



A QUARTERLY UPDATE ON CORPORATE RESPONSIBILITY AT JPMORGAN CHASE

*Global Strength, Local Impact* is a quarterly update that highlights the ways JPMorgan Chase is using our scale, resources and expertise to make a positive impact in the communities where we live and work. Welcome to the first quarter 2014 update.

## STIMULATING ECONOMIC GROWTH

### [New Skills at Work Launches in Europe](#)

The firm announces Institute for Public Policy Research (IPPR) as the lead research partner for its *New Skills at Work* initiative and commits an initial \$30 million to address unemployment through innovative research, macro strategies and specific innovations to boost job creation, expand labor market participation and develop a better-skilled workforce.

### [JPMorgan Chase Joins the White House to Focus on Long Term Unemployed Workers](#)

JPMorgan Chase's groundbreaking local *New Skills at Work* research will provide critical data on the challenges facing the long-term unemployed.

### [Helping Local Residents in London's Tower Hamlets Become Workforce Ready](#)

Rob Trimble, of the Bromley-by-Bow Centre, and Hang Ho, of the JPMorgan Chase Foundation discuss how the two are teaming up to help young Tower Hamlets residents overcome barriers to successful careers. (See p 39.)

### [Providing hands-on learning to High School Students in Miami](#)

The Education Effect's Plant it Forward, a program that teaches Miami Northwestern Senior High School students entrepreneurship skills through innovations in food production, is well underway. With Chase's support, students premiered their blender bikes at the SOBEfest Fun & Fit as a Family event. Coming soon: students will distribute their produce – grown in the largest aquaponics lab in Miami-Dade County – at community farmers markets.

## THE GLOBAL CITIES INITIATIVE

A joint project of Brookings and JPMorgan Chase

### [Global Cities Initiative Maps Trade and Global Connectivity for Top US Metros](#)

A new interactive [Global Trade and Engagement Indicators for US Metros Map](#) will help metropolitan leaders see what and how their regions trade with the rest of the world. This is the first compilation of Global Cities Initiative regional profiles of advanced manufacturing, goods trade, exports, skills demand and metro growth statistics.

### [Giving More Power to Cities](#)

Using current UK city policy as a case study, this new GCI report, [Nations and the Wealth of Cities: A New Phase in Public Policy](#), addresses how national governments can better support their globalizing cities and highlights that cities are vital engines of economic development and competitive advantage.

### [San Diego Releases Global Export Plan to Boost Region's Economy](#)

Extensive research on the strengths and weaknesses of the San Diego economy informed the region's newly minted *Global Export Plan*. Local leaders identified diversification of exports as a key strategy for economic growth.

## **HELPING SMALL BUSINESSES GROW**

### **Chase and Google Announce 12 Small Businesses to Receive \$3 Million in Grants**

Twelve small businesses were chosen to each receive a \$250,000 grant from Chase and trip to Google headquarters through Mission Main Street Grants. Nearly 35,000 small businesses from all 50 U.S. states submitted applications and more than 1.7 million people showed their support for participating businesses by voting on [MissionMainStreetGrants.com](https://MissionMainStreetGrants.com). [Learn more](#) about the program and meet the [grant recipients](#).

### **Scaling InnovAction Lab to Help Young Italians Develop Entrepreneurial Skills** (Italian)

InnovAction Lab aims to equip Italian university students with the skills and resources they need to be successful entrepreneurs. The program has proven effective in its first three years, resulting in 30 new student-run enterprises that have attracted venture capital funding, generated more than 120 jobs and fostered 70 young entrepreneurs. J.P. Morgan is supporting the scaling of InnovAction Lab to help up to 280 Italian students develop their potential as innovative entrepreneurs.

### **UnLtd Spain Launches in Madrid Helping Early Stage Social Entrepreneurs** (Spanish)

Based on UnLtd U.K.'s successful model, funding from J.P. Morgan is enabling the UnLtd program to be replicated in Spain through the implementation of *Programa de Apoyo al Emprendimiento Social*. This program will support early-stage social entrepreneurs through funding, quality business training, high-profile networking and long-term business mentoring.

### **Supporting Migrant Entrepreneurship and Self-Employment in Germany** (German)

Approximately 42% of unemployed people in Germany are non-German nationals. Collaborating with KfW Stiftung and Social Impact GmbH, J.P. Morgan is supporting Social Impact Lab Frankfurt to deliver ChancenNützer, the first start-up support program in Germany for young unemployed people from migrant backgrounds. The program will focus on self-employment as a pathway out of unemployment and toward economic independence.

### **Advancing Business Planning for Social Enterprises in Poland** (Polish)

With support from J.P. Morgan, NESsT launched a social enterprise development program that will provide a dozen Polish social enterprises with the business capacity, tools and training to build and grow their enterprises for maximum impact. This program will help create employment and sustainable income to vulnerable and marginalized communities in the country.

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## **IMPROVING FINANCIAL CAPABILITY AND INCREASING ACCESS TO AFFORDABLE HOUSING**

### **Innovating to Catalyze Investment in Low- and Moderate-Income Communities**

A new CDFI Collaboratives program from JPMorgan Chase is committing \$33 million to community development financial institutions across the U.S. to create partnerships among CDFIs that will help them build capacity, improve access to capital for small businesses, affordable housing and healthy food networks, and create economic growth in distressed and underserved communities.

### **Chase Liquid is First to Adopt New Model Disclosure Box from Pew Charitable Trusts**

Pew Charitable Trusts [unveiled](#) a new [standardized disclosure](#) that more clearly details fees that prepaid cards users may face. Chase becomes the first financial institution to implement the new disclosure box.

### **Boosting Financial Inclusion in the Netherlands** (Dutch)

A recently launched initiative with Qredits, the only microfinance institution in the Netherlands, will enable the organization to build the capacity of its programs in order to achieve scale. This will include a comprehensive study of applicants who have been previously rejected for a loan at intake level, the further professionalization of business development service delivery and an investment in the capacity of Qredits' monitoring and evaluation tool.

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## **STRENGTHENING OUR COMMUNITIES**

### **J.P. Morgan Social Finance Investment Achieves Critical Milestone**

LeapFrog Financial Inclusion Fund, one of the first funds in which J.P. Morgan [Social Finance](#) invested,

more underserved individuals to obtain insurance from one of the world's largest insurers. Since LeapFrog's investment in Express Life, the company's reach has grown from 60,000 people to over 730,000, most of them first-time users of insurance and savings products. [Watch a video](#) to learn more.

### **European Venture Philanthropy Association Highlights J.P. Morgan in Latest Report**

[Social Impact Strategies for Banks: Venture Philanthropy and Social Investment](#) offers the first deep look at the business of impact investments by European banks and states that "there is real cause for optimism in that banks... have demonstrated a commitment to properly explore and even drive social impact investing."

### **[Mainstreaming Impact Investing](#)**

This World Economic Forum video features J.P. Morgan Social Finance Principal Investment Head Amy Bell talking about the power of impact investments to harness the markets and make a positive social, environmental and economic impact.

### **[Green Bond Principles Created to Help Deploy Capital for Green Projects](#)**

A consortium of investment banks, including JPMorgan Chase, released the [Green Bond Principles](#), voluntary guidelines on recommended process for the development and issuance of Green Bonds. The Principles are intended to encourage transparency, disclosure and integrity in the development of the Green Bond market.

### **[The One America Tour Rolls on – Mobilizing Volunteers in Atlanta & Los Angeles](#)**

In Atlanta, JPMorgan Chase employees volunteered to help students and their families complete college financial tuition aid applications and learn about in-demand skills. In Los Angeles, hundreds of volunteers came together to revitalize and restore the LA River. [Watch](#) a short clip of the event in Atlanta and [read](#) an article from *Los Angeles Times* on the River restoration.

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## **SERVING AMERICA'S MILITARY AND VETERANS**

### **100,000 Jobs Mission Reaches Original Goal Seven Years Early**

The 100,000 Jobs Mission [reported hiring 117,439 U.S. military veterans](#) through the end of 2013, reaching its original goal seven years ahead of schedule. In late 2013, the coalition of member companies doubled its commitment, pledging to hire a total of 200,000 veterans by 2020. Read our [message on veteran employment](#) to the private sector in *The Dallas Morning News* or learn more by visiting [JobsMission.com](#).

### **JPMorgan Chase Invests \$1 Million in Education Programs for U.S. Military Veterans**

[The firm is helping U.S. colleges](#) build programs aimed at increasing veteran retention and improving graduation rates such as orientation and bridge programs, student services and enhanced classroom experience. This initiative was announced during Military and Veterans Affairs Head [Maureen Casey's testimony](#) before the U.S. House Committee on Veterans Affairs in January.

### **JPMorgan Chase Sponsors Regional Military Spouse Symposia**

As part of an expanded initiative for military spouses, the firm has partnered with the Military Officers Association of America to host [three professional-development conferences](#) for military spouses looking for employment or preparing for a future career in 2014.

### **Veterans Career Transition Program (VCTP) Opens to Military Spouses**

JPMorgan Chase and Syracuse University's Institute for Veterans and Military Families launched the first VCTP class open to military spouses in January. The tuition-free, online program is now open to transitioning military members, post 9/11 veterans and eligible military spouses. Students can enroll in one of three course tracks – human resources, technology and operations and professional skills. [Applications for the July 2014 session](#) are due May 26.

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