

ON-SCREEN TEXT: Jon R. Campbell, Head of Wells Fargo Corporate Philanthropy and Community Relations discusses new philanthropy strategy. TRT 1:51. June 5, 2019.

>> Campbell: Wells Fargo is changing the way we do our philanthropy.

But the real message is: This is not just a philanthropy strategy; this is a Wells Fargo strategy. We want to take all the resources of Wells Fargo, combine it with our philanthropic power to really solve three societal problems that are really pressing: housing affordability, financial health, and small business growth.

We're moving from being a check writer to being a problem solver.

We're doing this because we have a long history of serving our communities and we know that our communities today face many complex issues.

But there are three where we believe we can take our problem-solving mindset, our business expertise, and our financial resources to actually come to some solutions.

Housing affordability is a real crisis in this country. And it impacts, for example, one of our other focus areas, certainly financial health, and if we can get at this one, we can deal with many downstream issues that follow.

Small businesses are critical to the fabric of our communities. They provide so much for their workers, not just the people who own the businesses, but those they employ.

We always want to be about helping create a vigorous, growing local economy.

And all three of our focus areas, we believe, are key factors in invigorating our communities.

But that doesn't mean that the other things in our communities that need to have support won't be supported. We very consciously have left our flexible local funding largely in place to make sure that while we put our big efforts in these three areas, those other key needs in our communities will continue to be supported by Wells Fargo.

This is much bigger than philanthropy. This is what Wells Fargo is here to do.

ON-SCREEN LOGO: Wells Fargo

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