

City National Bank supports financial access for the unbanked/underbanked population by providing financial support and participating in the following:

1. CNB is one of twelve financial institutions currently participating in the “Bank on Los Angeles” initiative being spearheaded by the Mayor’s office in collaboration with twenty-two community based organizations. This initiative specifically targets the unbanked/underbanked population by offering a reasonably priced (under \$10/monthly) or free checking account. CNB has designated three offices: Bunker Hill, LA Main and Pershing Square and will be offering the Lifeline Checking Account with a \$5/month service fee and \$100 minimum opening deposit. Initiative is scheduled to kick off in October, 2011.
2. Strategic Alliances with Community Development Financial Institutions (CDFI’s). CNB provides an average of \$150,000 per year to local CDFI’s whose mission specifically targets unbankable businesses by providing technical assistance and facilitating access to capital. Examples:
 - i. Valley Economic Development Corporation
 - ii. Vermont/Slauson CDC
 - iii. California Economic Development Lending Initiative
 - iv. Community Financial Resource Center
 - v. Pacific Coast Regional
 - vi. Women’s Initiative
 - vii. SCORE
 - viii. Pacific Asian Consortium for Employment
3. CNB supports asset building in underserved communities by investing and supporting non-profits that provide first-time home buyer education and promote the maintenance of homeownership, including foreclosure prevention and mitigation. Examples:
 - i. Neighborhood Services of Los Angeles County
 - ii. Neighborhood Housing Services of America
 - iii. Orange County Neighborhood Housing Services
 - iv. Esperanza Community Housing
 - v. Hollywood Community Housing
4. Financial Literacy – partnerships with non-profit organizations, schools, and shelters that serve predominantly underserved populations.
 - i. Dollars & Sense
 - ii. Junior Achievement