

FOR IMMEDIATE RELEASE: September 13, 2023

CONTACT: [breakingground@berlinrosen.com](mailto:breakingground@berlinrosen.com)



## Breaking Ground and Wells Fargo Celebrate *Welcome Home* Volunteer Event at 90 Sands

*As part of Wells Fargo's Welcome Home initiative, nearly 50 volunteers assembled hundreds of grocery packs for formerly homeless tenants*



*Wells Fargo volunteers distribute special Welcome Home grocery kits to tenants at 90 Sands (photo by Wells Fargo)*  
[See all photos from the event](#)



*Assemblymember JoAnne Simon and Brooklyn Deputy Borough President Kim Council joined Breaking Ground and Wells Fargo to kick off the volunteer effort (photo by Wells Fargo)*

**Brooklyn, N.Y. (September 13, 2023)** – Yesterday, Breaking Ground President and CEO, Brenda Rosen joined Wells Fargo Head of Commercial Real Estate Kara McShane, Wells Fargo Senior Vice President, Community Relations for the Northeast Region Krissy Moore, New York State Assemblymember JoAnn Simon, New York City Council Member Lincon Restler, and nearly 50 volunteers from Wells Fargo to celebrate a *Welcome Home* event. Volunteers packed and distributed over 300 packs of groceries for formerly homeless tenants of Breaking Ground's 90 Sands supportive residence in DUMBO, Brooklyn.

"We are committed to helping the most vulnerable New Yorkers overcome homelessness and lead lives of dignity and security in housing," said **Brenda Rosen, President and CEO of Breaking Ground**. "The cost of everything is rising, including groceries, and ensuring food security for our tenants has become increasingly important. Wells Fargo has provided major philanthropic support over many years to assure that our programs could benefit larger number of underserved New Yorkers. They were the lead capital philanthropic partner to realize our development of 90 Sands into a model of supportive housing nationally and we are so thankful that they are now providing this additional support to bolster the health and economic security of our very low-income tenants."

"Housing and food insecurity are two of the biggest issues facing many New Yorkers today and volunteer service and community engagement have been longstanding ways for employees at Wells Fargo to care for our communities and make an impact," said **Krissy Moore, Senior Vice President, Community Relations for the Northeast Region at Wells Fargo**. That's why we're proud to partner with Breaking

**FOR IMMEDIATE RELEASE:** September 13, 2023

**CONTACT:** [breakingground@berlinrosen.com](mailto:breakingground@berlinrosen.com)

Ground on this important initiative, which will provide their residents with access to shelf-stable, healthy food.”

“Food insecurity is a crisis in New York and across the country,” said **New York State Assemblymember JoAnn Simon**. “I applaud Wells Fargo’s commitment to easing the burden by partnering with Breaking Ground, ensuring that the vulnerable residents of 90 Sands have nutritious food they can prepare in their homes.”

To mark the occasion, Wells Fargo provided a \$75,000 grant to Breaking Ground, New York City's largest provider of permanent supportive housing for people experiencing chronic unsheltered homelessness, to address food insecurity for tenants across its housing portfolio. The grant will fund grocery packs and kits for more than 1,500 formerly homeless individuals living in Breaking Ground housing in New York City.

### **About Breaking Ground**

Breaking Ground is New York’s largest supportive housing developer. With 30 transitional and permanent housing residences under management, primarily in New York City, Breaking Ground provides safe, stable, beautiful housing for those who need it most. Breaking Ground also runs, under contract with the Department of Homeless Services, street homeless outreach services in all of Brooklyn, Queens, and a portion of Manhattan. Each Year, Breaking Ground’s programs and housing touch the lives of over 10,000 vulnerable New Yorkers.

### **About Wells Fargo**

Wells Fargo & Company (NYSE: WFC) is a leading financial services company that has approximately \$1.9 trillion in assets, proudly serves one in three U.S. households and more than 10% of small businesses in the U.S., and is a leading middle market banking provider in the U.S. We provide a diversified set of banking, investment and mortgage products and services, as well as consumer and commercial finance, through our four reportable operating segments: Consumer Banking and Lending, Commercial Banking, Corporate and Investment Banking, and Wealth & Investment Management. Wells Fargo ranked No. 47 on Fortune’s 2023 rankings of America’s largest corporations. In the communities we serve, the company focuses its social impact on building a sustainable, inclusive future for all by supporting housing affordability, small business growth, financial health, and a low-carbon economy. News, insights, and perspectives from Wells Fargo are also available at [Wells Fargo Stories](#).

Additional information may be found at [www.wellsfargo.com](http://www.wellsfargo.com) | Twitter: [@WellsFargo](https://twitter.com/WellsFargo)