

From: Timothy Maloney <tim.maloney@hailefoundation.org>
Date: Tuesday, January 5, 2021
Subject: New Update from the Haile/U.S. Bank Foundation

Good afternoon:

As we welcome the new year, we wanted to let you know we are updating the brand of the Foundation effective January 1, 2021.

Ralph and Carol originally established the organization as a private family foundation with U.S. Bank named as the trustee prior to their deaths. As you may know, Ralph was the Chairman, CEO and President of Peoples Liberty Bank in Covington, and both he and Carol were majority shareholders. Peoples Liberty Bank was acquired by U.S. Bank in 1988. In recognition of that partnership, they chose to include the bank's name in the official name of the Foundation. Ralph and Carol liked the idea of the bank benefitting from the 'co-branding' associated with the Foundation's impact.

However, over the past years this has resulted in brand confusion, and we've realized the name is long and at times difficult to use. Therefore, we've decided to clarify the two brands and shorten our name to better reflect our private Foundation brand.

Going forward, our name will simply be the Carol Ann and Ralph V. Haile, Jr. Foundation. While U.S. Bank will remain as trustee of the organization, the focus and work of the Foundation will continue to align with the vision of our founders – Ralph and Carol. For now, the logo that we will be using as we make this transition is below. During the year, we will spend some time reflecting on our past and developing a new brand that will reflect our future.

Carol Ann and
Ralph V. Haile, Jr.

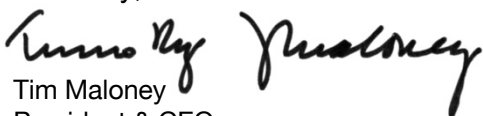
F O U N D A T I O N

We are proud of what we have accomplished over the last 12 years:

- We have made grants to over 380 nonprofit organizations in the 10-county region of Southwest Ohio, Northern Kentucky and Southeastern Indiana.
- \$142,419,714 in grants have been distributed since January 1, 2009.
- We have collaborated with many organizations in our work as together we meet the ever-changing needs of our community and strive to improve the quality of life for all who call this region home, and to support and sustain impact in those areas about which Carol and Ralph were most passionate: Arts and Culture, Community Development, Education and Human Services.
- Our creation of People's Liberty served as a trailblazing national model for making grants to individuals who wanted to make a difference.

We look forward to continuing our work going forward and thank U.S. Bank for its past support and for the continuing relationship as Trustee of the Foundation.

Sincerely,



Tim Maloney
President & CEO
Carol Ann and Ralph V. Haile, Jr. Foundation