

ESL IN THE COMMUNITY: 2022 REPORT

EQUITY PLAN UPDATE

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ESL announced its Equity Plan in 2021 to ensure we were embedding equity into all aspects of our business. This led to the creation of a seven-point Equity Plan focused on the following areas:

1. Workforce Development & Employee Engagement
2. Market Strategy
3. Philanthropy
4. Marketing, Advertising, Public Relations & External Communications
5. Advocacy & Partner Selection
6. Capital & Investments
7. Lending

While our 2021 report included the initial action items for each area, the updated action items in 2022 included:

WORKFORCE DEVELOPMENT & EMPLOYEE ENGAGEMENT

- DEI Digest newsletters published quarterly
- DEI section added to ESLtoday employee intranet
- Internal events and meetings focused on explaining DEI initiatives at ESL
- Active Employee Resource Groups (ERG)
 - African American Women
 - LGBTQ+ Pride
 - People with Disabilities
 - Young Professionals

MARKET STRATEGY

- 148 enrollees in ESL First-Time Homebuyer Grant for Black and Latino residents; 84 have completed the savings program and 16 have purchased houses.
- Bank On Rochester participation to ensure the integration of Bank On into existing programs and community-based organizations to increase use of Bank On certified accounts.
- Incorporation of equity data into design and decision-making for overdraft redesign project.

PHILANTHROPY

- Second round of Equity Grants launched August 1-September 30: While we are still in the process of reviewing and approving grant requests, applications in 2022 surpassed the first round in 2021. In 2022, we received 220 requests totaling just under \$10 million, while in 2021 we received 134 requests totaling \$5.1 million.
- 8,441 individuals served through Equity Grant funding.

MARKETING, ADVERTISING, PUBLIC RELATIONS & EXTERNAL COMMUNICATIONS

- Conducted our first diversity panel reviewing ESL communications and implementing changes from findings.
- Updated esl.org to proactively share where ESL has Spanish-speaking representatives.
- Updated esl.org to add clarity around hearing-impaired services.
- New process ensures ASL interpreter will be at all events (in person and virtual).
- Implement language user guide.
- Specific public relations materials distributed in both English and Spanish.

ADVOCACY & PARTNER SELECTION

- Identify ongoing sustainable activities to further our supplier-related DEI objectives.

CAPITAL & INVESTMENTS

- Research ways to use accumulated capital to our Purpose and Mission.
- Embedding equity into the ESL Owners' Dividend for payout distribution among account balances and transactions.

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LENDING

- Business Banking
 - Collaboration with Community Impact for lending to nonprofit agencies specifically targeting underserved communities and individuals.
 - Relationship Manager Development Training Program to improve diversity in Business Banking team.

MORTGAGE

- State of New York Mortgage Agency (SONYMA) implementation enhances first-time homebuyer financing options.
- Launched Mortgage Origination Development Program to diversify pool of candidates.
- Collaborate with Community Impact team on affordable housing efforts.

CREDIT MANAGEMENT & ADMINISTRATION

- Diversify consumer lending underwriting staffing.
- Support Financial Wellness opportunities, education and solution development for where borrowing gaps exist.



ESL Personal Banking Member
Simone Boone