

Overview



OUR INVESTMENTS FOCUS ON
FINANCIAL CAPABILITY & ASSET
BUILDING, MICROFINANCE, ENTERPRISE
DEVELOPMENT, COLLEGE SUCCESS,
YOUTH EDUCATION & LIVELIHOODS
AND NEIGHBORHOOD REVITALIZATION.

The Citi Foundation supports the economic empowerment and financial inclusion of low- to moderate-income people in communities where Citi operates. We work collaboratively with a range of partners to design and test financial inclusion innovations with potential to achieve scale and support leadership and knowledge building activities. Through a “More than Philanthropy” approach, we put the strength of Citi’s business resources and people to work to enhance our philanthropic investments and help improve communities.

We utilize a results-oriented measurement framework that informs the way we assess the impact of the programs we fund. Every grant is carefully tracked to identify ways to ensure success and understand what works and why. This framework helps us define more clearly the results we seek in each of our core focus areas, which include:

Financial Capability and Asset Building – Increases in the number of low- to moderate-income adults and/or youth who adopt positive financial behaviors and accumulate and preserve financial assets

Microfinance – Increases in the supply and use of financial products, supplied by microfinance institutions, that improve and accelerate the financial inclusion of low- to moderate-income individuals

Enterprise Development – Increases in the number of micro or small enterprises that provide new income generation and/or employment opportunities for low- to moderate-income individuals

College Success (in the U.S.) – Increases in the number of low- to moderate-income secondary school students who are meeting the academic, financial and social milestones to enroll in and complete postsecondary education

Youth Education and Livelihoods (outside the U.S.) – Increases in the number of low-income youth, ages 13-25, who complete secondary school, become employed, start their own income-generating business or obtain postsecondary education or training

Neighborhood Revitalization (in the U.S.) – Increases in the number of small businesses, affordable housing units or community facilities that contribute to the economic and/or environmental sustainability of low- to moderate-income communities



In each of our core priorities, we strive to partner with organizations that demonstrate a commitment to sustainability and incorporate sound environmental practices in their programs.