

Community Service 2011 Company of the Week: Wells Fargo & Company Week of May 29, 2011

Wells Fargo Team Members Help Prepare Kids and Parents for Financial Success

As young people continue to become more active as consumers, Wells Fargo is taking steps to ensure they also become responsible spenders and savers by learning the ABCs of managing money. Wells Fargo team members teach financial education throughout the year, but in April team members went the extra mile to raise awareness about the important role banks play in helping young people develop lifelong saving habits. In recognition of National Financial Literacy Month, and the American Bankers Association's Teach Children to Save (TCTS) Day, team members made more than 1,000 presentations to school students and community groups to deliver financial education lessons, and educate young people and their parents, about the importance of budgeting and saving money.

“It’s important to teach everyone how to be financially capable and how to achieve financial goals at any stage in their life,” said John Stumpf, chairman, president and CEO of Wells Fargo. “As part of National Financial Literacy Month, Wells Fargo team members taught young people across the country strategies that not only helped increase their fiscal knowledge, but also helped establish responsible financial behavior starting at an early age.”



Photo Courtesy of Grand Island Independent Newspaper – Taken by Crystal LoGiudice. Bruce Eberle, president of the Wells Fargo Bank in Grand Island, NE, passes out pencils to 5th grade students at Wasmer Elementary School. During his classroom presentation, Eberle highlighted the basics of budgeting and saving as part the Teach Children to Save activities. When he asked the students what they would save for, favorite answers were vacations, construction projects, pranks, parties and other wish list items.

Throughout April, team members visited schools and community groups to educate young people and their parents, about savings strategies to achieve financial success. All together, Wells Fargo team members delivered financial education presentations to more than 48,000 individuals. Wells Fargo’s free financial education program Hands on Banking® was used to promote smart budgeting and saving during TCTS Day activities. The program offers a broad-based curriculum that includes lessons for children and adults.

“Our *Hands on Banking* program is a great example of how we’re using our resources and expertise to work hand-in-hand with schools and nonprofits to provide educational resources to individuals and families,” said Jon Campbell, head of Social Responsibility at Wells Fargo. “We have been able to take this program out into the community and reach people and families who may not have received any financial education otherwise.”



Kenya Shannon, Wells Fargo store manager, taught second-graders in Norcross, Georgia lifelong savings habits as part of the Teach Children to Save initiative. Wells Fargo brought the program to Norcross for the first time in April.

Team members also used the Spanish language version of *Hands on Banking*, *El futuro en tus manos*® during TCTS activities to reach the Hispanic community, and encouraged financial education activities in support of El Día de los Niños. Additionally, each day during the month the bank utilized social media and Twitter to send financial education tips to adult consumers. The messages provided savings tips and highlighted the financial education resources available at Wells Fargo, including the *Hands on Banking* program.

Congratulations Wells Fargo & Company!