagery and text for the Jackie Robinson Rotunda at Citi Field (which will open in 2009). Citi's landmark 20-year partnership with the Mets, announced in 2006, helps to raise awareness of our community-based work in New York through nonprofit partners. Toward that same objective, since 2007 Citi has made available 265,000 Mets tickets through 450 nonprofit partners in New York.

### A Global Reach with Local Programs

In June, Citi and Istanbul's Sabanci University announced the Community Internship Program (CIP) in Turkey, which will support internship positions for local college students at 22 Turkish "civil society organizations" (CSOs, aka nonprofit organizations). With Citi's support, Sabanci is working with a number of universities to recruit 90 interns to assist CSO's in their community work and support the development of a new generation of leaders. Citi and its partners have successfully launched or will introduce similar programs in Korea, Brazil, Colombia, India, Japan, Hong Kong, Panama, Russia, Venezuela and Poland.

Later this month, we will pilot the Teach Children To Save (TCTS) program internationally in South Africa. Citi has worked in partnership with the American Bankers Association Education Foundation (ABAEF) to leverage its award-winning program in a way that reflects the cultural and community needs of South Africa. (In the U.S. to date, Citi has reached 104,617 children and mobilized 3,496 Citi volunteers through the TCTS program since 2000.)

### Community Relations Outreach

In May, Citi published the seventh annual Citizenship Report, which describes our citizenship programs and performance and incorporates (for the first time) Citi's Diversity Report and the Annual Report of the Citi Foundation. The 2007 Citizenship Report discusses the community work around the world that we do through our business activities, the Citi Foundation and our employee volunteers. The 2007 Citizenship Report and our new Citizenship Brochure can be found here: <http://www.citigroup.com/citigroup/citizen/index.htm>

We are proud to announce our new Community Relations video, which highlights our community-based work and emphasizes the importance of our alliances with nonprofit partners — with you. We understand that only by working together can we build sustainable, vibrant communities. I hope you enjoy the video, called "Helping Hands Never Sleep," which can be found here: <http://www.citigroup.com/citigroup/citizen/community/video.htm>

We look forward to working with you in the second half of the year to continue to make a positive difference. Thank you for your partnership in making communities better because we are there.

Sincerely,



Eric Eve  
Senior Vice President  
Global Community Relations  
Citi