

COMERICA BANK

COMMUNITY UPDATE

# SOUTH DALLAS SPOTLIGHT

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**IRVIN ASHFORD, JR.**  
Chief Community Officer

This past year, we have faced a truly unprecedented time in history. The COVID-19 pandemic, natural disasters and social justice issues have affected lives, communities and businesses in a profound way. Comerica remains committed to providing support to those that have been impacted and we are dedicated to improving the communities we serve.

**Texas Winter Weather Event**

In early 2021, our Texas family faced challenging winter weather conditions that further disrupted the lives of so many throughout the state. In response, Comerica Bank and the Comerica Charitable Foundation donated \$85,000 in contributions to support relief efforts associated with this devastating event, and we continue to work with our customers and community partners to provide support for their long-term recovery efforts.

**South Dallas Focus**

At Comerica, we recognize that our success is intertwined

with the prosperity of the communities we serve. In our South Dallas community, it is more important than ever that we support our local businesses and customers and nonprofit agencies that are providing critical products and services to the community.

This Community Update spotlights our commitment to South Dallas by providing a brief history of South Dallas initiatives we have supported, highlights several of our South Dallas community partners, and offers a glimpse of our service to South Dallas and the lasting impact of our dedicated volunteers.



# SNAPSHOT



South Dallas Banking Centers



invested in nonprofit organizations located in South Dallas since 2019



colleagues work in South Dallas



colleagues live in South Dallas



business customers in South Dallas



personal banking customers in South Dallas



companies in South Dallas that received Paycheck Protection Loans (PPP)



in total PPP Loans for South Dallas companies



colleague volunteer hours since 2007 in South Dallas

*\*As of March 1, 2021, unless otherwise noted*



# BRIEF HISTORY

Comerica relocates corporate headquarters to Dallas, Texas



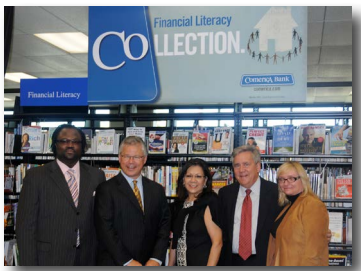
2007



Comerica partners with seven nonprofits in South Dallas to host Financial Literacy workshops



2011



Comerica invests \$50,000 in Financial Literacy Collection and unveils a new African American Literature Collection for Dallas Public Library system



Comerica invests \$50,000 into the GrowSouth Education Investment Plan

2019



Comerica's Brandon Jones serves on the City of Dallas Diversity Task Force's Insurance and Finance Committee to help make recommendations on access to capital and insurance needs that will help the city achieve its diversity goals

2021

growSouth



Comerica among first institutions to join Grow South Initiative

Comerica Bank announces its title sponsorship of "Celebrate Downtown" New Year's Parade



Photo by: By T. C. - originally posted to Flickr as Comerica Bank New Year's Parade 21, CC BY-SA 2.0, <https://commons.wikimedia.org/w/index.php?curid=10370858>



Comerica Bank's financial education program, the Gift of Knowledge expands its reach through a partnership with the City of Dallas and two local nonprofits



Comerica makes an investment of \$250,000 to the City of Dallas' COVID-19 Small Business Fund



# COMMUNITY PARTNERS

## EMPOWER Series Inc. Education

EMPOWER Series, Inc., is a nonprofit organization formed in 2015 to inspire people to thrive in every area of their life and provides financial coaching, financial literacy and personal development workshops to Dallas-area individuals with an emphasis in the South Dallas area. The workshops encourage participants to make positive life choices that lead to the assertion of financial and personal goals. EMPOWER programs are free and open to the general public but target under-served individuals. With Comerica's support, the EMPOWER webinars have been able to pivot to an online format and continue to provide services in a safe manner.



## Project Still I Rise Education

Project Still I Rise (PSIR) is a community-based nonprofit organization founded in 2002. The mission of the agency is to empower today's youth for tomorrow's opportunities through academic enrichment, mentoring and leadership development programming. Through the "Gift of Knowledge" program, Comerica is able to help hundreds of students in South Dallas gain access to school supplies and educational technology, as well as launch PSIR's first ever Virtual Summer Camp.



## Kym's Kids Human Services

Kym's Kids was established in 1994 to help abused, neglected and low- to moderate-income (LMI) children and families. The nonprofit offers year-round mentoring, tutoring, a food pantry (which distributes about 1,000 pounds per month), low-income housing, field trips to cultural events, books, school supplies/uniforms, clothing, furniture and vehicle donations. With Comerica's support, Kym's Kids was able to provide food and Personal Protective Equipment to hundreds of South Dallas children.





# COMMUNITY PARTNERS

## Harmony Community Development Corporation Economic/Community Development

Harmony Community Development Corporation, established in 2001 is a catalyst for transforming communities to become whole and empowered. The organization was organized to stimulate the development of affordable housing, create business ownership and employment opportunities, combat crime, increase social services and provide other charitable and educational services in our community. Harmony targets residents of the South Oak Cliff area of Dallas with additional concentration throughout the southern sector of Dallas including Cedar Hill, DeSoto, Duncanville, and Lancaster. With Comerica's support Harmony is able to assist thousands of South Dallas residents through the provision of job placement, housing assistance and PPE.



## The Dallas Entrepreneur Center Economic/Community Development

Located in South Dallas' Redbird community, the Dallas Entrepreneur Center (DEC) Network is a nonprofit organization driving innovation and economic impact by helping entrepreneurs start, build and grow their businesses. With a innovation hubs across Dallas/Fort Worth, the DEC provides expert education, access to knowledgeable mentors and a vibrant community of like-minded entrepreneurs. In 2020, Comerica invested \$250,000 in the DEC's COVID-19 Small Business Relief Fund that helps minority and small business owners whose business has been significantly affected by COVID-19. Comerica has also partnered with the DEC to host 16 Business \$ense Bootcamp sessions with the organization over the past several years.

# BUSINESS RESOURCE GROUPS

Comerica's Business Resource Groups play an integral role in its commitment to supporting the health and economic development of South Dallas. In just the last two years, Comerica's Business Resource Groups have provided thousands of dollars in support of the following organizations.

## African American Museum of Dallas

Comerica provided program support to maintain and expand educational offerings through exhibitions, significant programs, workshops, lectures and other educational services that will facilitate awareness and understanding of African American history and culture. Comerica presented the Comerica Money \$ense program as a component of the summer STEAM initiative "Science of Art." The African American Museum of Dallas offers the program on scholarship to LMI students who qualify for free and reduced lunch. About 83% of the students served through the African American Museum through its Science of Art STEAM Summer are LMI.

## For Oak Cliff

Comerica supports educational programing responsive to the needs of the community, like the Pre-K through grade 12 academic enrichment program's transition to online due to COVID-19. For Oak Cliff provides culturally responsive initiatives in South Oak Cliff to liberate the community from systemic oppression, create a culture of education, and increase social mobility and social capital.

## Regional Hispanic Contractors Association (RHCA)

Through RHCA, Comerica supports the men and women of the construction industry who have stepped up by continuing to deliver projects while meeting changing demands and regulations. RHCA provides resources and assistance to those that have had to pivot their services during the COVID-19 pandemic

## Mount Auburn Parents and Community for Kids

Comerica has invested in classroom supplies for Mount Auburn Elementary School where more than 50% of the students in attendance are from LMI households.

## NAACP Dallas

The NAACP Dallas has a commitment to those within low and moderate socio-economic communities. Comerica supports the NAACP ACT-SO (Afro-Academic Cultural Technological Scientific Olympics) and Youth Council focus on leadership development, as well as academic achievement that prepares students in STEM, cultural and financial education preparing them to compete in a global and competitive society. The Dallas NAACP ACT-SO program primarily serves that Dallas Independent School District where 84% of the students are from LMI households.

## Dallas Black Chamber of Commerce and Greater Dallas Hispanic Chamber of Commerce

Through its corporate membership, Comerica supports business development and growth in the Dallas African American and Hispanic/Latino communities and South Dallas.



AFRICAN AMERICAN  
MUSEUM



DALLAS BLACK  
CHAMBER OF COMMERCE



NAACP  
DALLAS





# SERVICE



- In 2020, Comerica partnered with the Hear My Cry Foundation to host a free community mental health and pandemic drive through event in South Dallas. Volunteers handed out essential COVID-19 relief supplies, mental health items and groceries.

The Hear My Cry Foundation is a 501(c)(3) charitable organization that was founded upon a mission to address the growing epidemic of suicide impacting communities and the under-served populations through programs and services.

- Last year, Comerica colleagues teamed up with local banking centers to donate a surplus of unused PPE items to Mount Auburn Elementary in Dallas. The team was able to collect and donate:
  - 9 large tubs of wipes
  - 8 large bottles of sanitizers
  - 10 boxes of gloves (various sizes)
  - 12 boxes of masks, 100 bottles of personal size hand sanitizer

In addition to the donation of PPE items, Comerica presented the school with a check to purchase additional school supplies and PPE items for students and staff.



- In 2020, Comerica colleagues taught several financial education sessions for the Wilkinson Center. The financial education sessions focused on topics like work readiness and elder fraud.

The Wilkinson Center mission is to transform the lives of Dallas families by providing pathways to self-sufficiency with dignity and respect. They fulfill their mission by helping families face critical life challenges including food insecurity, lack of education, economic instability, unemployment and underemployment. All programs are provided free of charge to the community.

- In 2020, Comerica colleagues taught work readiness sessions to students participating in Mountain View College's BankWork\$@ program. The BankWork\$@ to train the next generation of bank employees. BankWork\$@ is an entirely free, eight-week program that prepares individuals for a career in the financial sector. The program covers essential skills and information needed to succeed in the financial sector such as business etiquette, money handling procedures and banking regulations.





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