

## U.S. Bancorp Corporate Social Responsibility

Prepared by Tom Blankemeier on October 23, 2013

While U.S. Bancorp (NYSE: USB) ranked below industry average in corporate social responsibility scores (CSR), the Undergraduate Student Managed Fund will continue with the purchase of the company for the following reasons:

### Business Pros

- U.S. Bancorp is a conservative, honest bank that is well positioned for regulatory requirements
- U.S. Bancorp has ranked #1 in customer satisfaction for the past three years (2010-2012) by Consumers for Banking Reform
- U.S. Bancorp is an industry leader in performance ratios including efficiency, return on equity, and return on assets
- U.S. Bancorp has low revenue volatility because approximately half of the company's revenues are non-interest based

### Environmental Sustainability

- U.S. Bancorp is very conscious of its carbon footprint. The firm has a Environmental Stewardship Council, Energy & Environmental Management (EEM) system, and a Energy Star Portfolio Manager to help better monitor consumption and emissions
- U.S. Bancorp has made a \$1 billion commitment to invest in environmentally beneficial, profitable business opportunities by 2015
- U.S. Bancorp has been given designation as an Energy Star partner from the Environmental Protection Agency
- U.S. Bancorp installed its first solar powered branch in Clayton, Missouri, in 2012 and plans to install several solar arrays in branches across Southern California in 2013
- U.S. Bancorp has funded 310 megawatts of residential solar since 2008, enough to fully power approximately 52,000 homes
- U.S. Bancorp's newly constructed banking branches will all be LEED-certified
- U.S. Bancorp was ranked one of America's Greenest Banks (by Bank Technology News, a subsidiary of American Banker)
- U.S. Bancorp ranked 61<sup>st</sup> out of the top 500 largest U.S. companies on *Newsweek's* "Green List"
- U.S. Bancorp provided over \$1.6 billion in loans and investments in environmentally beneficial business opportunities in 2011

### Community Giving

- U.S. Bancorp donated a total of \$47.7 million through the firm's U.S. Bank Foundation, Community Affairs, and Corporate Giving programs
- U.S. Bank Foundation provided more than \$23.2 million in grant funding in 2012
- U.S. Bank contributed more than \$24.5 million in corporate contributions and nonprofit sponsorships in 2012
- U.S. Bank runs a "Financial Genius" program and "Economic Empowerment Program" to help educate students on financial wellness
- U.S. Bancorp has volunteer partnerships with the American Heart Association and Habitat for Humanity
- U.S. Bank employees shared their skills and knowledge with our communities through more than 250,000 hours of volunteer service with a variety of nonprofit organizations in 2012

Though the CSR ratings of U.S. Bancorp depict the firm in a negative manner, this firm is forward looking and heavily concerned about community giving and environmental sustainability. Though the bank is below industry average in terms of corporate responsibility, U.S. Bancorp is working to better society in several ways.

