



GENESIS BANK AND FISERV ANNOUNCE GENESIS FOR GOOD CATALYST EMPOWERMENT GRANT PROGRAM

ORANGE COUNTY, CA, April 22, 2024 /Business Wire/ -- Genesis Bank (“Genesis” or the “Bank”), the Genesis Bank Institute for Entrepreneurship (“GBIE”), and the Genesis for Good Foundation (“GFG”), along with Fiserv, Inc. (NYSE: FI), announced today the Genesis For Good Catalyst Empowerment Grant Program. This innovative program serves to empower historically marginalized and underinvested entrepreneurs and positively impact diverse business communities across Southern California.

As part of its ongoing Back2Business initiative to support small businesses, Fiserv has made a generous grant to the Genesis for Good Foundation, a public 501(c)(3) philanthropic organization committed to building thriving, inclusive, and vibrant communities by mobilizing private and public resources to advance opportunity and drive positive community impact. The funds will be used to support the GFG Catalyst Empowerment Grant Program, which will award grants of up to \$10,000 to eligible small businesses and diverse entrepreneurs to help accelerate their economic growth and capacity to create jobs, scale, and have a greater positive impact on the communities they serve.

All grant recipients will gain membership to the Catalyst Program powered by GBIE, which equips small business owners and diverse entrepreneurs with access to resources, education, relationships, and a vibrant community to help grow their business and create a more profound impact on their communities. Furthermore, grant recipients will receive access to the Genesis + Clover Bundle point-of-sale technology, with zero entry costs and significantly discounted subscription fees. The popular Clover point-of-sale and business management system from Fiserv enables small- and mid-sized businesses to accept payments and run their business, while also offering capabilities to enhance customer experience and streamline operations.

Stephen H. Gordon, Chairman and Chief Executive Officer of Genesis Bank, stated, “We are excited to be expanding our partnership with Fiserv to further our efforts to support diverse small businesses and entrepreneurs that have historically been underserved. As one of only four diverse, multiracial Minority Depository Institutions (“MDI”) out of approximately 4,600 banks in the U.S., Genesis Bank recognizes access to capital as being the most challenging hurdle that small businesses face in reaching their aspirations for growth and expansion. Accordingly, we are thrilled to launch the GFG Catalyst Empowerment Grant Program, which aligns with our mission to make an impact on the diverse small business communities that we serve across Southern California. Together with the affordable Clover Bundle and access to GBIE’s broad resources, financial education, and networking, we believe this unique program provides us with the opportunity to work directly with entrepreneurs to comprehensively address their needs and support their growth and success.”

Neil Wilcox, Head of Corporate Social Responsibility at Fiserv, stated, “Our growing relationship with Genesis Bank underscores our commitment to small businesses and their partners, like Genesis Bank, who enable our communities to thrive. Since the launch of the Fiserv Back2Business initiative in 2020, more than 1,800 small businesses have received grants, coaching, and access to networking opportunities. With California being home to the largest number of small businesses in the U.S., it makes sense to extend our support to more small businesses in the state, and we are proud to be part of the Genesis For Good Catalyst Empowerment Grant Program given the bank’s reach into the diverse communities they serve.”

Small businesses interested in learning more about the GFG Catalyst Empowerment Grant Program can visit <https://genesisforgood.org/catalystgrant>.



About Fiserv

Fiserv, Inc. (NYSE: FI), a Fortune 500 company, aspires to move money and information in a way that moves the world. As a global leader in payments and financial technology, the company helps clients achieve best-in-class results through a commitment to innovation and excellence in areas including account processing and digital banking solutions; card issuer processing and network services; payments; e-commerce; merchant acquiring and processing; and the Clover® cloud-based point-of-sale and business management platform. Fiserv is a member of the S&P 500® Index and has been recognized as one of Fortune® World's Most Admired Companies™ for nine of the last 10 years. Visit [fiserv.com](https://www.fiserv.com) and [follow on social media](#) for more information and the latest company news.

About Genesis Bank

Genesis Bank is a California state chartered commercial bank, organized by a group of highly experienced and successful bankers, investors, and business professionals. The Bank focuses on serving the financial needs of small to mid-sized businesses and owners, and investors in income-producing multifamily and commercial real estate located in the Bank's Target Markets of Los Angeles, Orange, Riverside and San Bernardino Counties, California. Additionally, Genesis Bank is designated by the FDIC as a Minority Depository Institution ("MDI"), and is one of only four diverse, multi-racial MDIs in the U.S., out of approximately 4,600 banks. The Bank is powered by GenTeckSM, a groundbreaking combination of best-in-class technologies, which are tightly integrated to give clients a seamless, digital first, and transparent experience. The Bank's products, services, and solutions primarily include traditional commercial business, Small Business Administration (SBA), income property, and owner-occupied commercial real estate loan and deposit products, as well as treasury management, escrow, and Section 1031 exchange services and solutions. Genesis Bank is headquartered in Orange County, California, and can be found online at www.mygenesisbank.com. Genesis is an Equal Housing Lender and Member FDIC.

About Genesis For Good Foundation

The Genesis For Good Foundation (GFG) is a public 501(c)3 philanthropic organization committed to building thriving, inclusive, and vibrant communities by mobilizing private and public resources to advance opportunity and drive positive community impact. Collaborating with purposeful partners like Fiserv and Genesis Bank, GFG empowers organizations that support underestimated minority-owned businesses and diverse communities, taking collective action to create meaningful change.

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