



relentless allies in action.

ALLY 2020 CORPORATE SOCIAL RESPONSIBILITY REPORT

about this report.

Welcome to the 2020 Ally Financial Inc. (also, together with its subsidiaries, referred to as Ally) Corporate Social Responsibility (CSR) Report. This document showcases how, in a year that was anything but ordinary, we remained steadfast in our values and endeavored to be relentless allies to create positive social impact. We understand many of our stakeholders (investors, regulators, customers, employees and our communities) are interested in the steps we took to positively impact the communities where we work and live, and we've summarized the year's notable progress in this document.

Ally's CSR efforts are guided by international environmental, social and governance (ESG) standards, including those of the Global Reporting Initiative and the Sustainability Accounting Standards Board. Our Social Impact Squad, a cross-functional team, gathered data and engaged colleagues across the organization to document our ESG impact in this report. The stories featured embody Ally's vision, social impact framework and organizational culture.

Ally's commitment to CSR lives beyond the pages of this report. In 2020, those boundaries were pushed even further. Yet the events of the year served as motivation to reinforce our commitment to Do It Right for our customers, employees and communities.

For additional information regarding this report and its contents, please visit our website at ally.com or contact givingback@ally.com.



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a message from our CEO.

To say that 2020 was unprecedented doesn't seem to adequately describe it. The year was marked by heartbreak and hardship — financial, personal, political, social and more. It shed an unfortunate but necessary light on issues of systemic racism and economic inequalities that exacerbated the COVID-19 health crisis even further. But it also afforded us the opportunity to reflect and refocus on what matters most — what is essential.

At Ally, that resulted in a deeper sense of purpose, connection and commitment to our employees, customers, communities and stakeholders. The past year was a series of defining moments during which we put our values in action, focused on our collective humanity and continued to live by three words: Do It Right. I'm honored to share the outstanding achievements resulting from this incredible team and these challenging circumstances in the 2020 Ally CSR report.

When the COVID-19 pandemic forced global shutdowns, Ally quickly pivoted to address our highest priority: our employees' safety and health. This also evolved to include financial well-being efforts that helped our employees and their families remain financially secure, including one-time assistance payments for those making less than \$100,000 annually, the launch of the Ally Relief Fund and early payment of 50% of year-end incentive payments for non-executive employees in August.

“The only way we permanently disrupt the flaws in our system is by each individual making the commitment to change now and after the headlines grow less frequent.”

Jeffrey J. Brown
ALLY CHIEF EXECUTIVE OFFICER



In doing so, we could best support our customers and communities through a series of relief efforts that helped people navigate a truly complex and financially challenging time. Helping to keep people in their cars and their homes through deferrals, helping businesses stay afloat in conjunction with the CARES Act and supporting critical services directed at those most in need through over \$4 million in commitments to nonprofits including:

- Helping remove technology barriers for students adapting to remote learning through a \$25,000 grant to the CMS Foundation in Charlotte and a \$75,000 grant to the Detroit Public Schools Foundation.
- Responding to food insecurity in Ally communities with \$50,000 in contributions to Charlotte's Loaves and Fishes and Gleaners Food Bank in Detroit.

Notably, our employees' overall 2020 giving back efforts were incredible — donations were up 71%, reaching more than \$770,000, and more than 14,000 volunteer hours were reported, despite our remote work environment and particularly given the difficulties so many faced. Giving back is a fundamental aspect of our culture and this is further proof.

In 2020, we also pushed ourselves even further with our commitments to economic mobility and D&I — two critical components of our organizational purpose to be a relentless ally that does right. Following the succession of horrific events and racial injustice last spring and summer, we provided opportunities for our employees to have difficult conversations and do the hard work to confront unconscious biases and continue to create a truly equitable environment — both within Ally and in the places we call home. More than 1/3 of our employees participated in facilitated, small-group conversations on the impact of systemic racism and social inequities, and over 1,000 teammates attended a live Juneteenth education session to bridge understanding. To date, nearly 40% of our associates also are members of at least one of our eight employee resources groups.

We also expanded on existing programs, like our employee resource groups and through the second annual Moguls in the Making, an entrepreneurship competition for students at historically Black colleges. The event, which Ally co-hosted with the Thurgood Marshall College Fund and the Sean Anderson Foundation, was reimaged to be entirely virtual and allowed us to continue to connect with this extraordinary, but often overlooked community of scholars and young talent.

We also formalized our D&I promises with the introduction of our Financial and Social Inclusion framework to further address systemic racism in our country and to move the needle toward equity in our communities. By focusing on our four pillars — employees, customers, communities and suppliers — we are committed to advancing economic mobility, addressing persistent inequities in Black and Brown communities and creating a more inclusive culture within our four walls at Ally.



We understand the change we drive within our company makes an impact outside it, and we are committed to being part of the solution. I'm very proud of what we were able to accomplish in 2020 for our employees, our customers, our communities and our shareholders — we came out stronger, more focused and more committed to our purpose to be a relentless ally that strives to always do right.

As we move forward, we'll carry the lessons of 2020 with us and continue to push ourselves to Be (Even) Better — our internal mantra to never stop improving and never stop growing. Most critically, we'll reaffirm our commitment to inclusion — individually and collectively. We can go fast alone, but to go far, we must go together — each of us committed to be a little better every day, making the world better for all of us.

I'm excited for what's ahead, and I'm inspired by what we've achieved together, and I look forward to continuing to create impact for our communities in 2021 and beyond.

A handwritten signature in black ink, appearing to read 'Jeffrey J. Brown'.

Jeffrey J. Brown
ALLY CHIEF EXECUTIVE OFFICER

highlights of the 2020 csr report.

In a year full of challenges and triumphs, we're encouraged by all of our CSR efforts.

- Launched the Ally Charitable Foundation
- Officially launched the Ally Supplier Diversity program
 - Tracking ahead of industry averages in the first year, achieving 8% Tier One supplier diversity spend (also known as direct spend and calculated using a third-party tool)
- Hosted second annual Moguls in the Making program virtually in collaboration with the Thurgood Marshall College Fund (TMCf), the Sean Anderson Foundation and 50 students from historically Black colleges and universities (HBCUs)



Ally's COVID-19 Response

To support our employees, customers and communities, in response to COVID-19, Ally:





company profile.

values in action.

Since 2012, our LEAD core values have been at the heart of our culture and are central to how we approach our CSR efforts:

- L** **Look externally:** We strive to meet and exceed the needs of our customers with agility, speed and innovation. We continually evolve, respond quickly and deliver a superior customer experience.
- E** **Execute with excellence:** Good enough is never enough. With a focus on continuous improvement, our actions are driven by sound analysis and an intense focus on excellence.
- A** **Act with professionalism:** We operate with integrity, hold ourselves and each other accountable, treat others with respect and embrace diversity and inclusion. This is the cornerstone to our long-term success and at the very foundation of what it means to be an ally.
- D** **Deliver results:** We are passionate about winning for our customers, our teams and our company. Success is measured at both the outcome and the path to achieve it.

So, too, are the importance of our three brand pillars:

- **Do It Right**
- **Tirelessly Innovate**
- **Obsess Over the Customer**



We continue to refine our commitment to making a real difference by constantly creating and reinventing:

For our customers: We deliver innovative products and services that give them the confidence and freedom to make positive financial choices.

For our employees: We strive to cultivate a working environment and culture that embraces diverse talent and unique perspectives, where colleagues feel valued as individuals and team members.

For our communities: We are relentless allies for social impact, focused on building economic mobility to improve well-being for individuals, families and communities.

For our shareholders: We focus on driving long-term value.

In 2020, a challenging and defining year for Ally and the world, our purpose-driven culture became more evident. It fueled our most critical actions, both in response to COVID-19 and as the world again faced the difficult realities of the racial and social injustices that have persisted for far too long.

We knew we had to take meaningful and decisive action to help our employees, customers and communities prepare as best we could. Putting our values in action was the only way we could continue to **Do It Right**.

We reached out to employees, customers and our communities to find out what they really needed and moved forward with a goal of building trust and providing complete transparency.



Relentless Allies in Action

Documenting all the year's work in this report would be a near impossible task, so we've chosen to share six standout CSR contributions that best exemplify our ongoing commitment to be better:

- The development of Ally's Financial and Social Inclusion framework
- Ally's response to COVID-19 for our employees, customers and communities
- Our second consecutive outstanding rating for CRA
- The sophomore year for Moguls in the Making
- The launch of our Supplier Diversity program
- The introduction of the Ally Charitable Foundation

In this report, we'll share these stories, celebrating successes and exploring the challenges that accompanied them, along with personal experiences from Ally team members and partners about their CSR experiences in 2020. We'll also look ahead for each of these programs in 2021 (and beyond) as we continue on our mission to be a relentless ally for our customers, employees and communities.

A Commitment to Our Community's Needs

Giving back to our communities is part of who we are and often modeled by our leaders. In 2020, led by our Chief Operating Officer for Auto Finance David Shevsky, Ally was the number one corporate fundraising team for the Leukemia & Lymphoma Society's Light the Night event in Charlotte.

"The support of the Ally team in this effort is continually inspiring and simply phenomenal. I'm honored to have their help in this mission to bring light to the darkness of cancer," says Shevsky.





financial and social inclusion.

being intentional about inclusion.

Diversity and Inclusion (D&I) are guiding principles for Ally. Reflecting our communities is part of who we are. In the years since becoming a public company in 2014, we've developed and implemented our D&I framework and strategy, launched our Employee Resource Groups (ERGs), introduced new employee benefits, hired a supplier diversity executive to develop and expand our partnerships and taken countless other steps to move Ally toward being a D&I leader.

In 2020, the world grappled with a horrific series of events that galvanized our resolve to further elevate our social justice efforts. With a culture built on fostering inclusion, building understanding, and embracing differences, our existing commitment allowed us to move quickly and intentionally to become even more impactful.

The work behind what became the Financial and Social Inclusion (FSI) program had long been in the works, but the global movement for social justice and calls to action from within our own team spurred a new level of urgency. An FSI team was formed to explore how Ally could further advance actions that counter prejudice and promote equity to build a future where differences are recognized, valued and celebrated. Its goal was to create a framework and a guide against which to measure all of our diversity and inclusion programs.

Our team started by hearing from the people we were trying to help. "We didn't want to jump to conclusions or tell others what they needed," Ally Chief Diversity Officer Reggie Willis explains. "That type of approach would never build an authentic framework that could stand the test of time."

Testimonials from our communities, employees and customers played an invaluable role in the development of Ally's FSI format. It wasn't an easy task, recalls Elizabeth Sterling, Ally chief of staff for consumer & commercial banking. "So many of these stories were absolutely heartbreaking. It was a difficult process, but essential to build a strategy that would really make an impact and help solve these systemic issues."

Willis adds, "Going through this was a lot for everybody — it's emotional. There are a lot of rocks we could have turned over and tried to solve. But we knew we had to prioritize our work to have a real impact."

We knew we needed to hold ourselves accountable. The question was, what areas will have the greatest benefits for our customers, employees and communities? It was determined that Ally's FSI efforts would be built around four pillars: community, customers, employees and supplier diversity. Why these areas of focus?

Sterling explains, "These pillars are the thread connecting the FSI framework to the Ally culture and organization from top to bottom."



"Intentionality was critical in identifying where we could have the greatest impact."

Reggie Willis
ALLY CHIEF DIVERSITY OFFICER

Ally's Financial and Social Inclusion Framework

The four pillars of Ally's FSI strategy were carefully selected to ensure our efforts have a truly meaningful, lasting impact.



Community: Further social justice and address disparate systems and policies through an intentional approach to Ally's philanthropy, volunteerism and board service, as well as CRA initiatives including loans, investments and partnerships.



Employees: Increase representation and retention of Black and Brown employees at professional, managerial and executive levels through intentional programming and support.



Customers: Enable financial and social inclusion through our culture of customer obsession, developing education and/or solutions to strengthen economic mobility for all.



Suppliers: Actively promote ways diverse businesses can engage and succeed within the Ally Supply Chain.

By Fall 2020, Ally's FSI plan was presented to our Board of Directors, who fully supported the framework. "This work is very much who Ally is — we're just accelerating and formalizing our efforts," Ally Executive Director and President of the Ally Charitable Foundation Mike Rizer explains. "As we've grown, we've also matured our D&I processes. We're now more intentionally stating it."

We immediately implemented this structure, began to plan, communicated this new lens throughout the organization and, most importantly, committed to continuing to listen and learn.

As the team looks ahead to 2021 and beyond, accountability and intentionality are top of mind for all four pillars. The makeup of the Ally team will be an important part of that. Willis explains, "We have a tremendous opportunity to be more deliberate in our support for Black and Brown employees. We've made progress with retention and career growth opportunities, but we have room to grow before there is equal representation in leadership roles."

While we're excited about what we were able to put in place in 2020 — building and beginning to implement the FSI framework — we're now looking forward to leveraging it to deliver even more on the promise of inclusion. Rizer explains, "This year, we were focused on building a structure that would enhance our ability to effect the change that is so desperately needed throughout all of our communities."



"With everything 2020 threw at us, the need for community support was more evident than ever. In addition to launching new partnerships, we also took care to nurture existing ones, such as our relationship with the National Museum of African American History and Culture, which plays such a critical role in telling the full story of our country."

Kathie Patterson
ALLY CHIEF HUMAN RESOURCES OFFICER



D&I + ERGs

Our ERGs are integral to D&I at Ally, providing places for all teammates who share common interests to meet and support one another. Throughout 2020, nearly 40% of employees were a member of at least one of eight Ally ERGs.

In the summer of 2020, the ERGs gave the Ally team a safe, supportive open forum to have difficult but important discussions about systemic racism. Along with Ally's D&I team, these ERGs hosted 275 events throughout the year. Those included more than 20 "Let's Talk About It" sessions following the murder of George Floyd and other acts of racial injustice, as well as virtual check-ins focused on well-being and employee health.

Spotlight: Insurance D&I Hiring Objectives

In 2020, Ally Insurance efforts included these main focus areas:

- Zeroed in on critical or hard-to-fill roles with a mix of short- and long-term strategies to develop diverse current talent and attract future hires
- Revamped job descriptions to ensure inclusive language is being used
- Expanded relationships with diverse organizations and ERGs:
 - Aliados ERG
 - Organization of Latino Actuaries
 - International Association of Black Actuaries
 - Michigan Hispanic Collaborative
 - Association of Latino Professionals for America (ALPFA)
 - Cristo Rey High School Program
- Gifted \$375,000 in grants focused on partnerships with diverse organizations and ERGs



“Ally’s diversity and inclusion efforts touch every corner of the organization. We are always pushing ourselves to Do It Right. Ally Insurance put those values in action by focusing on growing a diverse talent pipeline through recruiting and partnerships.”

Mark Manzo
ALLY INSURANCE PRESIDENT





ally's covid-19 response.

doing what's right during an unprecedented time.



"The onset of the pandemic was a scary time, but it also gave us an extraordinary opportunity to demonstrate how we live our mantra to Do It Right by showing our commitment to our dealer and consumer customers as they worked to steer through these uncertain times."

Doug Timmerman
ALLY AUTO FINANCE PRESIDENT

When the world shut down because of COVID-19, no one was truly prepared. No planning could completely mitigate the fear, confusion and uncertainty. No strategy could fully ready communities for the realities of social distancing and the sudden isolation we all felt in March of 2020. No timelines could brace us for the profound loss and sacrifice that lay ahead.

"In the middle of a national and global emergency, our goal was to lighten the burdens that we could for all of our stakeholders and be available where needed," says Ally CEO Jeffrey J. Brown. Consistent with our approach of trust and transparency, our response to COVID-19 started early and moved quickly with the launch of comprehensive financial support — not only for our own employees, but for customers and those impacted in our communities.

"We immediately recognized the severe impact COVID was having on our most vulnerable communities," Natalie Brown, Ally's director of corporate citizenship, recalls when discussing how Ally determined its response to COVID-19. "As an organization, we work to stay on the pulse of our communities, and in unprecedented situations we know that it requires open communication and fast action."

Relief for Our Customers

The pandemic put untold financial pressure on so many of our customers and neighbors. We knew we couldn't solve all those problems, but we could help them withstand the extraordinary pressures triggered by the crisis and be better positioned to recover from its effects. We quickly implemented several industry-leading relief options for our customers, including:

- **Up to 120 Days:** Offered to defer auto and mortgage payments, plus no late fees, and nearly one in three customers took advantage of the deferral option.
- **90 Days:** Offered to defer first auto payment.
- **Waived Fees:** On excessive transactions, overdrafts, expedited shipping of checks and debit cards, broker-assisted trades, paper statements and overnight outbound check processing.
- **CARES Act:** Supported auto dealer applications for the Small Business Administration loan program. Participated as a lender in the Paycheck Protection Program (PPP) supporting commercial dealer customers.
- **Relief:** Offered deferred insurance premiums, wholesale interest and term loan payments, plus waived curtailment payments for eligible dealers.

"I love Ally. They worked with me when I was out of work because of COVID-19 for two months and are always there to answer any questions."

Robert H, Ally Customer

That was just the start. Throughout 2020, we were determined to find ways to help our customers cope in a difficult year — whether that meant giving customers a break on late fees or working around the clock to qualify as a Small Business Administration lender to process PPP applications from dealer customers.

We provided more than \$700 million in PPP loans for more than 900 dealer customers and their affiliated businesses. Through extraordinary dedication, our Ally team members were able to process 100% of the loan applications received.

"I appreciate Ally, especially when COVID-19 hit. I was laid off and Ally gave me a four-month delay until I could get back on my feet. I cannot say enough about you guys."

Charlotte J. (and Wayne D.), Ally Customers

Through all of these initiatives, we were able to support 1.3 million customers by keeping the lines of communication open, ensuring assistance was available for those who needed it and making access to these relief programs as simple as possible. The customers who reached out to share the impact inspired us to continue working to make a difference.

Support for Our Employees

When the U.S. began to shut down in early March 2020, our first priority was — and still remains — the health and well-being of our employees.

We moved swiftly and safely in a matter of weeks to enable 99% of our workforce, including frontline call center teammates, to work from home, giving them the resources they needed to be successful. To facilitate this, we implemented a drive-thru system for employees to pick up monitors and other computer equipment required to do their jobs from home.

Ally Executive Director of Corporate Communications Sarah Comstock explains, "We live by the Do It Right mantra in everything we do. We continued to embrace that approach in our decision-making when it came to our employees' health, safety and support."

Once immediate needs were addressed, we implemented a variety of programs and benefits intended to assist our employees directly impacted by COVID-19. This began with a \$1,200 one-time financial assistance payment to all those making less than \$100,000 to help cover unexpected costs related to working from home, as well as guaranteed payments for certain incentive plans for non-executive employees.

Financial well-being remained an important component of caring for our employees as the year went on, which is why we also moved 50% of our year-end incentive compensation targets to August for most non-executive employees.

Still, we recognized unprecedented times called for significant measures, which is why we launched the Ally Employee Relief Fund in May 2020. Phase one focused entirely on COVID-19. (Phase two, which launched in September, was broadened to include personal hardship and/or natural disasters.) The goal, as with all of Ally's pandemic relief efforts, was to mobilize resources as quickly as possible. "We removed as many barriers as we could. We knew some employees needed immediate assistance with everyday essentials, and we didn't want to be another hurdle for them to clear," says Demetrius Scott, Ally's manager of corporate citizenship.

The relief fund application process was simplified as much as possible, with transparency and trust always guiding our actions. To maintain objectivity in the distribution of financial assistance, Ally worked with E4E, a third-party administrator.



Always an Ally for Our Employees

For Gladys Carr, a deposits operations specialist in Ally's Dallas office, the challenges of 2020 began when her husband was laid off early in the COVID-19 pandemic. Things became even more difficult when she became a caregiver for her sister, who was diagnosed with cancer last year.

With the help of Ally's employee benefits, the COVID-19 relief for employees and the Employee Relief Fund, Gladys was able to take six weeks off at 100% pay to support her family during this difficult year.

"Having that time and peace of mind helped me clear my mind and really concentrate on getting my home life situated and supporting my family. It's hard to put into words what this support from Ally meant. I was able to prioritize and take the time my family needed without worrying about the usual day-to-day,"

Gladys Carr
ALLY EMPLOYEE

In phase one, more than 400 employees whose families had been hard hit by the pandemic received over \$450,000 in assistance for unexpected financial hardships such as spouse/partner loss of income, evacuation/quarantine expenses and sudden childcare needs, as well as other essentials. Throughout 2020, Ally employees donated more than \$160,000 (including a match from Ally) to support their teammates. Despite a year of challenges and tragedy, we were constantly reminded of the generosity of our team and their commitment to one another.

We also remain focused on our employees' physical, emotional and financial health and welfare throughout the year. We introduced numerous programs to keep our teams connected and benefits to keep them healthy, including:

- Immediate paid medical leave for any employee diagnosed with COVID-19
- Access to free mental health professionals, via phone or text, through our Employee Assistance Program
- Free financial planning support, including access to certified planners and credit monitoring
- Virtual doctor visits and online healthcare services
- Expanded supplemental childcare benefits
- Paid caregiver leave for employees caring for a seriously ill family member
- Well-being modules and health challenges geared to staying physically and mentally healthy at home
 - Employees also earned flexible spending account and health savings account contributions by participating in these challenges.
- Resources and benefits to support remote learning
- Regular leadership communications, always-on surveys and a commitment to flexibility, which led to record engagement and enhanced trust

"In all of the research we've done over the years, the number one response we get when we ask employees why they stay at Ally is, 'Because it's like family,'" says Ally Chief Ethics Officer Allyson Parker. "That cultural foundation drove how Ally responded to COVID-19. It's ingrained in who we are — we want our family to be safe."

Responsiveness for Our Community

When the pandemic lockdowns hit in early 2020, the Ally team quickly responded to those in need due to COVID-19 and provided support where we could. While we remained committed to advancing economic mobility for all, the effects of the pandemic required our flexibility. To first address our communities' most urgent needs, we allocated relief funds to the healthcare industry throughout 2020.

“Seeing the proactive measures taken for our customers and for our employees makes me even prouder to be an Ally.”

Employee Comment
ALLY'S 2020 EMPLOYEE ENGAGEMENT SURVEY

We provided assistance for the most critical needs of communities, particularly those of low- to moderate-incomes, focusing on health, education, food and housing. As was the case for all of our COVID-19 relief efforts, we worked to simplify things. That meant reaching out directly to nonprofits in our communities to learn what was needed and how Ally could help.

In all, we provided over \$2.6 million in financial aid to 54 community-based nonprofits and organizations, including:

- Feed the Frontlines Detroit to feed first responders with meals from local restaurants
- Gleaners Community Food Bank and Forgotten Harvest to distribute food to those who need it most
- TechTown Detroit to support small businesses
- Carolina Farm Trust to deliver fresh food from farms to local food banks
- Atrium Health Essential Needs Fund to provide meals from local restaurants to Atrium Health employees
- CMS Foundation, Renaissance West and KIPP Charlotte to provide local schools with much-needed technology as they moved to home-based learning
- Mission Economic Development Agency to support economic recovery efforts for Latinx-owned small businesses in San Francisco

Always a Relentless Ally

In a year defined by profound loss and sacrifice, our commitment to our customers, employees and communities became more important than ever. As the pandemic continues to affect us all in 2021, we remain committed to being a relentless ally. We continue to keep communication open and strive to do what's right as we move toward the end of this tragic and trying time for us all.



Virtual Volunteering During COVID-19

Our team did not let the challenges presented by COVID-19 stop them from supporting Ally communities through volunteer work in 2020 — in fact, far from it. Our team demonstrated remarkable resilience and generosity during such a difficult year:

- 324 volunteer events held
- 14,119 volunteer hours (exceeding the goal of 10,000 by 41%)
- \$1,694,943 in employee giving, including Ally's match
- \$771,115 in employee donations (a 71% year-over-year increase)

Employee Resource Groups

Employee Resource Groups (ERGs) are an integral part of our culture, helping build an atmosphere where people feel comfortable sharing their unique experiences and all employees feel heard. In 2020, ERGs were critical in connecting employees in our virtual environment, providing important channels for feedback and insights. As needs evolved throughout the year, so did the focus of these groups, including:

- Veteran ERGs implemented a call tree to support members who might be struggling from post-traumatic stress disorder or loneliness.
- The D&I team organized a virtual check-in available to ensure all ERG members felt supported.
- The 15 all-ERG anxiety and depression conversations held were attended by more than 1,000 Ally employees.

Spotlight: Fueling Charlotte Healthcare Workers and Restaurants

In April 2020, with healthcare workers overwhelmed and overworked, Ally wanted to support frontline heroes in a way that would be truly helpful. Partnering with Sunlight Financial, we donated \$30,000 to the Atrium Health Essential Needs Fund to support COVID-19 relief efforts and provide meals to more than 8,000 Atrium Health employees in the Charlotte area.

Ally and Sunlight worked with Atrium Health to identify several local restaurants, including Sabor Latin Street Grill and Three Amigos Mexican Grill and Cantina (owned and operated by Raydal Hospitality, a Latino-owned business), that could provide food to nearby Atrium Health facilities. Miriam Espallat is the director of community engagement at Raydal, which also benefited from Ally's generosity.

How has the pandemic affected your restaurants?

In the beginning, there was a lot of uncertainty and confusion. We worried about what would happen to our employees. We had health concerns and confusion over what personal protective equipment we needed and whether we could get it. We were basically in survival mode and needed to identify what we had and what we needed to put into place.

Most restaurants, especially small, local operations, work with tight margins. So we had to act quickly. We were lucky — because we have multiple locations, we didn't have to furlough or lay off anyone, but we were very upfront about the situation from the start. It was scary and there are lingering traumas, anxieties and fears, but we've come to a point where there's hope.

How did the Atrium Health partnership impact your business?

It gave us some certainty, so we knew how to plan for our employees and revenue to remain open. Many small, local businesses don't have deep pockets, so this meant a lot. It showed us that we can all support each other in a time of crisis and provides a model for later on. It was a difficult year — especially for the restaurant industry — but it was great to see the community come together.





community reinvestment act.

an outstanding record.



“Ally Bank's commitment to CRA is really an extension of our strong corporate culture of being an ally to our customers and our communities. There is clear alignment with Ally's culture and values, as well as our economic mobility initiatives.”

Diane Morais
ALLY BANK PRESIDENT, CONSUMER &
COMMERCIAL BANKING PRODUCTS

The Community Reinvestment Act (CRA) was enacted in 1977 to encourage banks to help meet the credit needs of the communities they serve, including low- and moderate-income communities, consistent with safe and sound banking practices. Under the CRA, banks are evaluated using certain criteria on how well they are meeting the needs of communities.

In 2020, Ally Bank received an “Outstanding” CRA rating (the highest possible) from the Federal Reserve Bank of Chicago. Our CRA program continues to exceed performance standards as we strive to build deep relationships that help us respond to community needs.

Ally's CRA Pillars

The work accomplished by the CRA team truly connects with every part of our organization and is integral to our community approach for Financial and Social Inclusion. Our team members have been in these communities performing impactful work for years.

Our CRA efforts span a wide array of programs, supporting upward economic mobility and many other Ally CSR efforts. All of this work connects to our four CRA pillars of community development:

- Affordable housing for low- and moderate-income communities
- Community services targeted to low- or moderate-income individuals
- Promoting economic development by financing small businesses
- Revitalizing or stabilizing underserved neighborhoods

A Strong Financial Commitment

"In 2020, we achieved our highest ever annual CRA originations, deploying over \$1.1 billion in loans, investments and grants and working with close to 100 nonprofit organizations and community partners," says Jan Bergeson, Ally executive director and CRA officer. "We also donated over \$1 million to support issues that impacted Ally communities and provided more than 750 volunteer hours for community development services."

These programs, loans, investments and grants supported affordable housing, economic development, community services and neighborhood revitalization, including:

MACEO MAY

We provided \$21 million in financing for the construction and development of Maceo May Apartments, which will provide 105 apartments to formerly homeless veterans and their families on Treasure Island, a 400-acre island in San Francisco Bay. Its climate-responsive design will contribute to a stable, healthy living environment for its residents who may suffer from disproportionate health issues stemming from trauma.

BRIDGE BERKELEY WAY

We also contributed \$27 million in financing for the Bridge Berkeley Way Apartments project, a pioneering housing development in Berkeley, California, that co-locates affordable family units with permanent and temporary supportive housing within a single building.

The project is located in the heart of the city near employment nodes, transportation hubs and a retail center. It is the centerpiece of Berkeley's commitment to addressing homelessness and lack of affordability in the area.

UNIVERSITY GROWTH FUND II

We were the lead investor at \$15 million in a student-led venture capital fund, University Growth Fund II (UGF). UGF is a highly innovative community development fund that provides equity capital to small businesses while also giving student associates from diverse universities an unparalleled, real-world educational experience in venture capital and private equity investing.

In addition to our equity investment, we also provided a donation to support the University Growth Fund Institute, a nonprofit that provides educational opportunities and scholarship funding to participating students, allowing them to accelerate their career goals.



FONDO ADELANTE

We partnered with Mission Economic Development Agency (MEDA), a San Francisco-based community development financial institution, with a \$4 million commitment to its community loan fund. The loan fund's primary goal is to maximize survival and recovery opportunities for the most vulnerable small businesses and microenterprises in San Francisco that have been adversely impacted by the COVID-19 pandemic. Rooted in San Francisco's Mission District, MEDA is advancing a national equity movement by building Latino prosperity, community ownership and civic power.

An Agile Ally for Our Communities

Despite the numerous challenges experienced in 2020, we remained committed to our existing programs while adapting to ever-changing circumstances. When COVID-19 hit early in the year, we sought out ways to provide pandemic relief through our grants and services, and we worked especially hard to provide Paycheck Protection Program loans to two of our nonprofit community partners.

In 2021 we'll push our CRA programs even further. We're committed to not only continuing our support, but also doing even more for our communities. That's why for 2020-2022, we've committed to originate \$3.7 billion in CRA loans and investments. We know this commitment is more essential than ever as our communities continue to cope with the impact of the pandemic and work toward a new normal.

Spotlight: Back to School With The Other Side Academy

The Other Side Academy (TOSA) saves the lives of formerly incarcerated individuals by changing behaviors. Because unlearning decades of bad habits doesn't happen overnight, TOSA students commit to a two-year residence and intensive on-site education (at no cost to them). Since 2017, Ally has provided TOSA with multi-year CRA grants, totaling \$235,000, to support its small businesses and workforce development programs. We've also provided nearly \$340,000 in auto loans to purchase trucks to be used in their businesses and \$2.4 million in loans to purchase two apartment buildings for student housing.

In 2020, we were thrilled to introduce financial literacy courses with TOSA. We knew from our discussions with TOSA that money management is a common struggle among students. "They told us that many people leave TOSA after two years without an understanding of the fundamental principles needed to manage their personal finances," recalls Ally's CRA Credit Manager Frank Magaña. "Many students are unaccustomed to saving and budgeting, and that's a significant barrier to success."

TOSA Program Staff Manager (and TOSA graduate himself) John Libutti says, "In general, our students don't know what to do with money. They've had some success making money, but without those financial best practices — saving, budgeting, investing — they fall into old habits."

Ally developed a program that provides the tools TOSA students need to strengthen their finance skills. The result was a year-long financial literacy course for TOSA graduates, plus a matched savings program offered as an incentive for them to participate for a longer period of time, which has been shown to reduce recidivism:

- a 1:1 match up to \$5,000 for those students who complete two years as a TOSA student prior to participation in the savings match
- a 2:1 match up to \$10,000 for those students who complete three years as a TOSA student prior to participation in the savings match

To receive its full benefits, students must complete financial literacy courses and sign a contract to save at least \$200 per month. Matched funds are reserved for designated purposes, such as obtaining an apartment, paying tuition, purchasing a car, starting a small business, etc.

Like many plans for 2020, this new program was delayed by the pandemic. But in November, Magaña led the first TOSA financial literacy course with a remote class of eight (out of a class of 14 who qualified). News of the program has spread among TOSA students, and in 2021, the percentage of enrollment has already increased among eligible students. In the latest cohort,

The Impact of Financial Literacy

Recent TOSA graduate Nicholas Smith began classes in November 2020 as a member of the inaugural cohort of Ally's financial literacy course.

What interested you about the financial literacy course?

I didn't know anything about finances. But I knew it was important to figure out how to handle money and how to use it. Money has been such a big stressor in the past — and still is. But I feel like I have the tools to figure it out now, and I didn't have that before.

What impact do you see this course having?

The courses equate to freedom. I don't feel boxed in anymore. If something comes up, I know I can deal with it. And the matched savings program is a game-changer. I've never had that kind of money before. I'm saving, looking into investing, planning my first international trip and exploring all of these avenues that weren't open to me before. It's life changing.

all but two students chose to stay in TOSA's program in order to participate in the matched savings program.

So far, the curriculum has focused on saving and building credit — giving students the tools to improve their financial health going forward. Paired with the matched savings program, Ally hopes to more fully set them up for success. "Because of their backgrounds, it became difficult for some of our students to open a deposit account," Magaña says. "Ally made a concerted effort to make sure they had that opportunity."

Lindsey Nelson, who works as an executive assistant at TOSA and graduated from a similar program, emphasizes how important these lessons are. "These financial literacy courses and the matched savings program really are life changing," she says.

This latest program with TOSA is just one example of how we strive to do more than just provide funding. "Grant giving is often thought of as annual grants and nothing else, but Ally believes in going beyond that and really helping communities where they need it," Magaña says. "Our relationship with TOSA started with a grant but has grown to be so much more."





moguls in the making.

moguls making it work: year two, reimagined.

With the lessons of year one under your belt, sophomore year usually starts with confidence and the promise of endless possibilities. That same spirit fueled the Ally team as they headed into the second year of Moguls in the Making, along with our collaborating partners at the Thurgood Marshall College Fund (TMCf) and the Sean Anderson Foundation (SAF). Then the pandemic hit.

Moguls in the Making, a three-day entrepreneurial pitch competition for students from historically Black colleges and universities (HBCUs), provides students with business experience and direct access to Ally leaders and other industry executives. The winning teams also win scholarships and Ally internships.

Ally created this program in 2019 to empower bright and talented students from HBCUs to become future innovators and entrepreneurs. Ally recognized that startups fuel job creation and entrepreneurs are essential to the health of the American economy. It also provides an important early talent pipeline for recruiting diverse talent.

When Moguls in the Making launched in 2019, it kicked off with quite a bang. Its inaugural year featured face time with Big Sean (entertainer, entrepreneur and founder of SAF), a trip to Detroit for participating students and three packed days of hands-on activities with Ally leadership.



HBCU students often aren't even considered by larger organizations, making it far more challenging for them to find job opportunities after college. We are opening doors to these future leaders by giving them practical experiences and resources to reach their goals and achieve economic success in the future — either through entrepreneurship or in business."

Andrea Brimmer
ALLY CHIEF MARKETING & PUBLIC RELATIONS OFFICER

"Historically, students of color, particularly at HBCUs, are often underrepresented in attaining the support they need. As an HBCU alum, I know first-hand the challenges these students face," Natalie Brown, Ally's director of corporate citizenship, explains. "We didn't want those challenges or the unprecedented challenges of 2020 to get in the way of preparing students for the future."

When it became clear in early 2020 that an in-person event would not be possible, the second annual event had to be reinvented quickly. Faced with new challenges and unforeseen tasks, we made it our mission to create a virtual event just as meaningful and engaging as its first year had been.

As a part of that charge, Ally wanted to support HBCUs during a pandemic that disproportionately impacted Black families. Ally also donated \$100,000 to TMCf, as part of our COVID-19 relief efforts, to support students who had critical needs and enable them to continue their education. This pivot allowed us to expand our commitment to HBCUs.

"We wanted to be sure 2020's event was just as exciting for students, and technology was the biggest hurdle," Ally's Director of Multicultural Marketing Erica Hughes says. That meant getting creative. While Ally vetted technology solutions and trained the team behind the scenes, Moguls received their first glimpse of the reimagined event with their very own "unboxing" event. Each student received a swag box full of items like jackets and water bottles to get them excited for the main event, which had them working in teams to develop a business plan that took into account COVID-19 and social equity.

Despite the challenges of COVID-19, the Ally team tapped into its creativity to provide new opportunities for the students. Most notably, Ally offered scholarships and internships to all members of the placing teams — four teams in total, including a tie for third place. (In 2019, scholarships only went to the top team.) Students also landed remote time with Ally senior leadership, Big Sean and entertainer and actor Terrence J.

The class of 2020 also had virtual access to team mentors (many of whom were previous Moguls themselves) and respected industry executives who served as coaches, including the Chief Diversity Officer & VP of Talent Acquisition at Henry Ford Medical Health System, the President and CEO of Detroit Public Schools Foundation and a Partner from 42Phi Ventures.

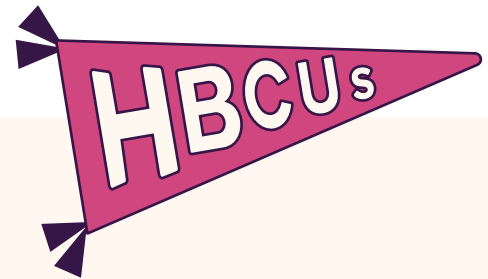
While the second year of Moguls in the Making was certainly not the event anyone initially imagined, it delivered on what it set out to achieve: providing visibility for underrepresented students. Going forward, that mission will remain at the heart of this program. As Hughes explains, "Moguls in the Making doesn't just provide opportunities for participating HBCU students, it sheds a light on the HBCUs themselves."

Building upon that, Brown adds, "Going forward, we really want to explore how we can share these results with other companies to spread the mission and provide opportunities for HBCU students beyond finance."

Heading into 2021, we can't wait to incorporate what we learned from 2020 to make Moguls in the Making's junior year its best yet.

“Our hope and mission is that Moguls will provide more opportunities for all HBCU students.”

Erica Hughes
ALLY DIRECTOR OF MULTICULTURAL MARKETING



Alabama A&M University (1st Place)

Florida A&M University (2nd Place)

Hampton University (3rd Place)

Morehouse College / Spelman College (3rd Place)

Bowie State University

Coppin State University

North Carolina A&T State University

Morgan State University

Virginia State University

University of Arkansas at Pine Bluff

Moguls in the Making 2020

570
applicants



50 students
selected to participate and
represent their school



3 days
to develop solutions to
some of Detroit's most
pressing problems

4

winning teams
(two teams tied for third place)

20 students

from the winning teams were
guaranteed internships

11

students from the 2020 Moguls
program accepted internship
positions for summer 2021



Mogul Alum Check-in

When DeMari Tyner applied for Moguls in the Making in 2019, he was a junior at North Carolina A&T and excited to connect with other HBCU students and network with the Ally team. Today, he's a product and design strategist in Ally's TM Studio.

What was it like to participate in the first Moguls event?

When I applied, I wasn't quite sure what to expect. I remember it almost felt like a job interview. I was looking for internship opportunities and had heard of Ally, but the event was more than I could have imagined. It was a fast three days and the amount of face time we got with the Ally team surprised me.

What has your journey with Ally been like since?

Moguls changed my life — it helped me get to where I'm at now. After the competition, I was offered a summer internship at TM Studio, Ally's concept studio in Charlotte, which was an incredible opportunity. We worked on developing possible programs for Ally, and one of my team's concepts was actually picked for development. Once I graduated, I was offered a full-time position. One of Ally's promises to employees is the opportunity for growth, and it's clear the team really wants you to succeed.



DeMari Tyner
ALLY PRODUCT AND DESIGN STRATEGIST

What was it like returning to Moguls this year as a mentor?

It was a very different experience, especially because it was remote, but it was really cool to be on the opposite side of the event and mentor and provide feedback to help put them in an even better position.

Why is Moguls important?

I think this year made it even clearer why this event matters. Moguls is a great opportunity for HBCU students. These schools are full of often-overlooked talent — some diamonds in the rough — and they deserve opportunities like this.



IN COLLABORATION WITH



Learn more about these schools and the extraordinary students we've met through Moguls in the Making in this [TIME mini docuseries](#).



supplier diversity.

removing barriers.

Longer sales cycles. More stringent contract requirements. Mandatory insurance coverage. For diverse business owners, partnering and working with larger organizations can mean a series of seemingly insurmountable obstacles.

"We regularly face challenges that are often reserved for smaller, younger organizations," Brian Sharpless, diversity business development manager at World Wide Technology explains. "Luckily, we have the infrastructure behind us to deal with those longer sales cycles, but the reality is, we have to be just as diligent as the little guy to win contracts."

World Wide Technology is one of the world's largest minority-owned businesses and one of the first vendors signed under Ally's new Supplier Diversity program, which officially launched in 2020. With this initiative, Ally is becoming more purposeful in working and partnering with organizations that more fully reflect our communities. The venture might be new, but the culture behind it has been with Ally for some time.

"We want our suppliers to be as diverse as our employees, customers and communities. Without being intentional, it won't happen," T.J. Lewis, Ally director of supplier diversity, explains. "We were already doing most of these processes. Launching this program makes it official, which we think will benefit the vendors we work with in the long term."

An Extension of Ally's D&I and Financial and Social Inclusion

The Supplier Diversity program came about as a natural progression of our D&I program and is a critical piece of the newly launched Financial and Social Inclusion (FSI) framework. Work formalizing the program began in 2019. Then the events of 2020 — both the pandemic and the social justice movement — once again laid bare systemic disparities. This further strengthened our sense of urgency to implement and expand all our D&I programs, including the introduction of Supplier Diversity.

In our first year, we connected with affiliates of the National Minority Supplier Development Council and the National Women's Business Council for their perspectives and guidance as we mapped out the program. Early on in the pandemic, we made the decision to focus our efforts on Ally's home cities of Detroit and Charlotte, where we felt we could have the greatest impact.

"We started the year with an event calendar, planning to roll out the program at a collection of industry events," Lewis explains. "But by March, the game had changed. So, the strategy changed."

"We want our suppliers to be as diverse as our employees, customers and communities."

T.J. Lewis

ALLY DIRECTOR OF SUPPLIER DIVERSITY

A Strong Start

As the program found its footing, it was important the benefits of Ally's Supplier Diversity program reached beyond existing partner vendors. That goal inspired the introduction of the Ally Supplier Symposium program, which will offer a wide range of vendors a view into our business operations, strategy and purchasing plans; and the Supplier Diversity Spotlights, a quarterly event for current and potential vendors to connect with Ally and each other.

The first Symposium was held in January 2021, and we look forward to launching three additional Spotlight program sessions in the second, third and fourth quarters. We hope this visibility will create business connections, growth and additional opportunities for everyone involved.

"Right now, the diverse supplier world is filled with black holes: corporate websites where supplier registration forms disappear, seemingly endless selection processes and RFPs that drag vendors into downward-spiraling competitions driven by cost," Ally CEO Jeffrey J. Brown, shared at the first Supplier Diversity Symposium. "Our goal at Ally is to create a new framework that efficiently identifies high margin suppliers to build wealth in Black and Brown communities."

The first year of our Supplier Diversity program faced hurdles no one saw coming, but we, as a team, were able to overcome them because of our relentless commitment to Do It Right. Sharpless says, "Working with Ally as they launched this program, it was clear they started on a very solid foundation. With their outreach efforts and their processes, you wouldn't know this is a new initiative."

And World Wide Technology Client Executive Todd Hawthorne shares, "The communication and respect we've received from Ally from the start has been extraordinary. It felt like they really wanted to work with us, and they gave us the chance to genuinely show what we can do."

Heading into the second year of this program, we're excited to expand our efforts even further. We look forward to continuing to grow the program in the years to come and working toward our business community better reflecting the diverse world in which we live.

Supplier Diversity Outreach

As Ally continues to build its Supplier Diversity initiative, we're consulting the guidelines of a number of organizations to extend our reach:





ally charitable foundation.

a do it right inaugural year.

Ally's desire to give back to our communities is not built on any initiative or requirement, but rather on our commitment to Do It Right. This enthusiasm for our communities drives so much of what we do, and a few years ago it launched us into entirely new terrain as we began to take a serious look at our vision for the future of Ally's charitable efforts.

That journey started with one question: How can Ally do more? We dove into research, worked through possible options and determined that a foundation would allow us to be even more intentional with our giving. More importantly, it would ensure we could build on it for years to come. So early in 2020, we launched the Ally Charitable Foundation.

When we officially incorporated the Foundation in February 2020, we intended to distribute grants consistent with Ally's philanthropic strategy: supporting economic mobility through organizations focused on affordable housing, financial literacy and job preparedness. But by March, as the pandemic drastically upended life in America, it was apparent we needed to pivot to address the new needs of our communities as the realities of COVID-19 began to hit home.

Mike Rizer, executive director and president of the Ally Charitable Foundation, recalls, "We got on the phone with more than 100 nonprofits and talked with organizations about what they needed. Being an ally means ultimately meeting people where they need help the most."

Same Mission, New Path

By summer, the Foundation was giving grants to nonprofits still reeling from both the impact of COVID-19 and the horrific acts of social injustice. These monumental events not only shifted priorities, they also steered the Foundation's commitment to approach its giving with a focus on social justice.

As Rizer explains, "Diversity and inclusion are essential pieces of the Ally culture, and as the country marched once again to demand social justice, it was clear we needed to apply an equity lens to all of our work, to take a hard look at how we assessed grantees and the impact they were having."

In total, the Ally Charitable Foundation distributed 54 grants in its first year, including \$400,000 to promote the economic mobility of Black and Brown small business owners and micro-entrepreneurs in the Twin Cities and Little Rock, Arkansas. This nearly half-a-million-dollar commitment supported some nonprofits we've partnered with previously, such as Local Initiatives Support Corporation (LISC) Twin Cities, which provided technical assistance to minority small businesses in the Minneapolis and St. Paul metropolitan areas. We also formed new relationships, including one with Southern Bancorp Community Partners of Little Rock, which provided loans for organizations unable to meet credit or other guidelines of depository institutions.

We even connected with newly formed organizations like Rebuild&HealMN. This Twin Cities' nonprofit was created to help immigrant-owned small businesses recover from the devastation of the pandemic and the destruction of their neighborhoods, where violent crimes and property damage increased by as much as 50% following the murder of George Floyd.

In addition to responding to the needs created by COVID-19 and social injustices, we contributed over \$5.6 million to support our communities. And, Ally Bank donated \$34 million to create an Ally Charitable Foundation endowment, which will provide resources to support our communities for years to come.

All of this was possible because of how ingrained the Do It Right mantra is throughout Ally. Rizer remembers, "The genuine cross-enterprise enthusiasm we experienced for our work just blew me away. It was inspiring."



Alison Summerville
ALLY BUSINESS ADMINISTRATION EXECUTIVE AND CHAIR OF
THE ALLY CHARITABLE FOUNDATION

Strong Goals for Lasting Impact

Despite all of the challenges and changes in 2020, Ally is energized by what the Ally Charitable Foundation was able to do in its first year and is keen to build on that momentum. Those next steps begin with Ally's \$30 million giving commitment over three years. "As our business has grown, Ally's investment in our communities has grown, too," says Ally's Business Administration Executive and Chair of the Ally Charitable Foundation Alison Summerville. "This is the next step. The grants will fund the incredible work of many nonprofit organizations, including those Ally has long-standing relationships with such as LISC, Junior Achievement and the Thurgood Marshall College Fund."

"The \$30 million is a floor, not a ceiling. Our grant giving will be at least that," Rizer adds. "What's most important is to move the dial on economic mobility and create sustainable opportunities for our communities."



Spotlight: A Helping Hand for Immigrant-Owned Small Businesses

By early summer 2020, the Twin Cities' immigrant-owned small businesses had already been hit hard financially by the pandemic. Then, in the aftermath of the murder of George Floyd in Minneapolis, businesses devastated by months of shutdowns and restrictions were dealt another unbelievable blow.

The leaders of local nonprofits — the African Development Center, African Economic Development Solutions, Council on American-Islamic Relations - Minnesota Chapter and the Latino Economic Development Center (LEDC) — saw what these businesses were enduring and knew something needed to be done. Waiting for government support was not a viable option.

Their solution? Rebuild&HealMN, a joint effort between the cities' leading immigrant-led nonprofits to support their communities.

Their determination and commitment to these overlooked communities and their essential cultures is one of the many reasons why Rebuild&HealMN was one of the first Ally Charitable Foundation grant recipients.

Henry Jiménez is the executive director of LEDC and one of the founding members of Rebuild&HealMN. He worked with the Ally Charitable Foundation on the grant application and helped distribute it to immigrant-owned businesses in need.

What did the Ally Charitable Foundation grant mean to Rebuild&HealMN?

Ally gave us credibility and visibility, which has allowed us to raise nearly half a million dollars for local immigrant businesses. This gave us the ability to pay it forward to 25 small businesses directly (restaurants, mechanics, convenience stores, retail and more) and around 200 indirectly by getting the local economy moving again.



What was it like working with the Ally Charitable Foundation?

The trust and the follow-through came much sooner than we thought possible. Ally's giving felt personal — it was never about us being a client or supporting their business, and it didn't require some outrageous application process. They believed in what we were doing and, more importantly, in us.

Why is it important to support immigrant-owned small businesses?

We're not in the business of saving businesses, we're in the business of saving culture. Whether it's a palettería or a first-time farmer or dressmaker, each small business represents key parts of our local communities and cultures. When we save them, we're preserving that piece of our culture.



Supporting New Homeowners and Entrepreneurs

In October 2019, Ally and LISC launched a pilot program to kick off our three-year commitment to provide financial skills and resources for aspiring micro-entrepreneurs and prospective homeowners. In 2020 that work continued with LISC in four markets with various nonprofits and focuses:

- Micro-entrepreneurship in Detroit and Jacksonville
- Home ownership in Philadelphia and Charlotte

In the first year, the program far surpassed its original goals with 1,315 clients served, including:

- 90% Black, Indigenous and people of color
- 67% female
- 56% with low income and 34% living below or near poverty level



Spotlight: Mygani LLC

Felicia Wright's company, Mygani LLC, markets products for women and girls of color — tote bags, handbags, mugs, yoga mats and more. Every item features either an inspirational message or different shades of women of color.

The Ally Signature Program Impact for Felicia Wright:

- Increased credit score
- Transitioned from in-person to online business model
- Positive revenue





2020 at a glance.

ally's CSR efforts touch every corner of the organization.

Investing in the Future of Our Employees

In 2020, we were thrilled to provide financial support for Ally employees' education costs through a number of programs, including:

- 333 employees received \$1.8 million in tuition reimbursement to help pay for current tuition obligations.
- 19% of Ally employees received \$1.95 million in student loan assistance. The average employee participating in the program shaved 13 months off their loan term and \$2,100 of their total loan debt.
- 24% of employees participated in the educational Save Up program and received \$2.46 million in contributions to eligible 529 accounts to help offset future educational expenses.

Excellence in Employee Engagement

- Employee Engagement Survey Results: 87 out of 100
- 6 points higher than our November 2019 score
- 5 points higher than the global top 10% benchmark, regardless of industry, as measured by our third-party provider (the highest on record for Ally)
- 15 points higher than the Financial Services benchmark (as measured by our third-party provider)

A Founders Mentality

When we launched #OwnIt in 2019, every employee received a grant of 100 Ally Restricted Stock Units (RSUs) in recognition of the team's accomplishments and to support a founder's mentality.

In 2020, we reinforced that with #OwnItx2: the grant of an additional 100 Ally RSUs to every employee. These awards exemplify our role as a relentless ally for our employees' financial well-being while further instilling the owner's mindset across all levels of the company, making sure every employee is invested in Ally's success as an owner of the company.



Ally Auto

- [TIME Dealer of the Year](#): As the exclusive sponsor of the program, which was presented as part of the 103rd National Automobile Dealers Association Show in Las Vegas, Ally donated \$82,000 to nonprofits across the country selected by dealer nominees, finalists and the 2020 winner, Susan Moffit
- [Ally Sees Her](#): In partnership with the National Association of Minority Auto Dealers, Ally honored Grené Baranco (Mercedes-Benz of Buckhead, Ga.) with this award and a \$10,000 donation to the charity of her choice
- Regional Charity Donations: Contributed \$937,588 to support local dealer charitable efforts

Ally Corporate Grants and Sponsorships to 501(c)(3) Organizations

- 54 Ally Charitable Foundation grants in its inaugural year
- 528 other grants and sponsorships
- \$10,667,275 given in grants and sponsorships

Business Growth

- Retail deposits of \$124.4 billion, up \$20.6 billion year-over-year (YoY)
- Retail deposit customers increased by 282,000 to 2.25 million
- Ally Home® direct-to-consumer originations increased 74% YoY to \$4.7 billion
- Ally Invest® added 406,000 Self-Directed Trading accounts, up 17% YoY
- Ally Lending origination volume of \$503 million
- Corporate Finance held-for-investment loan portfolio up 6% YoY to \$6 billion

2020 Awards and Recognition

Recognition for our culture of inclusion and living our commitment to Do It Right helps us measure past successes and push ourselves further.





environment.

sound business solutions for a healthy planet.

At Ally, we recognize that our commitment to Do It Right for our customers, employees and communities is also a commitment to the environment and the natural resources that sustain us. As a digital bank with no brick-and-mortar branches, Ally inherently has a lower carbon footprint and reduced environmental impact than traditional financial institutions. However, we recognize we have more work to do to demonstrate our commitment to environmental sustainability and to be part of the solution to climate change.

In 2020, we made the decision to accelerate our current environmental efforts beyond our facilities and work to develop a comprehensive strategy that strengthens the link between our social and environmental initiatives. This shift had been in progress, but like so many things in 2020, the health crisis and calls to end systemic racism solidified our resolve to move the needle on these projects.

Significant progress was made toward this new direction in 2020, including preparation for Ally's inaugural submission to CDP (formerly the Carbon Disclosure Project). Once completed, we will begin aligning with the recommendations from the Task Force on Climate-related Financial Disclosures (TCFD), to better explore and report on our exposures to climate-related risks and opportunities for Ally to facilitate the transition to a low carbon economy. In 2021, we are dedicated to continuing on this new path toward an even stronger commitment to the environment.

Prioritizing a Healthier, Sustainable Workplace Through LEED and WELL

By the end of 2020, 24.8% of the square footage in the Ally portfolio was in LEED-certified buildings (Leadership in Energy and Environmental Design). This is lower than 2019 (25.2%) and primarily attributed to the relocation of employees to the Jacksonville Lakeside 3 building, which increased the amount of non-LEED space in the portfolio by 44,157 square feet.

However, this downward trend in the overall percentage is temporary, as we are still on target to meet our goal of 30% of our portfolio in LEED-certified buildings by 2023. We are also on track to achieve our WELL-certified building (a system that measures, certifies and monitors the features of built environments that impact human health and well-being) usage goal in 2023.



Understanding and Assessing Our Impact

Establishing a baseline for our environmental performance was a priority in 2020. This included tracking energy use at our largest workplaces and working with property managers at our leased offices to understand their sustainability practices.

Facilities Management/Operations Best Practices

- In 2020, Ally registered four of its largest buildings in Energy Star Portfolio Manager and began tracking energy data monthly.
- A questionnaire was developed to better understand how leased building operations impact and/or contribute to Ally's sustainability goals.
- In addition, we assessed performance, equipment and practices within Ally's offices.
- The data gathered through the use of the Property Management Questionnaire and Tenant Energy Best Practices Questionnaire provided evaluation opportunities of possible sustainability-related future projects and will be performed on an annual basis.

Engaging and Training Our Employees

- The Corporate Workplace Sustainability team trained 100% of the Ally Corporate Workplace team (responsible for building operations) to ensure deliverables are consistently aligned with Ally's sustainability goals. This training will be conducted annually to reiterate the objectives and introduce new data and initiatives.
- Welcome packets with sustainability pages were distributed to occupants of new locations to communicate the design and operational sustainability features implemented by Ally and various property owners.

LEED- and WELL-Certified Building Goals for 2021 and Beyond

- Build the framework for bi-annual performance reports with trend analysis.
- Track water and waste usage for both Jacksonville buildings.
- By year-end 2023, we aim to have more than 30% of the Ally portfolio in LEED-certified buildings and 25% in WELL-certified buildings.
- Draft an Ally Sustainable Design and Construction Guidelines addendum for the Ally Construction Standards document.
- Develop a Water Fixture Audit assessment form to identify opportunities to upgrade fixtures to reduce water consumption.





governance.

value in transparency.

At Ally, we value transparency throughout all levels of our organization. It is an essential piece of our mission to Do It Right. Our commitment to proper governance drives the reporting of our CSR and social impact efforts. We maintain this transparency with the following practices, policies and commitments:

Strong Oversight

The Ally Board of Directors sets the tone for our culture and values. The Board also oversees our strategy, including reviewing, advising management on and monitoring performance against Ally's strategic plans and objectives while taking into account Ally's risk appetite, resources and controls.

Our Board is composed of diverse and skilled business leaders, who have been carefully identified by the Compensation, Nominating and Governance Committee of the Board and elected by our shareholders.

LEAD

The Board reviews and approves our Code of Conduct and Ethics, which is grounded in our LEAD core values, as outlined in the Company Profile section of this report. The Code is designed to help Ally employees and representatives understand the standards of conduct that Ally requires and to meet other fundamental obligations that are vital to Ally's success. Creating clear expectations for ethical behavior is an essential component of proper governance and Do It Right.

Diversity & Inclusion

All members of Ally's Board of Directors and Executive Council (EC) signed the D&I Pledge in 2020, an oath that demonstrates their commitment to advance workplace diversity and inclusion. Within senior management, governance for diversity and inclusion resides with our CEO and the Diversity and Inclusion Council, which includes Employee Resource Group (ERG) chairs, as well as all EC members.



In 2020, 56% of Ally's EC members were women and persons of color, including the chief financial officer; chief strategy and corporate development officer; chief marketing and public relations officer; chief human resources officer; chief digital officer; chief audit executive; chief information, data and digital officer; chief compliance officer; business administration executive; and president of consumer and commercial banking.

Policies and Charters

We have made the following governance resources available to the public. Please visit: ally.com/about/investor/policies-charters/ to find:

- Code of Conduct and Ethics
- Board of Directors Governance Guidelines
- Bylaws
- Audit Committee Charter
- Compensation, Nominating and Governance Committee Charter
- Digital Transformation Committee Charter
- Risk Committee Charter

The Ally Board of Directors

Key demographics of the Board as of December 31, 2020:

- Average age: 62 years old, with a range from the 40s to 70s
- Average tenure: 7.4 years, with a range of 3 years to over 10 years
- 42% women and people of color
- Our directors possess an array of experiences and backgrounds in the following areas:
 - Public-Company Board Service (92%)
 - Technology (67%)
 - Finance/Accounting (75%)
 - Financial-Services Industry (75%)
 - Risk Management (100%)
 - Regulatory/Governmental (75%)
 - Senior Executive Leadership (100%)

the ally d&i pledge.

Following the senseless, racial violence during the spring and summer of 2020, Ally's Board of Directors and Executive Council again shared Ally's opposition to these hateful acts with the following pledge:

The events of the past week have once again sadly put a spotlight on the painful and devastating divide that still exists in our country – millions of individuals regularly must contend with racism, bigotry and deeply rooted discrimination because of the color of their skin. It's abhorrent, disgusting and wrong.

It runs counter to everything that we hold sacred. We believe our differences are beautiful and make us stronger, so when one group is hurting, we all are hurting. And the only way we heal is by standing together – we must commit to being the change we want and need in our society.

We stand with our African American colleagues and people of color – you are seen, you are heard and you are valued.

We stand with the friends, family and allies of George, Breonna and Ahmaud.

We stand with every individual who has been hurt by the systems that were meant to protect them.

We are committed to doing the work, having the hard conversations and confronting our unconscious biases. We're committed to words AND deeds that call out injustice, counter prejudice and promote equity.

Our country is hurting, and we support the right of those protesting peacefully. Violence will never be condoned and only serves to further the pain.

We are committed to doing our part to help it heal and build a future where differences are heard, valued and celebrated. This is our united pledge.

Ally Board of Directors and Executive Council



conclusion.



the journey continues.

In 2020, the world was changed forever, first by COVID-19, then by yet another global reckoning in pursuit of social justice. At Ally, we recognized our CSR programs needed to adapt — and do so quickly. We worked tirelessly to expand our programs to lend a hand and support our communities where they needed it most, while also honoring the commitments we've made to ongoing goals.

We are inspired by the generosity of so many last year and truly wish we could have included all of our stories in this report. Thank you to everyone who worked relentlessly under unprecedented circumstances to keep Ally's CSR efforts moving forward. We are confident better days are ahead and promise to continue to push ourselves to Do It Right and Be (Even) Better for our customers, employees and communities.

For additional information on our environmental, social and governance programs, policies and practices, please visit our website at ally.com or send your comments to givingback@ally.com and follow us on [Facebook](#) and [Twitter](#).





appendix.

social impact framework.

Our Commitment to Action

Although 2020 was full of the unexpected, we remained committed to our CSR goals, which were guided by recognized environmental, social and governance (ESG) goals and processes. First, we connected with our internal stakeholders for their perspectives and input on being an ally for our employees, customers and communities in this challenging year.

We then assessed material issues (those that could affect key internal and external stakeholders) to ensure we were focused on the areas of highest relevance and importance to our business and our stakeholders. Those include:

- Economic mobility
- ESG disclosure
- D&I
- Governance

Throughout 2020, we remained committed to those efforts. Additionally, in response to the COVID-19 pandemic, we moved quickly to expand many CSR programs to include healthcare, education and food insecurity.

As part of our CSR commitment, we measure, report and analyze our results annually, and refine our goals (which are aligned with the international ESG reporting standards and frameworks of the Global Reporting Initiative and the Sustainability Accounting Standards Board) as needed. We worked with Ally's Social Impact Squad to set goals for improving our ESG commitment and developed a 2020 Social Impact Framework to track against the goals and data to which we committed in our first CSR Report.

Our social impact initiatives are grounded by strong governance, policies and practices and are framed around our main focus areas first established in 2017: communities, customers, employees and environment. A Content Index can be found in the appendix of this report for easier ESG data identification by stakeholders. For a more in-depth discussion of both our Social Impact Framework and our ESG material issues, see pages 15 to 18 of our 2017 CSR report at ally.com/about/social-impact.



forward-looking statements.

This Corporate Social Responsibility Report and any related communications contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements can be identified by the fact that they do not relate strictly to historical or current facts — such as statements about future effects of COVID-19 and our ability to navigate them, the outlook for financial and operating metrics and performance, and future capital allocation and actions.

Forward-looking statements often use words such as “believe,” “expect,” “anticipate,” “intend,” “pursue,” “seek,” “continue,” “estimate,” “project,” “outlook,” “forecast,” “potential,” “target,” “objective,” “trend,” “plan,” “goal,” “initiative,” “priorities” or other words of comparable meaning or future-tense or conditional verbs such as “may,” “will,” “should,” “would” or “could.” Forward-looking statements convey our expectations, intentions or forecasts about future events, circumstances or results. All forward-looking statements, by their nature, are subject to assumptions, risks and uncertainties, which may change over time and many of which are beyond our control. You should not rely on any forward-looking statement as a prediction or guarantee about the future.

Actual future objectives, strategies, plans, prospects, performance, conditions or results may differ materially from those set forth in any forward-looking statement. Some of the factors that may cause actual results or other future events or circumstances to differ from those in forward-looking statements are described in our Annual Report on Form 10-K for the year ended December 31, 2020, our subsequent Quarterly Reports on Form 10-Q or Current Reports on Form 8-K, or other applicable documents that are filed or furnished with the U.S. Securities and Exchange Commission (collectively, our SEC filings). Any forward-looking statement made by us or on our behalf speaks only as of the date that it was made. We do not undertake to update any forward-looking statement to reflect the impact of events, circumstances or results that arise after the date that the statement was made, except as required by applicable securities laws. You, however, should consult further disclosures (including disclosures of a forward-looking nature) that we may make in any subsequent SEC filings.

defined terms.

Unless the context otherwise requires, the following definitions apply. The term “loans” means the following consumer and commercial products associated with our direct and indirect financing activities: loans, retail installment sales contracts, lines of credit and other financing products excluding operating leases. The term “operating leases” means consumer- and commercial-vehicle lease agreements where Ally is the lessor and the lessee is generally not obligated to acquire ownership of the vehicle at lease-end or compensate Ally for the vehicle’s residual value.

The terms “lend,” “finance” and “originate” mean our direct extension or origination of loans, our purchase or acquisition of loans, or our purchase of operating leases as applicable. The term “consumer” means all consumer products associated with our loan and operating-lease activities and all commercial retail installment sales contracts. The term “commercial” means all commercial products associated with our loan activities, other than commercial retail installment sales contracts. The term “partnerships” means business arrangements rather than partnerships as defined by law.

gri content index – ally financial.

The Global Reporting Initiative (GRI) Context Index is a tool to help stakeholders better access Ally's environmental, social and governance information. This report has been prepared in consultation with the GRI Standards: Core option.

Disclosure	Response or Link	Page or Notes
102-1 Name of the Organization	Ally Financial, Inc	
102-2 Activities, brands, products, and services	10-K (2020)	
102-3 Location of headquarters	10-K (2020)	
102-4 Location of operations	10-K (2020)	
102-5 Ownership and legal form	10-K (2020)	
102-6 Markets served	10-K (2020)	
102-7 Scale of the organization	10-K (2020)	
102-8 Information on employees and other workers	10-K (2020)	
102-10 Significant changes to the organization and its supply chain	10-K (2020)	
102-12 External initiatives	Ally aligns with and/or incorporates principles and disclosures from the following external environmental and social initiatives: <ul style="list-style-type: none"> - CEO Action Pledge for Diversity and Inclusion - Global Reporting Initiative (GRI) - Sustainability Accounting Standards Board (SASB) 	
Strategy		
102-14 Statement from senior decision-maker	CSR Report: Social Impact Framework	p. 4-5
102-15 Key impacts, risks, and opportunities	10-K (2020)	
Ethics and Integrity		
102-16 Values, principles, standards, and norms of behavior	CSR Report 2020: Values in Action	p. 8-9
102-17 Mechanisms for advice and concerns about ethics	Ally Policies and Charters - Code of Conduct & Ethics	
Governance		
102-18 Governance structure	Ally Policies and Charters - Board of Directors Governance Guidelines	
102-20 Executive-level responsibility for economic, environmental, and social topics	Business Administrative Executive and Head of Corporate Citizenship	
102-21 Consulting stakeholders on economic, environmental, and social topics	CSR Report: Social Impact Framework	p. 46
102-22 Composition of the highest governance body and its committees	Ally Policies and Charters - Board of Directors Governance Guidelines	

Disclosure	Response or Link	Page or Notes
102-23 Chair of the highest governance body	Ally Policies and Charters - Board of Directors Governance Guidelines	
102-24 Nominating and selecting the highest governance body	Ally Policies and Charters - Compensation, Nominating, and Governance Committee Charter	
102-25 Conflicts of interest	Ally Policies and Charters - Code of Conduct & Ethics	
102-26 Role of highest governance body in setting purpose, values, and strategy	Ally Policies and Charters - Board of Directors Governance Guidelines	
102-27 Collective knowledge of highest governance body	CSR Report 2020: Governance	p. 41
102-28 Evaluating the highest governance body's performance	Ally Policies and Charters - Compensation, Nominating, and Governance Committee Charter	
102-29 Identifying and managing economic, environmental, and social impacts	CSR Report 2020: Social Impact Framework	p. 46
102-30 Effectiveness of risk management processes	Ally Policies and Charters - Risk Committee Charter	
102-31 Review of economic, environmental, and social topics	CSR Report 2020: Social Impact Framework	p. 46
102-32 Highest governance body's role in sustainability reporting	The Executive Council, consisting of the CEO and other senior leaders, is the highest governance body to review the sustainability report.	
102-35 Remuneration policies	Proxy Proposal	
102-36 Process for determining remuneration	Proxy Proposal	
102-37 Stakeholders' involvement in remuneration	Proxy Proposal	
102-38 Annual total compensation ratio	Proxy Proposal	
102-39 Percentage increase in annual total compensation ratio	Proxy Proposal	
Stakeholder Engagement		
102-40 List of stakeholder groups	CSR Report 2020: Social Impact Framework	p. 46
102-42 Identifying and selecting stakeholders	CSR Report 2020: Social Impact Framework	p. 46
102-43 Approach to stakeholder engagement	CSR Report 2020: Social Impact Framework	p. 46
102-44 Key topics and concerns raised	CSR Report 2020: Social Impact Framework	p. 46

Disclosure	Response or Link	Page or Notes
Reporting Process		
102-45 Entities included in the consolidated financial statements	10-K (2020)	
102-46 Defining report content and topic boundaries	The scope of this report is limited to where Ally holds exclusive operational control of day-to-day decision-making.	
102-47 List of material topics	CSR Report 2020: Social Impact Framework	p. 46
102-48 Restatements of information	No restatement of information.	
102-49 Changes in reporting	No changes in reporting.	
102-50 Reporting period	January 1, 2020 - December 31, 2020	
102-51 Date of most recent report	November 20, 2020	
102-52 Reporting cycle	Annual	
102-53 Contact point for questions regarding the report	givingback@ally.com	
102-55 GRI content index	CSR Report 2020: GRI Content Index	p. 48
102-56 External assurance	No external assurance.	
Economic Disclosures		
Management Approach to Economic Disclosures		
103-1 Explanation of the material topic and its boundary	10-K (2020) Ally Bank CRA Strategic Plan	
103-2 The management approach and its components	10-K (2020) Ally Bank CRA Strategic Plan	
103-3 Evaluation of the management approach	10-K (2020) Ally Bank CRA Strategic Plan	
Economic Performance		
201-1 Direct economic value generated and distributed	10-K (2020)	
Indirect Economic Impact		
203-1 Infrastructure investments and services supported	Ally Bank CRA Strategic Plan	
203-2 Significant indirect economic impacts	Ally Bank CRA Strategic Plan	

Disclosure	Response or Link	Page or Notes
Environmental Disclosures		
Management Approach for Environment Disclosures		
103-1 Explanation of the material topic and its boundary	CSR Report 2020: Social Impact Framework CSR Report 2020: Environment	p. 46 p. 38
103-2 The management approach and its components	CSR Report 2020: Social Impact Framework	p. 46
103-3 Evaluation of the management approach	CSR Report 2020: Social Impact Framework CSR Report 2020: Environment	p. 46 p. 38
Social Disclosures		
Management Approach for Social Disclosures		
103-1 Explanation of the material topic and its boundary	CSR Report 2020: Financial and Social Inclusion CSR Report 2020: Community Reinvestment Act CSR Report 2020: Supplier Diversity CSR Report 2020: The Ally Charitable Foundation CSR Report 2020: Social Impact Framework Ally Bank CRA Strategic Plan	p. 10-13 p. 19-22 p. 27-29 p. 30-33 p. 46
103-2 The management approach and its components	CSR Report 2020: Social Impact Framework Ally Bank CRA Strategic Plan	p. 46
103-3 Evaluation of the management approach	CSR Report 2020: Social Impact Framework Ally Bank CRA Strategic Plan	p. 46
Training and Education		
404-2 Programs for upgrading employee skills and transition assistance programs	CSR Report 2020: Ally's COVID-19 Response	p. 16-17
Diversity and Equal Opportunity		
405-1 Diversity of governance bodies and employees	CSR Report 2020: Financial and Social Inclusion CSR Report 2020: Governance	p. 10-13 p. 41
Local Communities		
413-1 Operations with local community engagement, impact assessments, and development programs	Ally Bank CRA Strategic Plan CSR Report 2020: Community Reinvestment Act CSR Report 2020: Ally Charitable Foundation	p. 19 p. 23-26 p. 30-33
Customer Privacy		
418-1 Substantiated complaints regarding concerning breaches of customer privacy and losses of customer data	Ally Policies and Charters: Digital Transformation Committee Charter	

