



Citi Foundation

The Citi Foundation invests in innovative local ideas and solutions to address complex social and economic challenges around the world. We create economic opportunity and social mobility for low-income people and partner with stakeholders to bring successful solutions to scale.



WHAT'S HAPPENING

Cities are experiencing unprecedented population growth, which poses serious challenges to governments and institutions. Economic growth has not resulted in economic advancement for all, and many low-income adults and youth struggle to achieve financial stability and success. To eliminate roadblocks and make meaningful systemic change, stakeholders from across industries and sectors must come together and work toward common goals and visions.

We think the most important role of philanthropy is to inspire people to believe in their own futures and eliminate barriers that stand in their way. This is not sentimentality, but quite the opposite. Grantees can guide young people, for example, to secure their financial futures and monitor their progress, but each person has to make the journey him/herself. Our job as a philanthropic foundation is to invest in programs and ideas that help inspire them to get there.



WHAT THE CITI FOUNDATION IS DOING

The Citi Foundation promotes economic progress and creates measurable impact in low-income communities where Citi has a presence. In 2015, we invested \$78 million in 85 countries and territories to advance financial inclusion, prepare young people for the 21st century economy and spur economic opportunity for low-income residents in cities.

Our philanthropic focus is intentionally aligned with Citi's mission to enable progress, but we operate as an independent entity, making grants to nongovernmental (NGO) innovators and supporting research to advance the field. We are not in the "check writing" business; we are partners and investors who collaborate with leading NGOs to develop local solutions for communities, support research to deepen knowledge of what works and amplify those approaches through thought leadership activities. While we are willing to take risks, we hold ourselves and our grantees accountable for generating measurable social returns and acting as change agents. We enhance these efforts by engaging Citi employees through volunteerism.



2015 HIGHLIGHTS

We gave more than **\$78 million** in grants to

376 NGOs across

85 countries and territories that served over

1 million people

In 2015, we implemented new investment mechanisms and expanded existing ones to support programs and partners with innovative ideas and models.

In 2015, Citi Foundation contributed more than \$78 million to projects and partners around the world.

2015 Citi Foundation Giving by Focus Area

Area	Amount
Financial Inclusion	\$34M
Youth Economic Opportunities	\$30M
Urban Transformation	\$13M
Other	\$1M

2015 Citi Foundation Giving by Geography

Region	Amount
United States	\$44M
International	\$34M

2015 Citi Foundation Grant Metrics*

Impact	Result
Participants Served	1,005,991
Individuals Adopting Positive Financial Behaviors	369,013
Youth Enrolling or Completing Postsecondary Education or Training	103,227
New Jobs Created by Building or Expanding over 28,000 Micro and Small Enterprises	35,147
NGOs Strengthened	1,943

* Based on grantee projections.

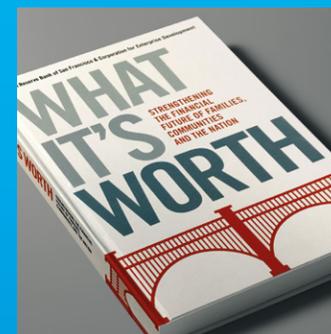


CASE STUDIES



ASIA-PACIFIC FINANCIAL INCLUSION SUMMIT

The [Asia-Pacific Financial Inclusion Summit](#) played a pivotal role in facilitating conversations and collaboration among diverse stakeholders. About 500 representatives of government agencies, financial services firms, microfinance institutions, nonprofit organizations, technology providers and other groups gathered in Manila, Philippines, in October 2015, to accelerate financial inclusion in the Asia-Pacific region. The summit was organized by the Citi Foundation, The Foundation for Development Cooperation (FDC) and the Financial Times, in partnership with the Banking with the Poor Network and support from host partner Bangko Sentral ng Pilipinas (BSP). Participants tackled inclusive finance, digital technology to reach the unbanked, the regulatory environment, how to scale microfinance institutions and financial education delivery models. The Summit was an important milestone in our work to advance the conversation and drive action in the financial inclusion space.



WHAT IT'S WORTH

[What It's Worth: Strengthening the Financial Future of Families, Communities and the Nation](#), makes clear why every household's financial health matters for the U.S. economy to thrive. The book includes a chapter by the Citi Foundation on our experience supporting financial inclusion programs that promote the financial security of low-income communities. It also shows how those working in education, health, housing, workforce training, justice and other sectors play a critical role in removing barriers to financial health and well-being. It provides a 360-degree view of the financial challenges millions of American households face, the enormous creativity and innovation already happening to increase financial well-being, and how we can implement proven and emerging solutions. The book was produced in partnership with the Corporation for Enterprise Development (CFED) and the Federal Reserve Bank of San Francisco and funded by the Citi Foundation.

Through *Pathways to Progress*, we are working with community partners, government leaders and Citi volunteers globally to deliver high-impact programs to help put young people on the road to economic success.

Onramps to Opportunity

We evolve and refine our investment approach as we listen and learn from our stakeholders, including community partners, about what works and what more is needed. Throughout 2015, we reaffirmed and enhanced our commitment to invest in the economic future of urban youth. Since 2014, we have committed grant funds, leveraged Citi volunteers' time and talent, and used our program team's technical expertise to deploy programs that create economic opportunities for low-income youth. Our signature program, *Pathways to Progress*, is a cornerstone of these efforts. Initially, the program targeted youth in 10 U.S. cities. Global needs led us to expand the initiative around the world in 2015.

Dialogue, Learning and Action

In addition to funding direct service programs, we invest and partner to accelerate promising ideas and models. Through meetings, summits and research initiatives, the Citi Foundation shares what we learn, learns from others and promotes dialogue to achieve progress.

New Investment Mechanisms

In 2015, we implemented new investment mechanisms and expanded existing ones to support programs and partners with innovative ideas and models. We moved into the second year of the India Innovation Grant Program to accelerate and broaden financial inclusion in India. In the United States, we launched the new Community Progress Makers Fund to support and strengthen the impact of community organizations who are change agents in their cities.

We learned from grantees that they needed more core operating support to be more effective. This \$20 million Fund is a multiyear initiative dedicated to providing capacity building funding to NGOs working in low-income communities in six U.S. cities - Chicago, Los Angeles, Miami, New York City, San Francisco Bay Area and Washington, D.C. In addition to grant funding, grantees will have access to leading national experts and researchers, and technical support from Citi volunteers, as well as opportunities to support and learn from one another.

Pathways to Progress

Through *Pathways to Progress*, the Citi Foundation supports programs to help urban youth build an entrepreneurial mindset, acquire leadership, financial and workplace skills, and engage in the economy through first jobs.

In the United States, we made a three-year, \$50 million commitment to connect 100,000 low-income young people with opportunities to develop workplace and leadership skills. We work with community partners, government leaders and Citi volunteers in 10 cities to deliver high-impact programs to help put young people on the road to success. More than 1,000 Citi employees have engaged as volunteer mentors and coaches. Since launching in 2014, we've reached more than 70,000 young people and invested \$35 million, putting us on a path to exceed our three-year, U.S. goal.

In 2015, we expanded *Pathways to Progress* globally. In London, for example, a unique collaboration between the London Evening Standard newspaper and The London Community Foundation brought together community champions and groups on the Angell Town Estate to increase social cohesion, youth employability and raise their job prospects, whilst also bringing visibility to the issue and documenting the campaign's impact.



CASE STUDY



ACCELERATING PATHWAYS

To guide public and private efforts to prepare urban youth to thrive and to inform our youth work globally, we commissioned Accelerating Pathways. This global study, conducted by the Economist Intelligence Unit, compares youth perceptions of their economic prospects in 35 cities, and identifies factors contributing to an enabling economic environment for young people. The research is sparking a dialogue around what is working well in cities and why, and helping make the case why investing in young people is crucial to the economic competitiveness of cities. *Accelerating Pathways* includes an interactive, comparative database to help decision makers, practitioners and scholars analyze these factors by city, region and metrics.

We will not only bring promising approaches and models to fruition, but also share our knowledge and results to provide economic opportunities for all.

PATHWAYS TO PROGRESS
THE U.S. COMMITMENT

THE GOAL

A **3-year** initiative in which we invest **\$50 million dollars** to help **100,000 urban youth** connect to economic opportunities.

THE JOURNEY



Building an entrepreneurial mindset



Acquiring leadership, financial and workplace skills



Engaging in the formal economy through a first job

THE PROGRESS

Youth served

70,000+

served to date

of our 100,000 goal

1,000+ Citi employees have dedicated

17,000+

volunteer hours

Invested

\$35m+

invested to date

of our \$50m goal

THE IMPACT

5,200+

youth engaged in service projects

70+

businesses started

1,700+

youth engaged in entrepreneurship training

325,000+

hours of mentorship

3,900+

summer jobs created

Impact and progress numbers are inclusive of the first two years of the three year program



WHAT'S AHEAD

While progress is being made, we know there are still many challenges facing urban populations, especially young people. Getting it right for upcoming generations means cities will become places of opportunity where people want to live and work, and businesses want to locate. We will continue to generate opportunities for low-income people including youth, and collaborate closely with community partners and municipal leaders to identify and test innovative solutions at the local level. We will not only bring promising approaches and models to fruition, but also share our knowledge and results to provide economic opportunities for all.

To find out more, go to: citi.com/citizenship