



## LEADING BY SERVING

## Table of Contents

- 01 | Chairman's Letter
- 02 | Leading in the Community
- 04 | Proud to Support Military Service
- 06 | Leading in Diversity
- 08 | Leading Through Informing
- 10 | Leading Through Giving
- 12 | 2013 Accomplishments
- 14 | Leadership in Conservation
- 16 | Leading Neighborhood Development
- 18 | Leading Community Investment
- 20 | Leading Economic Opportunity
- 22 | Leading Community Innovation
- 24 | Our Community

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## U.S. Bancorp at a Glance

<b>RANKING</b>	U.S. Bank is the 5th largest U.S. commercial bank
<b>ASSET SIZE</b>	\$364 billion
<b>DEPOSITS</b>	\$262 billion
<b>LOANS</b>	\$235 billion
<b>CUSTOMERS</b>	17.9 million
<b>BANK BRANCHES</b>	3,081
<b>ATMS</b>	4,906
<b>NYSE SYMBOL</b>	USB
<b>YEAR FOUNDED</b>	1863

At year-end December 31, 2013

## Corporate Profile

U.S. Bancorp is a diversified financial services holding company and the parent company of U.S. Bank, the nation's fifth-largest commercial bank with assets of \$364 billion at December 31, 2013. In 2013, U.S. Bancorp was named Fortune magazine's Most Admired Superregional Bank for the third consecutive year. U.S. Bancorp is headquartered in Minneapolis, Minnesota, and is recognized for delivering consistent, industry-leading financial results, practicing prudent risk management, generating high levels of capital and developing innovative services and delivery channels. The Company offers a wide range of financial products and services through four major lines of business: Consumer and Small Business Banking, Wholesale Banking and Commercial Real Estate, Payment Services, and Wealth Management and Securities Services. U.S. Bancorp has 17.9 million customers and 67,000 employees.

Visit U.S. Bancorp online at [usbank.com](http://usbank.com)

## Chairman's Letter



As we celebrated our 150th anniversary in 2013, we reflected on the historical achievements that created the company that we are today. Throughout our history we never lost sight of an important truth: People drive our success.

U.S. Bancorp employees make history every day by contributing to our future. By doing the right thing for our employees, customers, shareholders and communities, we honor our heritage while writing the next chapter in our story. Our 67,000 U.S. Bancorp employees form the base for our community connections and are considered thought leaders, teachers and volunteers in their communities. Through channels such as our U.S. Bank Volunteers program, Development Network, local Community Leadership Teams, Green Teams and Proud to Serve program, our employees are empowered to connect with external community partners to make a difference in the communities where we live and work.

Strong communities are built by devoted individuals, community partners and US coming together to work. That work might involve employing new technologies and ideas, new learning and communication tools, and even paintbrushes and rakes. Whatever the challenge, it requires leadership to bring resources together, collaborating to help our communities grow and prosper.

Leadership in affordable housing and economic development is evident in our innovative lending and investment solutions. Through U.S. Bancorp Community Development Corporation, we provide financing to help communities create affordable housing, preserve historic buildings and districts, and fund renewable energy. Our community development lending programs range from multi-family and senior rental to special-needs, military housing and commercial redevelopment.

In the past year, we saw the development and introduction of new financial education resources for consumers, military personnel and small business owners. Our Connect™ interactive toolboxes help small business owners grow their businesses, assist entrepreneurs to start new businesses and encourage job creation. Our financial education program, Financial Genius, expanded to include new online Military Money Management tools for servicemembers and their families, as well as new tools for student financial wellness and workshops aimed at preventing senior financial fraud.

I am very proud of U.S. Bancorp's role in strengthening our neighborhoods by providing leadership to sustain strong, healthy, and empowered communities. We are dedicated to making a difference. This 2013 Corporate Citizenship Report not only showcases some of the projects and initiatives in which we have been involved throughout the past year, it provides a look into the future. It is our privilege to have been your community partner for the past 150 years and we look forward to being your partner as we write the next chapter in our history together.

Sincerely,

A handwritten signature in black ink, appearing to read "Richard K. Davis".

Richard K. Davis  
Chairman, President and Chief Executive Officer

# Leading in the Community

## All of US Serving You

Leading by example demonstrates leading from the inside – out. “All of US serving you” delivers the essence of corporate leadership, catalyzing community action. We understand that people drive our success, both within the bank and out in our communities. Our employees exemplify leadership not just through their accomplishments, but also in how they accomplish it. They are empowered to build strong relationships and collaborate with community and civic organizations. They build trust and use the innovative programs and tools U.S. Bank provides to become thought leaders, teachers and volunteers in the communities where we live and work.

## Leadership Growth & Development

Leadership is part of our mission and part of our corporate culture. We hire service-oriented people and invest in their development. We have a robust internal mentoring program called Mentor Connect, and we offer tuition reimbursement benefits to help our employees complete their educational goals. Our employee-led Development Network chapters provide personal and professional development as well as volunteer opportunities in 60 communities globally. In 2013, more than 1,600 programs were held, empowering employees to succeed and enriching our communities. Our Development Network creates a better US, connecting employees to each other and to our communities.

## USB Alumni – Leading Through Retirement

Upon retirement, U.S. Bancorp employees are invited to stay in touch through the Alumni Engagement Program. These retirees were strong leaders throughout their careers and now can offer that same leadership to their communities through this program, which allows retirees and former employees opportunities to network with each other, receive news and information about the bank and participate in community volunteer efforts.

*U.S. Bank Global Treasury Management adopted The Simpson House in Minneapolis, Minn., collecting supplies, food, and donations for the organization.*

## U.S. Bank Volunteers

U.S. Bank empowers every employee to be a leader both at work and in the community, and through our U.S. Bank Volunteers program, employees can help our communities thrive. The program features a website powered by VolunteerMatch that helps employees find an opportunity to lend their skills at one of U.S. Bank's nonprofit partners or any nonprofit organization of interest.

We also support community involvement through the U.S. Bank Volunteer Day. This program offers employees up to 16 hours of paid time off. In 2013, U.S. Bancorp employees reported more than a quarter million hours of service.





## Diplomas 2 Degrees

The Boys & Girls Clubs of Greater Cincinnati offer proven and nationally recognized after-school and summer programs that provide the knowledge, skills, and attributes young people need to become successful adults and pursue their dreams. Each week, volunteers from U.S. Bank work with a group of high school students after school in the Diplomas 2 Degrees program.

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## Shred Events Go Green While Protecting Customers' Identities

To educate consumers on the importance of protecting personal information, U.S. Bank participated in the National Foundation for Credit Counseling's Protect Your Identity Week (PYIW).

Partnering with Cintas and Recall, our bankers demonstrated the importance of shredding confidential information by providing free paper shred events in several U.S. Bank markets, including California, Colorado, Georgia and Wisconsin. Customers were encouraged to bring up to 10 boxes of old confidential files, bank statements and cancelled checks, and watch it all be securely shredded.



Our community efforts resulted in more than 67,000 pounds of shredded paper, which made a positive impact on the environment by saving the following resources:

- **510 trees**
- **210,000 gallons of waste water**
- **120,000 kilowatt hours of energy**
- **11,400 barrels of oil**
- **90 cubic yards of landfill space**

The 2013 PYIW events boasted a 556% increase in resources saved from last year's events. For more information on identity theft, fraud prevention and online security, visit [usbank.com/security](http://usbank.com/security).

# Proud to Support Military Service

## We're Proud to Serve

We're proud to be nationally recognized as one of the country's top military-friendly companies. Through our Proud to Serve program, we support and honor veterans and military families within U.S. Bank and in the communities we serve. The program focuses on recruiting and hiring veterans, supporting their professional development needs, supporting employees of military families and honoring all veterans and military families. The program's steering committee is made up of senior leaders who are veterans themselves.

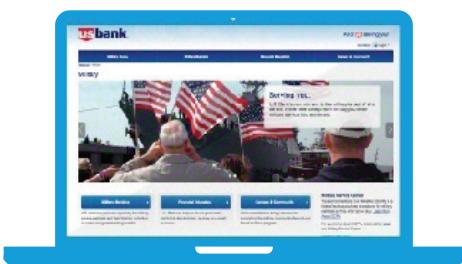


*Red carpet welcomes a hero home.*

## Homes for Heroes

Wounded veterans can face employment and financial struggles because of their injuries and health issues. This can put decent housing out of reach for some.

Through our Homes for Heroes program, we're providing mortgage-free housing for wounded veterans and their families. We donate bank-owned homes to nonprofit military service organizations, which in turn renovate them and donate them to wounded veterans. We donated four homes in 2013 and plan to do the same in 2014.



Scan this image to access  
U.S. Bank's Military Financial  
Education modules online.

## » Military Education with US

U.S. Bank is proud to serve military servicemembers with financial education tools that highlight the topics and issues that are unique to their lives. The latest addition to the Military Financial Education initiative is a free, self-paced, interactive learning platform that addresses the specific financial needs of servicemen and women. In addition to the military module, the financial wellness course includes eight additional modules covering topics ranging from the basics of banking and conquering credit, to mortgages, taxes and insurance and investing in the future. The program is accessible via [usbank.com/military](http://usbank.com/military) or [militaryeducationwithus.com](http://militaryeducationwithus.com).

## Recognized for Our Commitment

In 2013, we were honored to receive the prestigious Secretary of Defense Employer Support Freedom Award. The highest award given by the federal government to employers, this honor recognizes our commitment to supporting employees who are in the National Guard and Reserve.

### Other recognition we received for supporting veterans and military families included:

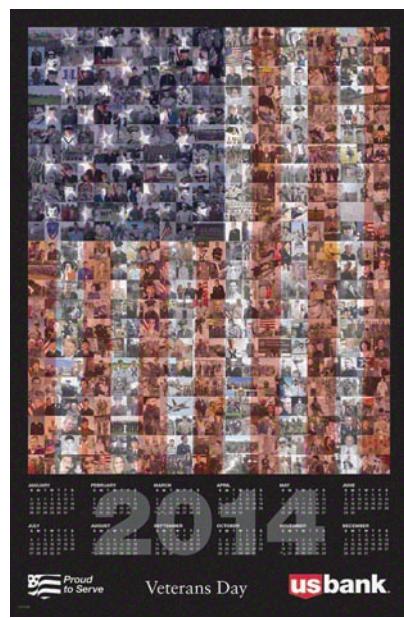


- Pro Patria Award (ESGR Minnesota Committee, 2013)
- Best for Vets: Employers (Military Times, 2010, 2011, 2012, 2013)
- Top 100 Military-Friendly Employers (G.I. Jobs, 2012, 2013, 2014)

- Top 100 Veteran-Friendly Companies (U.S. Veterans Magazine, 2012, 2013)
- Top 50 Military-Friendly Spouse Employers (Military Spouse Magazine, 2014)

### »» Military Friendly: It's Who We Are

At U.S. Bank, employees embrace opportunities to honor and support veterans and military families. Here's a sample of our military-friendly activities:



Veterans Day mosaic



To learn more about U.S. Bank's military initiatives, scan this image.

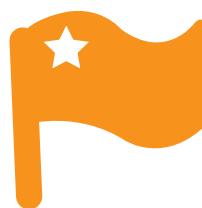
- New employee veterans receive a Proud to Serve lapel pin, a personal welcome from other employee veterans and a checklist to help them connect with programs and resources.
- Deployed employees receive a letter from our CEO, as well a Veterans Day letter. They also receive loaner iPads to help them stay connected with their families.
- Each year, we host a Veterans Day conference call to thank employee veterans for their service to our country and to U.S. Bank.
- Our annual Veterans Day photo mosaic includes hundreds of photos submitted by employees of the veterans in their lives.
- Each Memorial Day, employees post thoughts and photos on our virtual Wall of Remembrances.
- Employees participate in volunteer opportunities aiding veterans and military families, many offered through our 60-chapter Development Network.
- Our internal Proud to Serve website and social networking forums foster a community for veterans and military family members.

## Our Commitment to Hiring Veterans Continues

Through our Bankers in Boots veteran-hiring campaign, we hired more than 1,100 veterans in 2012 and 2013.

Our commitment to hiring veterans continues, backed by extraordinary support from U.S. Bank leaders and hiring managers. The Bankers in Boots program fuels our efforts, providing an extensive infrastructure that enables us to recruit highly qualified veterans, educate leaders about the value veterans offer and ensure successful interview experiences for both candidates and hiring managers.

Visit our veteran-hiring website at [proudtoserve.usbank.com](http://proudtoserve.usbank.com)



# Leading in Diversity

## Raising Awareness, Fostering Inclusion

It starts at the top. That's why U.S. Bank's Diversity and Inclusion Council is made up of senior leaders from across the company. Passionate about raising diversity and inclusion awareness, council members provide thought leadership to the enterprise and drive initiatives within their respective business lines.

Council members' strategies include a focus on internship programs, recruitment and development. They also include engaging employees in everyday conversations about how they can learn and contribute. They're accomplishing their goals with the help of business line-specific councils, committees and teams. This approach fosters inclusion and innovation, giving more employees opportunities to contribute to U.S. Bank's success in new ways.



## » Embracing Diversity and Inclusion

At U.S. Bank, embracing diversity and fostering inclusion are business imperatives. We view everything we do through a diversity and inclusion lens to deepen our relationships with our stakeholders: our employees, customers, shareholders and communities.



- To be the employer of choice, we celebrate individual diversity and diversity of thought to empower everyone to contribute.
- To be the bank of choice, we offer innovative products and services our customers need to achieve their goals.
- To be the investment of choice, we win with growth propelled by all of US and steered by our business compass.
- To be the partner of choice, we engage the talents and services of diverse suppliers and make a meaningful impact in the communities where we live and work.



Scan this image for more information on U.S. Bank's Diversity & Inclusion initiatives.

## A Holistic Approach, Driven by Employees

U.S. Bank's approach to diversity and inclusion is holistic. Fueled by collaboration, it transcends departments, business lines and geography. It is driven by leaders and employees who are passionate about achieving goals built on a foundation of diversity and inclusion.

A matrix of workplace, marketplace, supplier diversity and community programs drives our diversity and inclusion efforts. From recruitment and retention to marketing and advertising, from building relationships with diverse suppliers to giving and volunteering, we work together to drive business results. Those results are what you're reading about in this Corporate Citizenship Report.

We engage all U.S. Bancorp employees in these initiatives in several ways. Internal websites, blogs and social networking forums are where employees learn about programs, success stories and opportunities to get involved. Emails and blogs

from their business line leaders keep employees connected to news and activities that are closely related to their work.

Our business resource groups (BRGs) offer another way for employees to get involved. Networks of employees based on shared backgrounds, experiences or interests, BRGs focus on delivering specific business results. We currently have four BRGs: two African American groups in St. Louis, Mo., and Seattle, Wash., and two lesbian, gay, bisexual and transgender groups in Minneapolis, Minn. and Cincinnati, Ohio.

In 2014, we're sponsoring our first Week of Inclusion. Designed to raise employee awareness of diversity and inclusion, the event will feature enterprise-wide, market-wide and business line-specific activities. From simple and fun team activities to insightful virtual meetings highlighting diversity dimensions, the goal is to help employees understand how they can contribute to diversity and inclusion at U.S. Bank.



# Leading Through Informing

## Building Financial Genius

Investing in education is an investment in our future. Creating opportunities for children and adults to equip themselves with the information they need to create brighter futures helps to create communities that are progressive and self-sufficient.

U.S. Bank empowers its employees to grow as leaders by serving their communities through the U.S. Bank Financial Genius financial education program. Financial Genius unites all aspects of financial capability and is powered by US. It is not a curriculum, but rather a single-voice foundation for all of our financial education programs and initiatives from youth to adult, to small business and first-time homebuyers. Through our grassroots efforts, U.S. Bank volunteers employ their expertise to educate and motivate local members of the community to achieve their financial goals.

In 2013, U.S. Bank employees dedicated nearly 10,000 volunteer hours teaching financial education to 97,000 individuals. Topics included fraud and identity theft prevention, military money management workshops, small business education, home buying and investing.



*Student demonstrates how to navigate Financial Genius during a certification ceremony at Hoover High School in San Diego.*

### » U.S. Bank Financial Genius Goes Online with Help from EverFi

U.S. Bank recognizes that today's tech-savvy youth are highly influenced by technologies of the digital age. Our partnership with EverFi Inc. enables us to reach and educate high school students using an interactive media platform to teach students core concepts of financial capability. The program consists

of 10 modules and covers more than 600 learning points, including the basics of banking and savings, credit scores, insurance, credit cards, student loans, mortgages, taxes, stocks, 401(k)s and other critical financial concepts.

 Visit the U.S. Bank Financial Genius website by scanning this image.



The U.S. Bank Financial Genius program has grown by 52% since its inception in 2010. In 2013, the program expanded to schools in Duluth, Minn., Seattle, Wash. and Rapid City, S.D. while continuing to serve participating high schools in St. Paul, Minn. and San Francisco and San Diego, Calif. To date, U.S. Bank Financial Genius has certified 5,184 students and continues to grow each year.



## Junior Achievement

U.S. Bank's partnership with Junior Achievement (JA) aims to empower the future with volunteer-delivered, K-12 programs that foster work-readiness, entrepreneurship and financial literacy skills. In addition to teaching JA in a Day at a local school, bankers help prepare students for the 21st century global marketplace by participating in programs such as JA Biz Town or Finance Park. Both are fully interactive, simulated towns for elementary and middle school students.

U.S. Bank sponsors JA Biz Towns in San Diego, Calif. and Milwaukee, Wis. as well as JA Finance Park in Los Angeles, Calif., and in 2013 expanded its partnership with Junior Achievement to sponsor a JA Biz Town location in Denver, Colo.

In 2013, U.S. Bank employees presented more than 745 educational seminars, reaching more than 25,000 students.

## Economic Education for New Americans

In partnership with the Kentucky Refugee Ministries (KRM), more than 50 participants from 11 countries learned about "Banking in the United States" from a dedicated group of U.S. Bank Volunteers. KRM provides resettlement services to refugees through faith and agency-based co-sponsorship to promote self-sufficiency and successful integration into the community.

## Financial Smarts for Seniors

During the week of World Elder Abuse Awareness Day, observed on June 15, U.S. Bank hosted workshops across its footprint to educate older Americans on how to protect themselves against fraud and identity theft scams that are targeted towards the elderly.

To raise awareness in the Twin Cities, Minn., U.S. Bank partnered with St. Paul Housing to provide financial education seminars to senior residents. Investigators from the U.S. Bank Corporate Security Training & Intelligence division shared case studies and common ploys used by individuals to take advantage of older Americans. As a result of the positive response by attendees, U.S. Bank was asked to continue financial education workshops and present the "Financial Smarts for Seniors" program to the resident council presidents, so they will be able to share the valuable information with their residents.

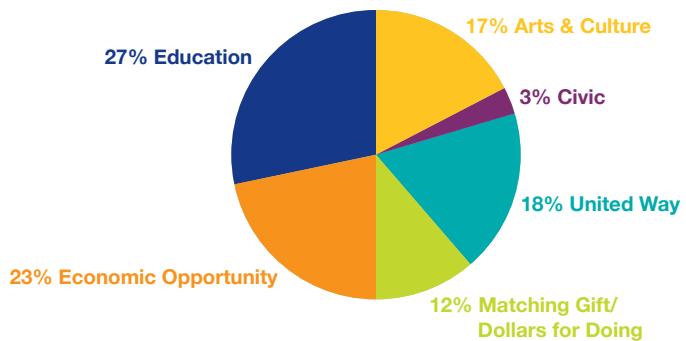
# Leading Through Giving

## Empowering our Communities Through Philanthropy

Progressive change happens best and most predictably when it is shepherded in through visionary leadership. We understand that no single organization can effectively tackle complex community issues alone. That is why the U.S. Bank Foundation was established to serve as the philanthropic arm of U.S. Bank.

U.S. Bank contributes to the strength and health of our communities through the U.S. Bank Foundation, Employee Matching Gift Program, Dollars for Doing, the Community Affairs Corporate Giving Program and nonprofit sponsorships.

Each year, we provide cash contributions to nonprofit organizations in our grant priority areas of education, affordable housing and economic opportunity, and artistic and cultural enrichment. In 2013, the U.S. Bank Foundation provided more than \$23.4 million in grant funding.



### Matching Gifts and Dollars for Doing

U.S. Bank recognizes that employees have much to offer their communities in terms of service, leadership and volunteerism. At a time when nonprofits struggle to maintain and grow their programs and services, these donations of time and talent, along with monetary donations, are important to the growth and success of our communities.

The U.S. Bank Foundation supports the priorities of our employees through the Employee Matching Gift and Dollars for Doing programs. Through these programs, we match the monetary donations and gifts of time and talent that our employees give to the nonprofits that are most important to them.



### 2013 United Way Campaign

We are proud to support human services in our communities by partnering with the United Way. Each year, we support the United Way through an employee giving campaign. In 2013, employees contributed \$7.7 million in pledges and \$1 million through special events. We support our markets' campaign efforts through grants from the U.S. Bank

Foundation, making our campaign total more than \$13 million in 2013. This partnership has grown through numerous local sponsorships and countless hours of volunteer work throughout the year.



## Corporate Giving

U.S. Bank Corporate Giving and Nonprofit Sponsorship programs are an integral part of our company's philanthropic initiatives. We sponsor arts and cultural events of all sizes, from major art and theater festivals to local fairs, in order to highlight the diverse range of talents and interests found throughout our communities. In 2013, U.S. Bank contributed more than \$19.7 million in corporate contributions and nonprofit sponsorships.

### » Donation Supports Legal Aid for Veterans, Nonprofits and Small Businesses

U.S. Bank donated \$50,000 to Public Counsel in Los Angeles, Calif. for its pro bono work with veterans, nonprofits and small businesses. The donation will help Public Counsel serve at least 200 veterans through its Center for Veterans Advancement, which upholds the nation's promise to veterans and their families by ensuring they receive the benefits they deserve. The center also helps veterans connect to human resource departments through the Just One Initiative, which encourages employers to commit to hiring at least one veteran.

"U.S. Bank's incredibly generous support of our legal work will allow us to assist more veterans, more military caregivers, and more small businesses and nonprofits who serve our community," said Hernán D. Vera, president and CEO of Public Counsel. "We are thrilled to partner with U.S. Bank and thank them for their steadfast commitment to helping our returning heroes achieve justice."



Scan the image above to visit  
[usbank.com/ourcommunity](http://usbank.com/ourcommunity)

## Our Commitment to Fair and Responsible Banking

Our customers partner with us with the expectation that we will treat them fairly, communicate transparently and make clear, honest and ethical decisions to help them meet their financial needs. U.S. Bank carefully reviews the structure and terms of all of our product offerings on an ongoing basis to ensure that our products are valuable and fair for our customers. We are sensitive to the community perception of all the products we offer, and consider customer and community feedback on all of our products so that they are appropriate, responsible and meet the expectations of the communities we serve.

### Community Lending



**\$1.9 billion**

In community development loans, creating 8,770 units of affordable housing

**\$7.1 million**

In Federal Home Loan Bank AHP Grants secured for our community partners for development of more than 889 units of affordable housing

### Community Investments



**\$1.9 billion**

in community development investments

**\$43.1 million**

in Foundation and Corporate Contributions

### Employee Leadership



**1,184**

U.S. Bancorp employees serving as board or committee members of community-focused organizations

**260,000**

Total hours our employees volunteered in our communities

## Financial Education



# 97,000

Individuals who received financial education training from U.S. Bank Volunteers

## Home Ownership



# \$144 million

U.S. Bank American Dream loans made to 1,277 low- and moderate-income families for the purchase of a home

# 1,738

Households helped to obtain down payment assistance

## Environmental Stewardship



# \$2.6 billion

In total loans and investments in environmentally beneficial business opportunities

# 14,616 tons

Of recycled paper

## Small Business



# \$16.6 billion

In small business loans, encouraging business expansions, start-up companies and job creation

### Commitment to the Community Reinvestment Act

U.S. Bank National Association is proud to have been awarded an Outstanding rating for our commitment to the Community Reinvestment Act (CRA). This is the highest possible rating given by the Office of the Comptroller of the Currency (OCC). The OCC reported that we were ranked Outstanding in all three categories: lending, investment and service tests.

# Leadership in Conservation

## Energy Stewardship

In 2013, our energy saving programs brought renewable energy to eight additional U.S. Bank branches. Solar panels were installed on top of branches and on newly constructed canopies over parking areas in Los Angeles, San Diego, Inland Empire and Orange County, Calif.

The new solar carports and rooftop systems in California and the previously installed systems in Missouri generated 913,348 kWh of renewable energy for the branch buildings, while also providing shaded parking for customers.

In addition to generating energy savings, the solar systems are estimated to reduce U.S. Bank's carbon dioxide (CO2) emissions by more than 1.4 million pounds, which is equivalent to taking 134 passenger cars off the road or planting more than 16,500 trees and allowing them to grow for 10 years, according to the Environmental Protection Agency (EPA) greenhouse gas equivalency calculator.

Other energy saving initiatives in 2013 include four newly constructed LEED certified buildings, 150 lighting retrofits, and the purchase of wind power in Oregon. In 2014, our efforts will continue with plans to install solar panels at eight additional locations in Missouri.

## The Bullitt Center

Forty-three years after Denis Hayes coordinated the first Earth Day, the Bullitt Foundation President and CEO hosted the grand opening of the Bullitt Center in Seattle, Wash. Chosen by an international panel of architects as the most sustainable building in the world, the center is the first leasable market rate commercial structure that meets the targets of the Living Building Challenge, the world's most strenuous benchmark for sustainability. The Bullitt Center is designed to show what can be done by increasing the pace of change in the movement toward high performance green buildings and resilient cities.

To help make the \$30 million project possible, U.S. Bank provided more than \$17.9 million of financing, including an \$11 million loan and more than \$6.9 million of federal New Markets Tax Credit equity.



As an ENERGY STAR® partner, we are committed to a focus on energy efficiency. One of the tools we utilize is Energy Star Portfolio Manager, which allows us to benchmark the buildings in our portfolio based on their Energy Star score. A common performance goal for all of our property managers is to develop an improvement plan for their five lowest scoring buildings in their portfolio.

## Our Green Teams Inspire

Our 37 Green Teams continually take the lead in making our communities better, healthier places to live and work. With year over year growth in participation, Green Teams continue to innovate and encourage environmental stewardship through educational workshops, community cleanup and restoration projects, and recycling and shred events.



### San Diego, Calif.

Green Team members inspired middle school students to learn about solar energy, build and decorate bird houses and more through an urban greening project.

### Cincinnati, Ohio

The Cincinnati Lunken Operations Center Team worked together to create a facility-wide strategy for environmental stewardship. A primary focus was waste reduction. Working with local resources, the Green Team members performed a waste audit to identify key opportunities. Based on the results, composting was the greatest opportunity and the team worked with building management and the café vendor to implement composting and an education program for the building's 1,000+ employees. This collaborative effort was an enormous success, reducing the amount of waste sent to the landfill by more than 4 tons per month in the five months since implementation!

## Sustainability Kits

In 2013, our Green Teams were provided with new tools to make a positive impact on the environment both in the office and at home.

Sustainability Kits were created and designed to educate employees and help them identify ways to optimize energy and water efficiency both in the office and at home. The kits include the following items:

- Kill-a-Watt meter – measures energy consumption and costs for individual electronic devices
- Water usage gauges and leak indicator tablets – measure how much water is potentially being wasted by anything from a running faucet to a leaky toilet
- Infrared thermometer – records surface temperatures to find out where air may be escaping or entering a house
- Instructions and educational materials to help employees understand and impact their results

The kits provide an opportunity for our Green Teams to have an even greater influence on employee education and engagement, resulting in positive environmental impact.

# Leading Neighborhood Development

## Lending and Leading in Our Community

U.S. Bank contributes to the growth and strength of its communities through its Community Development Lending program. We invest in projects that create affordable housing opportunities as well as economic development. Through experienced developers, nonprofit organizations, and government and municipal housing agencies, we help address the needs of disadvantaged communities as well as individuals in need of affordable housing. Our lending programs range from multi-family and senior rental to special-needs and military housing and commercial redevelopment projects.

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### St. Michael's Veterans Center

U.S. Bank provided debt and tax credit equity financing to help the Catholic Charities of Kansas City-St. Joseph, Inc. construct the first phase of St. Michael's Veterans Center. Designed to become a comprehensive housing and support services campus for military veterans with special needs, the first phase of development will bring 58 one-bedroom, affordable housing units to Kansas City, Mo. by May 2014.



### Plaza Ciudana

When the Greater Albuquerque Housing Partnership and neighborhood stakeholders wanted to revitalize the Santa Barbara/Martineztown Neighborhood through the development of Plaza Ciudana, U.S. Bank helped make it happen with a construction loan and Low Income Housing Tax Credit (LIHTC) equity. Opening in 2014, Plaza Ciudana will offer 68 mixed-income housing units and stabilization services for individuals, families and those with special needs.



## Germantown Village Opens in Dayton, Ohio

Germantown Village represents a major milestone in the Germantown-Broadway area as the first completed development in a neighborhood revitalization initiative. This first phase brings 60 affordable apartments and community amenities to the area. U.S. Bank arranged an \$8.9 million tax credit investment in partnership with UnitedHealthcare and provided a construction loan.



## Senior Housing-Thornton

U.S. Bank and InnovAge closed on a financing package that paves the way for the construction of InnovAge Senior Housing-Thornton, a 72-unit senior housing apartment building in Thornton, approximately eight miles north of Denver, Colo. U.S. Bank's commitment includes debt and LIHTC equity through U.S. Bancorp Community Development Corporation (USBCDC).

## Cesar Chavez Villas

U.S. Bank provided financing to develop Cesar Chavez Villas, an affordable housing complex in California's Coachella Valley area. Construction of the 56-unit farm worker housing development is made possible through a construction loan and federal and state LIHTC equity through USBCDC.

# Leading Community Investment

## Investing in Our Communities

With the support of parent company U.S. Bank, U.S. Bancorp Community Development Corporation (USBCDC) is committed to enriching lives and strengthening communities. We do this by building lasting partnerships with organizations across the country and utilizing federal and state economic development tools to deliver maximum public benefit.

In 2013 alone, we committed more than \$2.6 billion of tax credit equity in support of nearly 230 real estate and operating business projects, helping to create a social and economic foundation for achieving affordable housing, productive small businesses and culturally vibrant and environmentally sustainable communities.

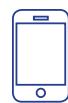


### Bancroft School Apartments

U.S. Bankers joined community partners to install landscaping at Bancroft School Apartments in Kansas City, Mo. in anticipation of the reopening of the former school as a LEED Platinum affordable housing complex. Abandoned and boarded up for more than 13 years, Bancroft School had long been an eyesore in the Manheim Park Neighborhood until a public-private partnership between local, state and national community development leaders, including U.S. Bank, took on an ambitious \$14.1 million renovation and new construction project to re-purpose the property. Today, Bancroft School Apartments offers 50 healthy and affordable rental housing units and community amenities.

### » Hillcrest Villas

U.S. Bank celebrated its first partnership with Many Mansions, a nonprofit affordable housing and service provider, with the grand opening of Hillcrest Villas in Thousand Oaks, Calif. The development represents the largest new construction affordable housing project in the city in almost 30 years. U.S. Bank provided more than \$24.3 million in financing, including \$12.4 million in financing from its Community Lending Division and more than \$11.4 million of Low Income Housing Tax Credit (LIHTC) equity and an Affordable Housing Program grant for the benefit of the project through USBCDC.



Learn more about Tax Credit Financing for Community Development by scanning this image.

## North Omaha Intergenerational Human Services Campus

A group of Omaha, Neb. nonprofits, led by Heartland Family Service and Holy Name Housing Corporation, envisioned increasing the well-being of many North Omaha residents through the creation of a campus designed to encourage interaction between seniors, children and the community. A new senior center, emergency children's shelter and office space – all key components of the new North Omaha Intergenerational Human Services Campus – have broken ground thanks to a New Markets Tax Credit (NMTC) commitment from U.S. Bank. Once complete, the campus, which will also ultimately include affordable senior housing, a health clinic and community gardens, will offer a network of support to increase learning, improve health, enhance social skills and decrease social isolation among the elderly.

## New Life for Shuttered Saw Mill

The White Mountain Apache Tribe in Whiteriver, Ariz., had a vision to revamp the business plan for a shuttered saw mill, once one of the tribe's biggest employers, and reopen it to create 185 jobs. With access to two of the timber industry's top consultants, NMTC financing from U.S. Bank and partners for equipment upgrades, purchases, installation and working capital, the tribe reopened the mill and began hiring for new positions



## North & Pulaski

A new, 72-unit affordable housing property in Chicago, Ill., developed by Hispanic Housing Development Corporation, will serve the rapidly growing elderly population in the Humboldt Park neighborhood. U.S. Bank's construction debt, TIF bridge funds and LIHTC equity helped to pave the way for the project.

immediately. "The excitement here on the reservation is all around us," said tribal representative Joe Waters. "This project is so vitally important; it restores hope and forecasts a brighter future."

## Maria Linden Independent Senior & Assisted Living Apartments

Maria Linden is a 72-unit, independent and assisted senior living community in Milwaukee, Wis. offering high-quality, adaptable apartments that allow residents to age in place. Situated on the School Sisters of St. Francis' Layton Boulevard Campus



in the city's culturally diverse south side, Maria Linden directly responds to residents' growing need for care and access to a safe and healthy living

environment for the elderly. The development, which includes the adaptive reuse of a historic building as well as a carefully designed new addition, was made possible through a partnership between the School Sisters of St. Francis, General Capital Group, Grucon Group, the Wisconsin Housing and Economic Development Authority and U.S. Bank.



# Leading Economic Opportunity

## Commitment to Small Business & Home Ownership

A community prospers when businesses thrive, people have stable jobs, and housing is safe and affordable. Every day, millions of individuals, families and businesses partner with U.S. Bank with the expectation that our products and services will help meet their financial needs and help strengthen their communities. One of our goals is to provide cutting-edge resources that our customers can use to succeed in this ever-changing world. In recent years, U.S. Bank has introduced several new small business and home ownership programs with the intent to provide education, funding and capacity building to help our communities prosper.

### Affordable and Responsible Home Loans

U.S. Bank offers some of the best mortgage programs and products for low- to moderate-income (LMI) borrowers in the country and participates in a number of programs designed to increase home ownership in our communities. Our proprietary American Dream home loan is widely considered to be one of the best home loans for first-time LMI borrowers and neighborhoods. It is one of the only home loans on the market that allows for a low down payment and has rehabilitation options available.

In addition to our own American Dream home loan, U.S. Bank participates in more than 134 affordable mortgage programs that include national programs as well as participation in local bond programs. U.S. Bank Home Mortgage also participates in more than 473 down payment and special assistance programs across the country.

### Mortgage Foreclosure Prevention

U.S. Bank partners with nonprofits in an effort to help people prevent foreclosure. Our partnership with the Homeownership Center in Cincinnati, Ohio brought 50 U.S. Bancorp employee volunteers together to conduct a two-day foreclosure prevention telethon, logging more than 260 hours to field calls at the local TV station, WCET, in support of this effort.



In Colorado, we provide support to the Colorado Foreclosure Hotline (CFH) and its 30 nonprofit counseling agencies. The CFH has operated since 2006, responding to more than 100,000 calls with a 92% success rate when people complete their free counseling.





## U.S. Hispanic Chamber and U.S. Bank Launch Asociados

U.S. Bank's commitment to the small business owner extends beyond banking and lending. In 2013, U.S. Bank and the U.S. Hispanic Chamber of Commerce (USHCC) formed an innovative partnership to create Asociados.

Asociados is a loan referral program aimed at increasing access to financing for businesses affiliated with local USHCC affiliated chambers. For each small business loan, credit line or lease funded, U.S. Bank contributes a referral fee to the local chamber.

Asociados was launched in Milwaukee, Wis., followed by Los Angeles, San Diego and the Inland Empire areas of California. In 2014, the program will expand into Portland, Ore. and Denver, Colo.

## Continuing Education for Diverse Suppliers

The National Supplier Development Council offers an Advanced Management Education Program, which provides continuing education for the country's most promising minority business owners. The program, offered at Northwestern University's Kellogg School of Management in Chicago, Ill., was founded 15 years ago and provides specialized, interactive training to help minority owners take their companies to the next level.



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## » Enhancing Small Business Resources

National Small Business Week was a great opportunity to introduce a new feature to the U.S. Bank Connect™ site – Connect Startup Toolboxes. These online toolboxes deliver key information and tools for small business owners who are building the foundation for their businesses. The Goal Setting toolbox has five steps for helping owners create goals with a planning worksheet. In addition to goal setting, future Connect Startup Toolbox topics will include business planning, business differentiation, marketing planning, budgeting and social media marketing.

Business owners can find resources at [usbankconnect.com](http://usbankconnect.com) and follow Connect™ on Twitter @usbankconnect and on Facebook at [facebook.com/usbankconnect](https://facebook.com/usbankconnect).

# Leading Community Innovation



## Innovative Partnership with the Red Cross

U.S. Bank expanded its partnership with the American Red Cross to provide disaster preparedness funding, opportunities for customer contributions and increased employee volunteer opportunities. The partnership includes a number of important components, including:

- An annual commitment of \$250,000 from U.S. Bank that will help the Red Cross prepare for vital disaster services.
- The opportunity for customers in local markets to contribute at designated U.S. Bank ATMs when disaster strikes their community or region.
- In connection with National American Red Cross month in March, U.S. Bank kicked off Employee Awareness and Preparedness Fairs for the bank's 67,000 employees across the nation. In addition, U.S. Bank worked closely with the Red Cross throughout the year to provide opportunities for employees to donate blood and volunteer time to the charity.

## Creative Space

U.S. Bank financed a construction loan for the development of Element:LA, the largest creative office project in West Los Angeles, Calif. The 12-acre site is designed for companies aiming to encourage innovation and creative thinking in a nontraditional workspace. Element:LA will feature high, wood bow truss ceilings, saw tooth skylights, industrial windows, outdoor amenities such as a volleyball/basketball court, outdoor patios, a bike shop, a café, and a parking garage providing 4:1 ratio.

## U.S. Bank Community Card for Tax-Exempt Organizations

Nonprofit organizations and small municipalities can now apply for the U.S. Bank Visa® Community Credit Card. A high value financial tool with fewer fees, it is a powerful online expense-management tool and offers other features crafted to their unique needs. The card has no annual fees, no late fees and no over-limit fees as well as access to U.S. Bank's free ScoreBoard tool. The tool lets tax-exempt organizations see, compare and control expenses more efficiently, giving staff more time to focus on the organization's mission and needs.

### Other Features Include:

- Consolidated central billing statements – making it easy for organizations to track expenses.
- Domestic, dedicated cardmember service available 24 hours a day, 7 days a week.
- Optional, free rewards program: 1% cash back on all net purchases. A non-reward option is also available.
- Underwritten on the financial strength of the organization, no guarantor required.





## Supporting Youth Development in Oakland, Calif.

U.S. Bank celebrated the grand opening of Girls Inc. of Alameda County's Simpson Center for Girls, which offers year-round academic achievement and skills building programs for girls ages 5 to 18 in the San Francisco East Bay area. "Girls Incorporated of Alameda County has been creating ripples in the community, one girl at a time, since 1958,"

said Linda Boessenecker, CEO of Girls Inc. of Alameda County. "With U.S. Bank's support, we'll be able to continue to promote academic success, healthy lifestyles and self-confidence in girls, better positioning them for future success." U.S. Bancorp Community Development Corporation helped make the new center possible with more than \$5 million of tax credit equity financing.



## Investing in Microenterprise

U.S. Bank has a strong record of helping businesses grow using New Markets Tax Credits (NMTC) – both as a six-time award winning NMTC allocatee and as the country's most active NMTC investor.

In order to extend the impact of our NMTC activities to more businesses in need, U.S. Bank made contributions totaling \$320,000 in 2013 to established micro-lenders Justine PETERSEN and the International Institute Community Development Corporation (IICDC), a subsidiary of the International Institute of St. Louis. The contributions allow the

organizations to increase staffing and expand micro-lending, technical assistance and training for micro-enterprises in St. Louis and rural Missouri.



A microentrepreneur exhibits at the International Institutes's Festival of Nations, which attracted 150,000 visitors. Loans of up to \$35,000 from IICDC promote the economic development of low- and moderate-income foreign born Americans, immigrants and refugees in St. Louis.

# Celebrating 150 Years



10 employees from across the bank. The 10 honored employees included two of the bank's longest-serving staffers, four employees who serve in the military and four other employees who were chosen as winners of bank contests commemorating the 150th anniversary.

U.S. Bancorp celebrated its 150th anniversary by ringing The Closing Bell at the New York Stock Exchange (NYSE) on July 12, 2013. U.S. Bank's national charter, which is based in Cincinnati, Ohio, was signed during Abraham Lincoln's presidency 150 years ago on July 13, 1863, while the Civil War raged across the Ohio River. Since then, U.S. Bank has not only survived, but thrived. Today, U.S. Bancorp is the fifth-largest commercial bank in the United States.

U.S. Bancorp Chairman, President and Chief Executive Officer Richard Davis and Chief Financial Officer Andy Cecere took the stage with

## The Employees Joining Davis and Cecere at the NYSE Are:

- **Gwyn Holland** The bank's longest serving employee is a teller from Decherd, Tenn., who joined the company 60 years ago.
- **Marilyn Herbster** U.S. Bank's second-longest tenured employee works in the Technology and Operations group in Portland, Ore. She has served the company for 56 years.
- **Jared Belkey** A project manager in the bank's Small Business Banking group in the Twin Cities, Minn., who joined U.S. Bank 15 years ago. Belkey is also a member of the U.S. Army National Guard and has been deployed three times to Iraq, Afghanistan and Kuwait.
- **Tyler Birman** A 10-year veteran of the bank and a member of the Oregon Air National Guard, who served in the Middle East. Birman works for U.S. Bank in Portland, Ore.
- **Erin Cochran** A securities specialist in the bank's Trust Technology & Support group in St. Paul, Minn., who joined the bank nine years ago. Cochran is also a member of the U.S. Army National Guard.
- **Nick Safford** A trainee in the bank's Military Leadership Development program, who joined the company a year ago and is a member of the U.S. Army Reserves.
- **Mary Kariuki Ries** Works in the bank's wealth management group in St. Paul, Minn. Kariuki Ries, who grew up in a small village in Nairobi, Kenya, joined U.S. Bank 14 years ago.
- **Alex Young** A credit analyst in the bank's credit administration department in Minneapolis, Minn., who joined U.S. Bank a year and a half ago.
- **Kristen Reinhardt** Works in branch operations in Kansas City, Mo. and will celebrate 10 years with U.S. Bank early next year.
- **Tara Bell** A personal banker in Irvine, Calif., who will celebrate her second anniversary with the bank this October.



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