



## 4th & Goal 1-Page Fact Sheet

### Revitalizing Cleveland through the Wells Fargo Special Purpose Credit Program Expansion

#### Company Overview

Founded in 1852 by Henry Wells and William G. Fargo, Wells Fargo is a multinational financial services institution. The company's mission focuses on helping customers succeed financially and generating a positive impact in communities. Its core values include customer-centricity, ethical business practices, diversity and inclusion, innovation, and community reinvestment. With a rich history of innovation and customer service, Wells Fargo operates globally, serving over 70 million customers and maintaining a strong presence as one of the "Big Four Banks" in the United States. Wells Fargo is steadfast in its mission to empower families to realize their dream of homeownership, fostering stability and prosperity in communities that need it most.

#### What Our Grant Offers:

- \$10K Down Payment grants for eligible homebuyers
- Multilingual homebuyer portal with mortgage tools
- Financial education & homeownership coaching

#### Key Differentiators & Achievements:

- Bundled with Wells Fargo mortgages to boost customer loyalty
- Revolving grant fund ensures long-term impact
- Integrated local support for sustained homeownership
- Focused on underserved communities for maximum impact

We designed a three-year budget to maximize impact within funding constraints, prioritizing direct grants and long-term financial education. We launched a multilingual homebuyer portal with personalized coaching for accessibility. We established a revolving grant fund in the final phase to ensure long-term sustainability. We bundled grants with Wells Fargo mortgage products to strengthen customer loyalty and lifetime value. We leveraged Cleveland's existing support systems to enhance affordability and financial empowerment. We created a sustainable foundation for minority homeownership growth. We partnered with local housing organizations to identify and secure affordable homes for grant recipients. We plan to monitor Cleveland's economic indicators continuously.

#### Frequently Asked Questions (FAQs)

##### How does the program ensure long-term impact?

We feature a revolving grant fund to drive sustainability. We partner with local organizations to secure affordable homes for grant recipients.

##### Is the grant bundled with other Wells Fargo Services? Does the program offer additional support?

The grant is also bundled with Wells Fargo mortgage products for comprehensive financial support. Beyond the grant, we provide financial education and homeownership coaching. This includes a multilingual homebuyer portal with personalized tools and resources.

##### What are the goals of the program?

We aim to uplift and revitalize underserved minority communities, promote stability and prosperity for homeowners, and generate economic growth and access to markets