



*Florida Minority Community Reinvestment Coalition*  
*San Diego Minority Community Reinvestment Coalition*  
633 SW 2<sup>nd</sup> Street Hallendale Beach Florida 33009

February 21, 2014

Wells Fargo & Company  
Mr. John G. Stumpf  
CEO  
420 Montgomery Street  
San Francisco, CA 94104  
(sent Via Certified Mail and Email)

Copy:  
Office of Comptroller of the Currency  
Mr. Thomas Curry  
Comptroller  
250 E Street SW  
Washington, DC 20219

Federal Deposit Insurance Corporation  
Mr. Martin Gruenberg  
Chairman  
550 17<sup>th</sup> Street NW, F-7020  
Washington, DC 20429

Federal Reserve Board  
Ms. Janet Yellen  
Chair  
20<sup>th</sup> & C Street, NW  
Washington, DC 20551

Federal Housing Finance Agency  
Mr. Mel Watt  
Director  
400 7<sup>th</sup> Street SW  
Washington, DC 20024

RE: **Fast for Florida-June 1, 2014:** FMCRC Chair Al Pina to Hold Fast At Wells Fargo Company U.S. Headquarters in San Francisco-Will Not Conclude Fast until Wells Fargo Agrees To Major Minority Community Reinvestment into Florida Minority Communities, Businesses & Minority Led Nonprofits and Dedicated Community Investment into Florida African American Communities

"There are those who say thus is the way of the world....I say NO thus we make it"  
"It is easy to sing when one sits upon a perch of privilege as compared to those who are drowning in a sea of neglect"

Dear Mr. Stumpf:

The racial wealth gap in Florida has widened to an historic level primarily driven by the loss of over 45% of minorities losing their homes to foreclosure. Minorities account for over 73% of poverty in Florida with over 70% of African American children living at below the 200% poverty level. Home equity accounts the largest component to household wealth yet in 2012 minorities account for less than 7% of all FHA-Conventional home loans in Florida. The negative socio-economic data for Florida minority families is now at a critical point in our history of economic civil rights. Capital infusions and investments into Florida minority low-moderate income communities by financial institutions was the intention of the Community Reinvestment Act of 1978 that would counter such negative socio-economic trends through job creation, an increase in local consumption to increase taxes for development of infrastructure and an increase in home ownership to build minority wealth. Yet Florida financial institutions found ways to skirt the spirit of the CRA such as major capital investments into development of downtowns (that are technically an LMI zone) and into For Profit developers who have no vested interest into the long term viability of our communities or families.

And worse, I have found that Florida bankers who have aligned their Florida CRA bank policies to minimize social responsibility while maximizing their profits in Florida. This includes Wells Fargo Bank who has a progressive CRA model and investments in California yet in Florida it is but a shadow of what we see in California.

I would like to point out this is not a campaign against Wells Fargo Bank. I have seen many progressive programs come from Wells Fargo such as supplier diversity, employment diversity and in particular your REO department that works with nonprofits across the United States. Specifically this is a campaign against your Wells Fargo Florida Bank (that dictates all Florida policies) and your department that addresses community reinvestment and community development in Florida that is headed up by Mr. Mike Rizer. The issues we have ranges from access to capital (debt & equity) to minority nonprofits to address racial wealth gap issues, lack of affordable housing lending to low-moderate income minority families and general CRA investments into Florida minority communities that will fuel jobs. Wells Fargo along with Bank of America has over 52% of bank market share in Florida (based on deposits) and hence should lead Florida in a paradigm shift on how banks address the spirit of the Community Reinvestment Act to include making it race relevant.

The wealth gap for between white and minorities has doubled the past 8 years. The poverty rate for minority women is twice that of whites. The economic distress of minority communities is one of the most pressing issues facing Florida and other states such as California. The lack of businesses and jobs fuels not only a crushing cycle of increasing poverty but also crippling social problems, increasing high school drop-out rates, drug abuse and crime in our minority communities. The establishment of a sustainable economic base together with increased access to affordable housing, employment opportunities, wealth creation, role models, and improved local infrastructure is critical to the future well-being of minority communities in the State of Florida and throughout the United States. Recent studies show that minority women have twice the rate of poverty as whites, whites have 20 times the amount of wealth than minorities and minorities have marginal access to non subprime capital for both housing and small businesses. The wealth gap for minorities with whites has almost doubled over the past 8 years. In Florida and across the United States, poverty and loss of hope and faith is on the rise among the minority families. This will have a serious impact upon the economic future of the United States when you consider that minorities will represent over 50% of all urban cities in 20 years. This crippling tide that is engulfing our families is a result of the lack of diversity with housing, access to capital, access to financial opportunities, access to educational resources and overall lack of compassion from those who have a much better life. Wells Fargo has the ability to lead in changing this negative course in Florida for minorities.

Because of significant increases in poverty, a widening racial wealth gap and growing socio-economic negatives for Florida minority families and communities, I can no longer sit on the sideline. I am working with minority leaders across Florida and have determined June 1, 2014 for my "Fast for Florida". I will commence a **Fast for Florida** on June 1<sup>st</sup> to address the major rise of poverty, unemployment and the racial wealth gap for minorities across Florida. This fast will take place at the Wells Fargo Headquarters in downtown San Francisco. Our attorney will be in contact with both the city of San Francisco and your General Counsel to obtain the necessary permits. This fast will not conclude until Wells Fargo pledges the following:

- 1) Florida financial community reinvestment commitment to address the rising racial wealth gap
- 2) Dedicated and targeted community reinvestment pledge of \$2 billion into Florida African American communities to include housing, small business lending and community development lending
- 3) A major financial commitment towards affordable housing programs and home loans for minorities (housing is the largest contributor to the racial wealth gap) in Florida
- 4) A Florida commitment of \$300 million to increase access to capital (debt & equity) for minority led nonprofits to address the lack home ownership for minorities that has contributed to the largest Racial Wealth Gap in the history of Florida. This is to include purchase of foreclosures for affordable housing
- 5) A Florida commitment of \$200 million to be invested into Florida based CDFI's that will target lending to minority led nonprofits and small businesses
- 6) A Florida commitment of \$5 Billion over 5 years for investments into Florida minority low-moderate income communities that will target job creation for minorities
- 7) A commitment to target a significant increase in philanthropy to minority led nonprofits in Florida
- 8) Open commitment to making the community reinvestment act race relevant
- 9) Commitment for participation in a national "Racial Wealth Gap Summit" to take place in San Diego
- 10) Commitment to annual CRA meeting for Florida to include sharing of community reinvestment data that is racial specific

Wells Fargo is one of the largest financial institutions in America and must lead the way towards bridging the economic canyon that is killing the ability of our children to dream of a better life in Florida. My Fast will not conclude until we have received a pledge on the above points. During my fasting, I have requested Mr. John Gamboa (former Director of the Greenlining Institute) and Honorable Cruz Reynoso (former California Supreme Court Justice) to head up negotiations on this matter.

To the Florida minority community, let me assure you that my commitment in this endeavor is without compromise and I will gladly give all that I have, including my life, so our families can once again dream. I will not end this fast until we have a commitment from Florida's largest financial institution that they will lead the way to address the rising racial wealth gap and poverty in our communities. I do this for your family, my challenge to you is what are you willing to do to secure your families future? It is time for you to be a rising voice of intolerance towards this neglect and not the echo of submission that has allowed for your children and families to be treated as if they do not matter in Florida. Together and united, allow us to rise as eagles.

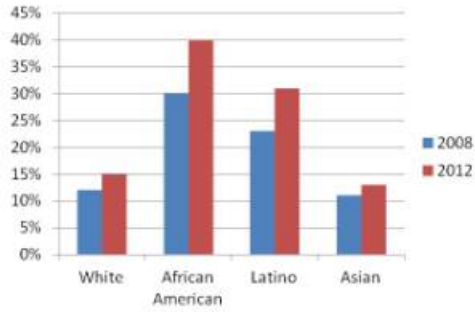
Mr. Stumpf, we thank you for your consideration on this request and it is our hope that we can be partners to address this widening racial wealth gap and poverty that is crippling both Florida minority communities and Florida's economic future. We know that Wells Fargo has the heart to be an agent of change as you are doing in other areas, it is time to bring such leadership to Florida and bring economic justice to minority families, businesses and communities.

Al Pina  
Chair/CEO: Florida Minority Community Reinvestment Coalition  
Co-Chair: The 100  
Chair: San Diego Minority Community Reinvestment Coalition  
Chair: Urban Redevelopment Solutions (A FMCRG Company)  
Cell 813-598-6361 Email [pina@fmcrc.org](mailto:pina@fmcrc.org)  
[www.fmcrc.org](http://www.fmcrc.org) [www.assetsandhope.org](http://www.assetsandhope.org) [www.SanDiegoMCRC.org](http://www.SanDiegoMCRC.org)

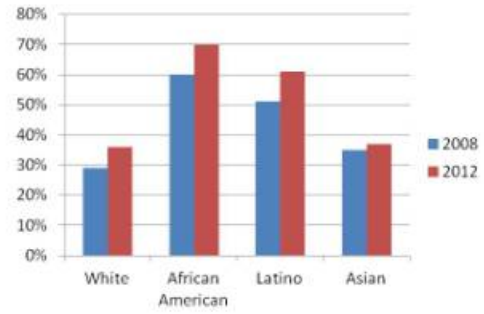
Copy:  
Mr. John Gamboa (Co Founder of Greenlining Institute)  
Honorable Cruz Reynoso (Former California Supreme Court Justice)

Attachments: Florida Racial Wealth Gap-Poverty Data

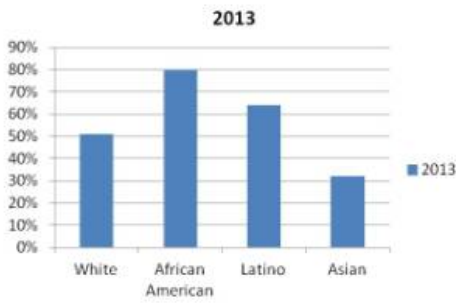
**FLORIDA**  
Children In Poverty (by % of Race)



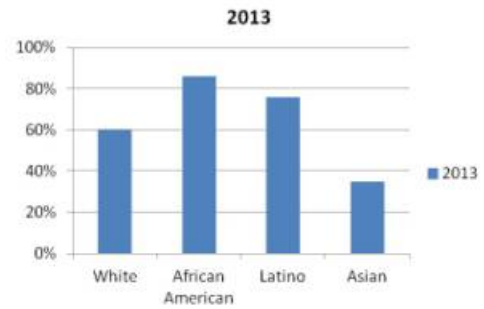
**FLORIDA**  
Children Below 200% Poverty (by % of race)



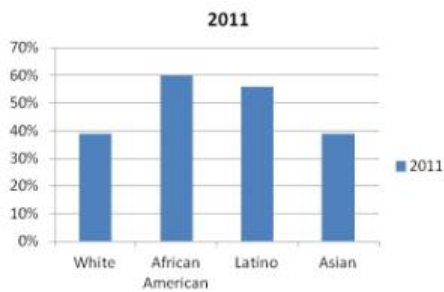
**FLORIDA**  
4<sup>th</sup> Graders Who Scored Below Proficient Reading Level



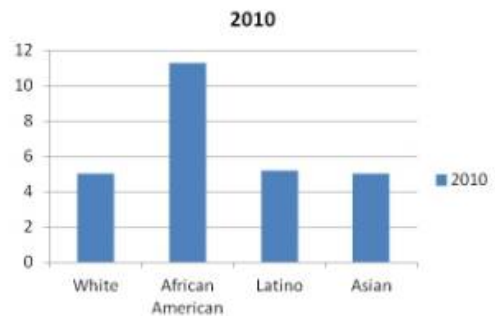
**FLORIDA**  
8<sup>th</sup> Graders Who Scored Below Proficient Math Achievement Level



**FLORIDA**  
Children in Households That Spend More Than 30% of Their Income on Housing (by % of race)



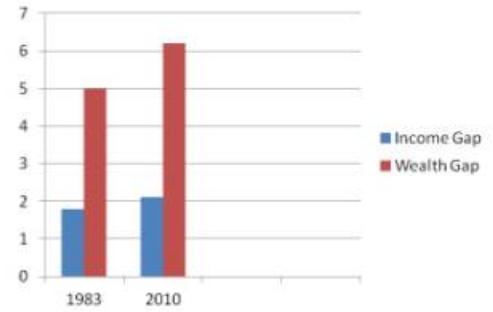
**FLORIDA**  
Infant Mortality (Rate per 1000)



Change In Average Family Wealth By Race 2007-2010 (by percentage)  
**Home Equity Loss: White (-24%) Black (-28%) Latino (-49%)**  
(Source: Author/Editors of the 2007 and 2010 Survey of Consumer Finances (SCF))  
 Data are weighted using SCF weights

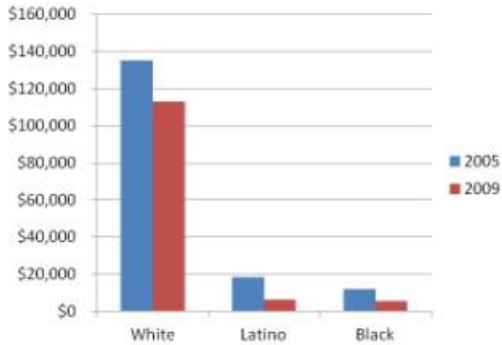


The Racial Wealth Gap  
 Has Grown To Three Times Greater Than Racial Income Gap  
 (Urban Institute Study)



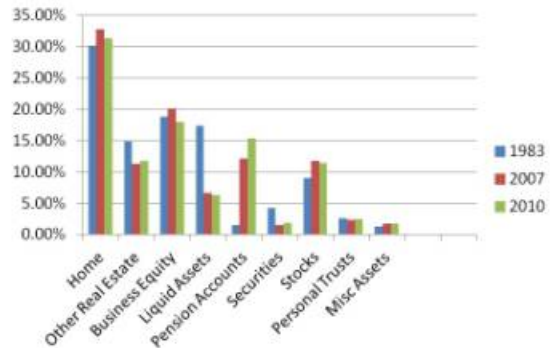
Median Net Worth of Households  
 2005 and 2009 (in 2009 dollars)

source: Pew Research Center Study 2011: Wealth Gap Rises To Record High Between White and Minorities



Composition of Total Household Wealth (1983-2010)  
 Wealth Components

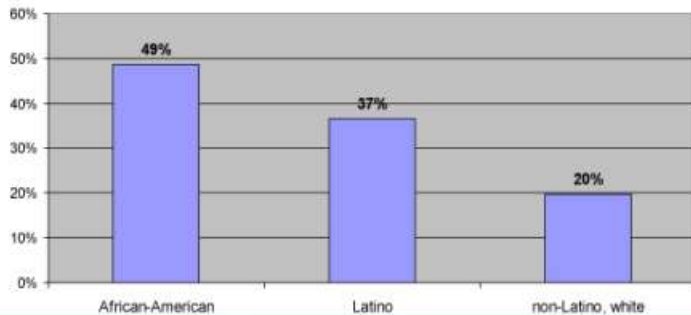
Source: Asset Price Meltdown and the Wealth of the Middle Class (Edward Wolff, Department of Economics New York University)



## I. Background: How did we get here?



Subprime as a Proportion of All Mortgages by Race/Ethnicity, 2005-2007

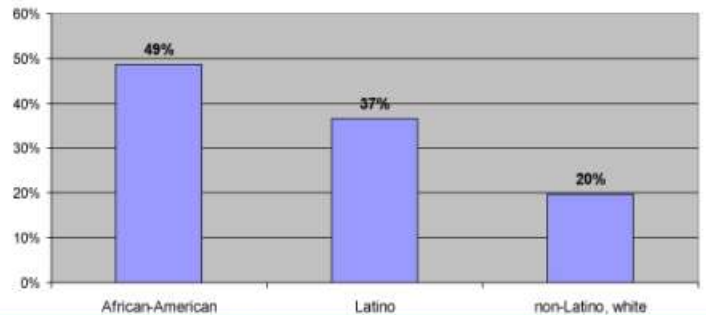


<http://www.responsiblelending.org>

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