



CONTENT FROM ALLY

PROFILE 2020 | FORTUNE 500

Essential Help in a Time of Crisis

Amid a global pandemic, **Ally** is more committed than ever to doing it right.



“YOU CAN’T CALL YOURSELF AN ALLY AND NOT BE READY TO STEP UP WHEN A CRISIS HITS.”

JEFFREY J. BROWN
CEO
ALLY FINANCIAL

ALLY FINANCIAL HAS ALWAYS FOCUSED ON living by its motto to “Do It Right” for its customers, community, and employees. Its response to the COVID-19 crisis has strengthened the importance of these values. In addition to supporting the financial health of its customers, Ally has also spent the past few months finding ways to assist with more basic community needs, such as food and shelter—and assisting health care workers.

“The pandemic has impacted every sector of the U.S. economy and unfortunately exacerbated inequities that often exist in economically vulnerable communities,” says Jeffrey J. Brown, CEO of

Ally Financial. “We’ve determined that we need to direct funding to aid these communities and try to help them recover more quickly from the current crisis.”

Ally is working with the nonprofit Local Initiatives Support Corporation (LISC) to provide LISC’s network of agencies with immediate emergency assistance to support their use of technology for client contact during this time of social distancing.

Ally has also pledged \$3 million to respond to critical needs identified by the community, with a special focus on Detroit, where it’s headquartered, and Charlotte, home of its corporate center. Those funds will address essentials like food, health care, emergency housing, and childcare.

“Now more than ever, it is critical to embrace humanity, be understanding and caring,” Brown says. “That holds true for companies too.”

The Ally ecosystem is growing: Ally Bank, with 2 million retail deposit customers, has also been welcoming new customers who are relying on virtual financial services while they’re sheltering in place.

“Social distancing has opened an opportunity for companies like Ally that are digital-first,” Brown says. “People have been moving toward digital options over the past 10 years, but we are already seeing this crisis accelerating that change.”

The company has also launched a set of initiatives to help customers more quickly recover from the financial impact of the pandemic, including payment deferrals for auto contacts and home loans; waived fees at Ally Bank and Ally Invest; and programs aimed at helping the network of 18,000 auto dealers they do business with.

“We’re as focused as ever on supporting our customers, employees, and communities,” Brown says. “You can’t call yourself an ally and not be ready to step up when a crisis hits.” ■



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