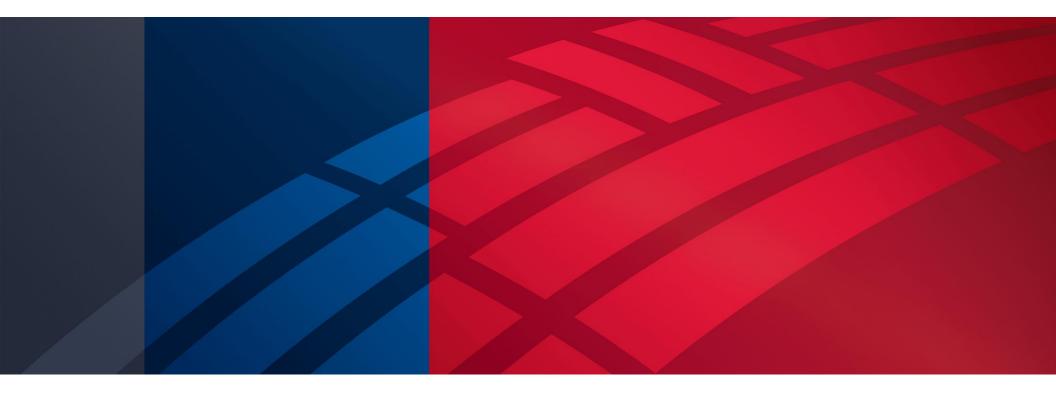
Bank of America Foundation Update 2012













Who We Are

North Texas Fact Sheet

- Over 150 Banking Centers
- Over 6MM sq. ft of retail space
- 623 ATMs
- 20,000 Employees
- \$3.5MM Charitable Giving
- 110,000+ Hours of Community Service over the last 2 years
- \$6.7MM Matching Grants in 2011
- \$1.6 MM local United Ways in 2011



Corporate Social Responsibility at BAC

Building Brand and Reputation

Market President

Visibility - Local Face

NTX Leadership Team Meetings

NTX Market Overview Updates

Common Agenda both internally and externally

Key Influencer Outreach

Business Integration

Opportunities to partner with current and prospective clients on a variety efforts that may include community service and sponsorship.

Thought Leadership

Take a high profile leadership role in issues directly impacting our business.

Charitable Giving

Over \$3.5 Million Annually

\$675K in Matching Gifts

\$1.6MM to the United Way

Sponsorships

Dallas Cowboys

State Fair of Texas

Fort Worth Stock Show

Texas Christian University

Volunteerism

2011 & 2012 Recorded 110,000 hours of community service

Local Advertising

TV / Online and Print Ads
Jake's Hamburgers
Dallas Cowboys

Fort Worth Stock Show and Rodeo

Public Relations

Tell your story

Charitable Giving Priorities

Strategic Focus on what is important to our customers and where we are growing as a region.

Community Development

HOUSING

- Economic Development (directly aligned with small business growth and job creation
- Affordable Housing
- Neighborhood Preservation & Revitalization (Real estate owned)
- Financial Stability & Literacy-Adult

 (aligned with Nonprofit transitional services strategy e.g. credit repair)
- Foreclosure Prevention
- Homeownership Counseling
- Green Community Development/Coalitions

Workforce Development Education

JOBS

- Job Training/Workforce Development Programs employment training for youth, veterans, ex-offenders and the disabled.
- Post Secondary Completion programs with concentration on Community and Technical Colleges
- Financial Education connected to Workforce development /Education programs which lead to financial empowerment and capability
- Middle school and high school student post-secondary and job readiness programming
- Mentor programs for post secondary access, job training, and workforce development.
- Youth Leadership programs that align with employment & community engagement

Critical Needs

HUNGER & HEALTH

- Food & Shelter including SNAP and disaster relief
- Family Supportive Services (access to benefits/integrated safety net programs and services for all members of a family unit)
- United Way (integrated services/programs that address the underlying causes of poverty through collective impact grant making)
- Homeless/Transitional (integrated programs/services tied to transitional living and employment for homeless/low-tomoderate populations)
- Health and Human Services specific programs connected to workforce development and disaster relief only (exceptions would be made for childcare, affordable healthcare, physical/mental, and education outreach)

Q1 Q2 Q3 Q4

COMMUNITY DEVELOPMENT

NEIGHBORHOOD BUILDERS (Top 44 Markets Only)

WORKFORCE & EDUCATION

CRITICAL NEEDS

Community Development Metrics – HOUSING

- Homeowner Retention: Foreclosure prevention and loss mitigation programs
- •Promoting Financial Stability: Credit repair counseling, debt management programs, asset building services
- Transitioning REO Properties: Programs that acquire and rehab abandoned or dilapidated residential units
- Accessing Affordable Housing: Programs that construct new single- or multi-family affordable housing unit
- Preparing Future Homeowners: Housing counseling focused on pre/post home purchase
- •Revitalizing Communities: Driving economic development through support of organizations and initiatives that contribute to the vitality and livability of communities.

Does this project fit in the Community Development RFP?

Community Revitalization – how many new jobs were created? What was their economic impact (salaries, wages)? Primarily used for large infrastructure projects – cultural institutions.

Affordable Housing - how many units acquired, rehabbed or constructed? How many counseled?

Green Development – percentage of affordable units that now include energy efficient amenities?

Integrated Services – Does the project include other services food programs, financial education etc.



RFP closed April 30th

Grant awards will be announced mid to late July



Workforce Development and Education Metrics

Job Training/Workforce Development Programs employment training for youth, veterans, ex-offenders and the disabled.

Post Secondary Completion programs with concentration on Community and Technical Colleges

Financial Education connected to Workforce

Development /Education programs which lead to financial empowerment and capability

Middle school and high school student post-secondary and job readiness programming

Mentor programs for post secondary access, job training, and workforce development.

Youth Leadership programs that align with employment & community engagement





Workforce Development and Education Metrics - JOBS

Education

- Number of students graduating high school
- Percentage of students entering post-secondary education or training
- Number of unpaid / unpaid internships, apprenticeships or social

enterprise jobs provided

Average wage earned

Jobs

- Number of individuals trained for job
- Number of individuals placed/hired in jobs
- Average monthly wage (if applicable)

Training

Number of small businesses receiving training



RFP Opens June 4th
Closes July 2nd and
announced in September

Critical Needs Metrics – HUNGER & HEALTH

- Food & Shelter including SNAP and disaster relief
- •Family Supportive Services (access to benefits/integrated safety net programs and services for all members of a family unit)
- Homeless/Transitional (integrated programs/services tied to transitional living and employment for homeless/low-to-moderate populations)
- •Health and Human Services specific programs connected to workforce development and disaster relief only (exceptions would be made for childcare, affordable healthcare, physical/mental, and education outreach)



Critical Needs Metrics – HUNGER & HEALTH

- Number of meals provided?Pounds of food distributed?
- Number of beds provided?Average length of stay?
- Integrated services provided? –No "U" Turns
- VITA Average refund amounts?
- Number of participants in financial education training?



RFP Opens September 10th Closes October 8th and announced in December

Neighborhood Builder and Student Leader Update

Neighborhood Excellence name – discontinued

Local Hero Program –discontinued **Student Leader** - stand alone

Neighborhood Builder Updates

- Mission aligns with 3 priorities
- •Invitation Only RFP based on recommendations from Local Market Selection Committee.
- Selection Committees have the option of allowing previous builder winners to apply.
- There will be 3 Builder Awards for DFW this year.

Stays the same:

- Unrestricted operating support
- Leadership Training
- 2012 Student Leader Program



Invitations will be sent out soon.

Applications will be due on June 22nd.

What matters for every application . . .

How you tell your story (program)

- Low to Moderate Income
- •Volunteerism not necessarily board service.
- Collaboration
- Reputation
- Fiscal Responsibility
- Innovation
- Problem Solving
- Urgency Visible

Don't chase the money.





Other Opportunities for Partnership

Business Integration

 Opportunities to partner with current and prospective clients on a variety efforts that may include community service and sponsorship.



Sponsorship

•In 2011, we hosted over 325 sponsorship events and handled more than 10,000 tickets



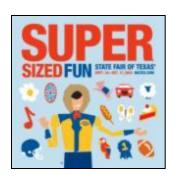












Employee Networks





BAC Employee Networks

Asian Leadership Network
Black Professionals Group
Military Support Group
Disability Network
HOLA
LEAD for Women
PRIDE

Local Advertising and PR







Bank of America Bank of Opportunity

Volunteerism "The Red Army"

Bank of America Community Volunteers

- 20,000 Employees in NTX Market
- 40+ Leadership Team members serving on key boards.
- 2010 & 2011 we recorded over 100,000 hours of community service
- Aligned with our charitable giving recipients
- Communication via newsletter and email blasts.



FAQs

- Will my organizations receive a special RFP invitations? In the past your grant awards ranged from \$5000 - \$25,000 in this market. Does this new RFP process allow organizations to ask for more?
- How likely is it that we could apply and be awarded more than one grant in the same calendar year?
- My organization submitted a grant prior to April 1st, when will can I expect an update on the status?
- What are transitional dollars?
- How do I go about submitting a request for sponsorship?
- Who makes the final decision on grant requests?
- Where do I submit volunteer requests? baccv_global@bankofamerica.com



