



DOING
MORE

2016



**REGIONS SERVES
PEOPLE IN
COMMUNITIES
ACROSS
THE SOUTH,
MIDWEST
AND TEXAS.**

At Regions, we're committed to helping people in the communities we serve. That's why we're active participants in the cities and towns where we live and work. By understanding the diverse needs, finances and expectations of our communities, our customers and our associates, we can create solutions to help make lives better.

PASSION AND COMMITMENT



Our team of associates embraces Regions' powerful purpose to make a meaningful difference in the communities where we work and live, and we are passionate about finding ways to do more for the greater good. Together, we work to find new ways to support our communities by committing our time, talent and expertise to projects that contribute to small business growth, job creation, financial education, safe and affordable housing, and volunteerism.

Corporate social responsibility puts our mission to make life better into action. It's how we use, track and report our resources to create positive change in the lives of our friends and neighbors. Our associates give their time and talent to support our ongoing efforts to promote diversity and inclusion, to respond in times of disaster, and to encourage economic development and sustainability.

In this report, you'll find stories that shaped our year. We've worked across 15 states to make a positive impact by putting people first and serving customers and communities fairly and responsibly. We're proud of these accomplishments and hope they inspire you – as they inspire us – to continue to do more to spark positive growth in the communities where we work and live.

A handwritten signature in black ink that reads "Grayson Hall". The signature is fluid and cursive, with the first name and last name clearly distinguishable.

Grayson Hall
Chairman, President and Chief Executive Officer
Regions Financial Corporation

DOING MORE IN MIAMI

American Heart Association



Regions' commitment to supporting the American Heart Association is more than just a civic duty; it's a personal promise. After two Regions employees survived heart attacks, their co-workers and friends rallied around them and participated in the Miami-Dade Heart Walk to raise money for the American Heart Association. Coming together to support not only the organization but also the people it helps is one way Regions does more for the communities it serves.



As over a thousand people gathered for the annual Miami-Dade Heart Walk, a few dozen stood out. Wearing LifeGreen® T-shirts, associates from Regions took an active part in making the American Heart Association’s fundraiser a success. After all, it was personal.

Just a few years earlier, Lajuana Bradford, Director of Corporate Social Responsibility for Regions in Birmingham, Alabama, was volunteering with co-workers to build a new playground in a neighborhood that had been devastated by recent tornadoes when she began feeling uncomfortable.

Bradford didn’t think she was in immediate danger. But the next day, her symptoms intensified, and she knew she had to seek medical attention.

“Later that week, I started feeling a heavy weight in my chest,” Bradford remembers. “I started to perspire. I couldn’t get my breath. My left arm started to ache. My doctor said, ‘You’re threatening to have a heart attack.’ I ended up getting six stents.”



“Thanks to Regions’ corporate support and engagement, we have the opportunity to do some great work. So when I see the masses of people walking, it touches me.” — Julie Sharpe, Senior Vice President, South Florida, American Heart Association

After recovering, she decided to participate in the American Heart Association’s Red Couch campaign, which gives heart attack survivors and their families a platform to share their stories. The message from Bradford, who is chairing Birmingham’s Go Red for Women campaign in 2017, is that women often suffer heart attacks without experiencing chest pressure. Symptoms include shortness of breath, breaking out in a cold sweat, nausea or vomiting and back or jaw pain.

Her story resonated with Area Marketing Manager Gail Adams in Miami. “The one thing that stuck out for me that she would say was, ‘You know when something’s not right with your body,’” Adams says. A short time later, something was definitely wrong with her body.

“I woke up in the middle of the night with shortness of breath – really severe,” Adams says. Remembering Bradford’s story, she drove herself to the hospital. As the medical team began doing tests, Adams recalls the nurse saying, “Thank God you came. You’re having a heart attack.”

“I’m not sure I would have gone on to the hospital if I hadn’t had Lajuana’s words sort of ringing in my ear,” Adams says.



BIRMINGHAM, ALABAMA

The Cahaba River meanders through Central Alabama, providing recreational opportunities, drinking water and one of the most diverse bio-habitats in the world. Keeping this waterway pristine and healthy is the mission of the Cahaba River Society, which recently saluted volunteers from Regions for multiple cleanup efforts. In all, more than 100 Regions associates have removed more than 4 tons of trash over the past two years. The reason for their involvement is simple: Many people are unaware the Cahaba River provides drinking water for Jefferson County and that it's home to 69 rare and imperiled species found nowhere else in the world.

INDIANAPOLIS, INDIANA

Students at Ivy Tech Community College in Indianapolis, Indiana, have been empowered to achieve their goals thanks to Transit – Financial Wellness, an innovative financial education program that has taught them how to set personal budgets, understand and use credit wisely and manage student-loan debt. Transit was created by EverFi, a leading education technology company. Regions Bank sponsors Transit for students in Ivy Tech's Associate Accelerated Program, known as ASAP. ASAP gives students the opportunity to earn an associate degree in one year and transfer those credits to a four-year college. Regions has worked with EverFi since 2010 to connect Transit and other EverFi financial education courses with more than 70,000 students and adults in eight states.

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Those two close calls helped cement an ongoing bond between Regions and the American Heart Association. The Miami-Dade Heart Walk, which is an annual event for many Regions associates, is but one example of their collaboration.

Regions South Florida Area President Steve Nivet participates in the walk every year. “I’m proud to work for a company that supports the efforts of those who get involved in the community and are making a difference in lives, in things that matter,” Nivet says. “Personally, it means a lot to me. My dad has suffered with heart issues. I know what the American Heart Association has done and can do.”

Julie Sharpe, Senior Vice President, South Florida, American Heart Association, is well aware of Regions’ commitment. “Thanks to Regions’ corporate support and engagement, we have the opportunity to do some great work,” Sharpe says. “So when I see the masses of people walking, it touches me.”

Julio Llanes, a Regions associate and Heart Walk team leader, says Regions’ participation is an example of doing more for the community. “Doing more is giving all that we have to invest in our community,” Llanes says. “Our efforts make an impact in people’s lives. That, to me, is the reward.”



DOING MORE IN TAMPA BAY

Academy Prep



One of the best ways to improve a community's future is to help its young people succeed. That's exactly why Regions has partnered with Academy Prep Centers for Education, which give middle school students the opportunity to grow in a challenging and enriching learning environment.





“We focus on what is right with us and with the world,” Tamayo says. “Our mission is to empower and inspire students to become future community leaders. We really need 500 Academy Preps in Florida alone.”

To thrive and expand, Academy Prep partners with community and corporate leaders such as Marty Lanahan, Regions West Florida Area President. “Academy Prep takes the most challenging kids out of the most challenging environments in the Tampa Bay market,” Lanahan explains, “and with their parents’ commitment and lots of hard work turns them into rock stars.”

Lanahan and other Regions associates work with the same students for four years, teaching them, coaching them, meeting regularly and developing true friendships. Bibiana Gomez, Regional Operations Manager, has accompanied her students from fifth grade to eighth. “I started out wanting to inspire children,” Gomez says. “Now, they inspire me. These students are so smart, so eager to learn. They ask insightful, smart questions. I always look forward to coming back.”

Byron Ellis, a student at Academy Prep Center of St. Petersburg, doesn’t hesitate when asked his favorite subject. “History,” Ellis says. “All my teachers are cool, but history is about dipping into the past. I like knowing what came before me.”

History tells us that because he’s a student at this challenging middle school in Florida, Ellis has a better future. Curricula are demanding. Competition for admittance is fierce. And the cost would be prohibitive if not for grants and corporate and individual donations to the private school and its sibling academy in Tampa.

“We strive every day to teach students that the more one handles responsibility and the more one achieves, the more one earns self-esteem,” says Lincoln Tamayo, head of the Tampa campus in a neighborhood where less than 45 percent of adults have high school diplomas. Students are on campus 11 hours a day, six days a week, 11 months a year. Ninety-seven percent of students who complete Academy Prep’s program graduate from high school.

“We focus on what is right with us and with the world. Our mission is to empower and inspire students to become future community leaders.”
— Lincoln Tamayo, Head of School, Academy Prep Center of Tampa



BATON ROUGE, LOUISIANA

In Louisiana's East Baton Rouge Parish, McKinley High School offers digital learning from the Regions Bank Financial Scholars Program, a partnership with Washington, D.C.-based EverFi. The program is reaching students and preparing them for life after school with real-world lessons and scenarios.

Ronnie Pocorello, Director of Career and Technical Education for the parish school system, says, "With EverFi and financial literacy, what they learn today they will carry throughout their lives." In return, students can become financially responsible adults able to achieve their dreams and goals. "I thought the program was awesome," says Broadmoor High student Joseph Ashford. "I feel I actually know what I'm doing financially and saving for college and my future."

TAMPA, FLORIDA

Sulphur Springs Elementary, in metropolitan Tampa, once received the lowest grade possible in statewide academic testing. But since Principal Julie Scardino's arrival five years ago, grades and attendance have improved dramatically. A big change has been the inclusion of a YMCA early childhood learning center and after-school program.

Regions has been involved too, contributing finances and volunteers, such as David Christian, a Regions Community Affairs associate. He sees the magic happening daily and says, "I get to represent this bank in a way that touches the lives of these kids."

"Regions Bank has been awesome," says Jonathan Bonner, program manager at the Academy Prep Center of St. Petersburg. "It's amazing to see a bank do what they are doing by investing time in the lives of these students."

Bonner recognizes that education goes beyond math, science and English, and according to him, that's what makes Academy Prep one of the best middle schools in St. Petersburg. "Here, it's not only about promoting good grades. One of the first things you'll learn when you get here is how to look someone in the eye and shake hands. We're just as interested in social character-building because that makes you truly successful," Bonner says.

Student Byron Ellis has embraced this broader vision of education along with his interest in history. Like his peers at school, Ellis carries himself with a maturity that belies his age. And after leaving a public school that was deemed to be failing, he's now motivated by academic challenges on a daily basis.

"My friends say I've changed a lot, for the better," Ellis says. "I realize the mission of Academy Prep is to take teens and mold them for greatness. I won't let them down."



DOING MORE

DOING MORE IN OVERTOWN

Miami



When many businesses fled the Overtown community in Miami, Regions remained to help lift up the neighborhood during its ongoing economic struggles. Providing financial education to residents is one way to break the cycle of poverty and homelessness and offer opportunities for financial success.



“We’re going to make sure that the customers know Regions is here to stay.” – Della Pitts, Overtown Branch Office Manager, Regions

When plans for Interstate 95 in Miami were formulated in the 1960s, the project was hailed as progress. But many who lived in the historically black Miami community of Overtown knew better. For them, this “progress” would mean razed homes and families forced to relocate so concrete and asphalt could be placed in the heart of a then-flourishing neighborhood.

“We’re a small community,” says Shirlene Ingraham, co-owner of Jackson Soul Food. “When I-95 came through, many of the residents just moved.”

Decades later, Overtown is enjoying a rebirth. Ingraham opened her restaurant near where her father ran his business before I-95 split the community. “It hasn’t always been easy, but I feel I have to keep going because this is my heart and my community. I really want to see my community go to another level,” she says. Nearby, in a strip of businesses adorned in bright, tropical colors, sits the Regions Bank Overtown branch, the only bank in the community.

“Regions Bank has a brick-and-mortar presence in Overtown and has had a branch in Overtown for the last 20 years,” says Ramon Rodriguez, Regions Community Affairs Manager in South



Florida. “So we’re able to do more by being there for a community that relies heavily on mass transit. Because of that, it’s very good that we have a bank branch there that people can walk to.”

Every day, Overtown Branch Office Manager Della Pitts arrives at work ready to be a part of the neighborhood. “We are committed to our community,” Pitts says. “We’re going to make sure that the customers know Regions is here to stay.”

For Regions, staying put while other businesses left was just one step. Another has been to provide financial education for Overtown residents. From her branch, Pitts sends teams of bankers throughout the community to teach key financial concepts, knowing that better money management will provide better opportunities for everyone. The teams have reached out to customers, children and parents at the nearby Overtown Youth Center, as well as to people re-establishing their lives at the Lotus House, a shelter for women and children.



COLUMBIA, SOUTH CAROLINA

The Regions Insurance office in Columbia, South Carolina, takes lunch each month to Jubilee Academy, a small Montessori school serving at-risk children. The school provides a supportive and nurturing educational environment that extends beyond the classroom to families and the community. Jubilee’s founder was a former inner-city teacher who recognized academic success is linked to family involvement, expectations and support. In addition to donating time, Regions associates presented a check to the school from funds they raised. This team is truly making life better in its own community.

PAULDING COUNTY, GEORGIA

For the sixth straight year, Regions was the presenting sponsor of the Rising Professionals Conference for work-based learning students in Paulding County, Georgia, high schools. The event brought more than 300 students together from five schools for sessions on financial education, workplace ethics, effective communication, interviewing skills and more. Students dressed in interview attire and were tasked with presenting a professional image throughout the day through their behavior, promptness to sessions and overall attitude. The *GeorgiaBEST Gazette*, a statewide publication from the University System of Georgia, featured Paulding County School System as the March 2016 “School of the Month” because of its ongoing commitment to the Rising Professionals Conference.

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“One of the main socio-economic barriers to success in our community is the income level of many members of our families,” says Tina Brown, Executive Director of the Overtown Youth Center. “We know that if we’re going to fight poverty, if we’re going to change generational cycles, if we’re going to change the trajectory of young people growing up in this community, that’s a conversation that has to be had.”

Constance Collins, President of Lotus House, sees similar challenges. “We chose Overtown because there was such an important need to provide services for women and children experiencing homelessness in our community,” she says. “I think the growth in Overtown has been a village coming together. We’ve all worked closely with each other to support, to uplift and to create opportunities both in employment and housing.”



**“SHARE THE GOOD” AND “WHAT A DIFFERENCE A DAY MAKES”
GIVE REGIONS ASSOCIATES THE OPPORTUNITY TO DO MORE.**

As part of Regions’ support of community service, the company provides associates a paid day off each year to volunteer in their communities through What a Difference a Day Makes. Hundreds of Share the Good® activities took place in more than a dozen states. “At Regions, we believe in giving back to the communities we call home,” says Rick Swagler, head of External Affairs for Regions. “It may be as simple as performing random acts of kindness, or it may be part of a larger effort to coordinate donations or provide volunteer service. What all Share the Good activities have in common is they make a positive difference in the lives of others.”



DOING MORE IN ST. LOUIS

HOPE Inside



Regions Bank knows financial peace of mind is best achieved through financial education. By partnering with Operation HOPE in St. Louis, Missouri, Regions helps provide unbanked or under-banked people with the tools they need to achieve financial confidence and improve their quality of life.





Bonica Strother is at ease now. The St. Louis, Missouri, resident recently graduated from HOPE Inside's 700 Credit Score Communities initiative, a program of Operation HOPE. Through the course, Strother had access to credit counseling and financial experts. "This program has given me so much hope, so much freedom," Strother says. "It makes me smile more because I can sleep so much better at night."

HOPE Inside, a partnership between Regions Bank and Operation HOPE, provides banking, credit and mortgage counseling and support for those who do not have a bank or who need more assistance than their bank provides. Eric Madkins, Regions Midwest Area Community Affairs Manager, says the concept arose amid challenging times.

"We thought of HOPE Inside because the program speaks to economic empowerment and financial self-sufficiency. We saw an opportunity to do a little more." — Eric Madkins, Midwest Area Community Affairs Manager, Regions



"We had the unrest in the Ferguson community and began asking the question, 'How can we make a positive impact?'" Madkins says. "We thought of HOPE Inside because the program speaks to economic empowerment and financial self-sufficiency. We saw an opportunity to do a little more."

Mike Hart, Regions Midwest Area President, knew the next step to take. In 2015, Regions opened HOPE Inside at the bank's Jennings branch, near Ferguson. Participants can rebuild their credit and learn to budget and save, explains Bonita Williams, a HOPE Inside financial coach. "What makes the program unique is participants can meet with branch managers and financial specialists who can help them qualify for loans and products," Williams says.

Tishaura O. Jones, treasurer for the city of St. Louis, says this initiative is having an impact. When a neighborhood turns into a 700 Credit Score Community, bank branches replace title and payday lenders, and convenience stores and markets replace liquor stores. "We have twice the national average of unbanked or under-banked families," Jones points out. "They spend more money getting access to the money they've earned, or they use predatory lending products."

Providing new opportunities doesn't end with HOPE Inside. Regions works with the Urban League of Metropolitan St. Louis on the adult job-training initiative Save Our Sons.



MISSISSIPPI GULF COAST

Regions has had a long relationship with Climb Community Development Corporation, whose mission is to promote strong communities along the Mississippi Gulf Coast by connecting individuals with opportunities that inspire self-reliance. Through its Workforce Training Institute, Climb CDC has helped more than 400 at-risk and disadvantaged young people get jobs, earn a living wage and follow a career. Regions provided a grant to be matched in support of the Continuum of Care program, which helps ensure basic life needs are met as participants pursue employability skills and employment. Climb CDC Executive Director Stephanie Mathes believes this kind of support is the only way the organization can “do the work we do to inspire self-reliance and make an economic impact on this community.”

DOTHAN, ALABAMA

The G.W. Carver Interpretive Museum in Dothan, Alabama, focuses on the rich social contributions of African-Americans and celebrates the historic life and accomplishments of George Washington Carver, a renowned scientist, artist and catalyst for economic improvement. Regions Bank provided financial support to extend opportunities at the Carver Museum to students of Faine Elementary School. Prior to this donation, the school had been unable to afford field trips to the museum. The students learned about Carver’s reputation for frugality, devotion to economic advancement and emphasis on saving money. The tour also featured financial education workshops taught by Regions associates who included financial lessons drawn from Carver’s work.

Michael McMillan, Urban League CEO and President, says the relationship with Regions is “a perfect fit” and goes beyond a corporate commitment because Regions associates are so involved. “We have board representation, we have a social responsibility commitment in terms of philanthropy and we have Regions employees volunteering, doing financial literacy classes and assisting in employment classes,” McMillan says.

According to McMillan, the payoff for Regions associates is the ability to make a community stronger, which benefits everyone. By offering financial expertise, they build on the strengths of the Urban League’s community reach and HOPE Inside’s network. “Nobody can make a material impact going at it alone,” McMillan says. “The Urban League has reach, has programs that we can’t possibly create but that we can support and we can connect with some of our programs.”

Financial education goes beyond instilling confidence in money management – it affects quality of life overall. Adds McMillan, “Our HOPE Inside program is really about combining the financial literacy component that people need when they have jobs, when they have income to live a better life – a powerful combination.”



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DOING MORE IN GEORGIA

SafeHomes of Augusta



With the help of Regions and TaxSlayer, SafeHomes of Augusta was able to get the funds it needed to expand its over-crowded facilities. The new space allows SafeHomes to better serve women and children who are victims of domestic violence in Augusta and the surrounding area. Regions is proud to support SafeHomes and the important work it does to help victims become survivors.



“Our mission is to transform victims of domestic violence into survivors.” – Aimee Hall, Executive Director, SafeHomes of Augusta

Staff Sergeant James Moss’s job is to protect and serve. Unfortunately, it’s not always easy to determine who needs protecting, especially after incidents of domestic violence. That’s why Moss and other officers in the Columbia County, Georgia, sheriff’s office carry bracelets to be distributed when responding to calls of potential domestic violence.

“The bracelets say, ‘Is this abuse?’ along with a phone number. So if our victim may not have the courage to call or go to the shelter right then, maybe hours or days later she can look at this and say, ‘I can go somewhere for help,’” Moss says.

That phone number connects victims of domestic violence with SafeHomes of Augusta, a shelter that provides women and children with the resources they need to safely recover from the trauma they’ve endured in situations of domestic abuse.

“We are the only domestic violence shelter in a 10-county area. We provide a 24-hour emergency shelter, along with an emergency crisis hotline,” says Aimee Hall, Executive



Director of SafeHomes of Augusta. “We provide life skills classes, support groups, parenting groups, financial assistance, transportation, child care, a residential after-care program and legal advocacy. Our mission is to transform victims of domestic violence into survivors.”

SafeHomes was formed in 1979 by a coalition of women seeking a way to help victims of domestic violence. Since then, SafeHomes has helped change the lives of more than 1,000 women and children a year – 93 percent of whom are from low- and moderate-income families.

When it began, SafeHomes had to work miracles in cramped quarters. The 2,100-square-foot facility was woefully inadequate to meet demands for protection and services. In 2013, the number of those seeking help increased and, due to lack of available space, alternate housing had to be found for 369 victims needing emergency shelter.



JACKSONVILLE, FLORIDA

Mission of Mercy, the Florida Dental Association Foundation's signature annual event in Jacksonville, Florida, gathers dentists from all over the state who offer free services to low- and moderate-income individuals and families who otherwise would not have access to affordable dental care. During the two-day event, 2,900 patients were cared for and received an estimated \$2.7 million worth of donated dental services. Sixty Regions associates served as volunteers, assisting as runners, coordinators, goodwill ambassadors and financial educators. While in the waiting areas before receiving dental care, participants were provided financial information about the importance of saving money on a regular basis and how to protect themselves from identity theft.

BIRMINGHAM, ALABAMA

During Evergreen Week, a week set aside to celebrate Regions associates, the Regions Loan Operations Quality Control team decided to turn the focus to children battling life-threatening illnesses at Children's of Alabama. Associates collected stuffed animals for young patients who spend much of their time in their hospital beds. Regions Quality Control Analyst Arlena Thomas explains, "A day is set aside to have the children who feel up to it gather in activity rooms to play doctor for the day. The stuffed animals are their patients."

Loan Operations Quality Control Manager Sean Dameron says, "I'm so proud to be a part of this team. They all have tremendous hearts, and they showed that by collecting 74 stuffed animals for the kids at Children's of Alabama. They wanted to do something for someone else. That's what living the Regions values is all about."

DOING MORE

Now, thanks to help from Regions Bank and TaxSlayer, a tax preparation company, SafeHomes is growing to meet the need and has opened a new 36-bed facility.

The local TaxSlayer firm played a big role in helping SafeHomes grow. "We were there from day one, helping them pick out the piece of land that the shelter now sits on all the way to helping them design the shelter," says Ashleigh Wilder, Human Resources Director for TaxSlayer.

"SafeHomes had needed to expand for eight years," says JoAnn Herbert, chair of the SafeHomes board of directors. "We went to Regions and were able to get a construction loan that fit our needs perfectly."

Russ Morgan, Regions Market President for East Georgia, is gratified that Regions has been able to help. "To see this facility really makes you feel good knowing we're helping an organization that's making an impact in our community," he says.

"It's a beautiful place and it's very well done," says Bill Linginfelter, Regions Area President for Georgia and South Carolina. "It's set up to take care of people with some really challenging needs. It's great to be a part of that."



DOING MORE FOR OUR VETERANS

St. Louis



Re-acclimating to civilian life after a tour of duty is a major obstacle for countless veterans. Many return struggling to cope with post-traumatic stress disorder, find employment and get a handle on their finances. Recognizing the needs of service members, veterans and their families, Regions partnered with H.E.R.O.E.S. Care to help those who serve regain financial control and peace of mind.



The soldier had come back to St. Louis, Missouri, after five combat-zone deployments in Kosovo, Iraq and Afghanistan. He returned to an estranged spouse and financial hardship. Suffering from post-traumatic stress disorder (PTSD), he couldn't even open his mail for fear of what might be inside.

He got his life back on track after meeting Regions Bank loan originator Stephanie Bapst. She also works with H.E.R.O.E.S. Care, a national organization that joins with partners such as Regions to provide emergency financial aid, employment opportunities and mental health care for service members and their families.

“Our mission is to take care of the troops before, during and after deployment,” says H.E.R.O.E.S. Care President Jon Jerome. Outreach comes in many forms. If electricity is turned off, for instance, Jerome says the organization can pay that bill and keep the power on. “Regions brings structure, capability and the knowledge to say, ‘Let’s go over the budget, find what’s not working and stop this from happening,’” Jerome adds.



“Our mission is to take care of the troops before, during and after deployment.” – Jon Jerome, President, H.E.R.O.E.S. Care

Craig “J.R.” Spears is a Navy veteran, business owner and H.E.R.O.E.S. Care client who learned about the group’s services when he returned from duty. “Regions and H.E.R.O.E.S. Care gave me the financial education I needed to improve my credit score,” Spears says. “They also gave me the funding I needed to run my business.”

Most Americans who serve in the military start out at a young age, which can be a factor in understanding and managing finances.

“For many of them, it’s the first job they’ve ever had,” says Steve Beres, who after 20 years in the military and multiple tours of duty is now the Regions Service Members and Veterans Affairs Manager. “Schools don’t teach how to handle money. Imagine facing financial challenges along with multiple deployments overseas and changing duty stations. They come to realize, as I did, that when you’re deployed, the bills don’t stop coming.”



BIRMINGHAM, ALABAMA

Regions associates in Birmingham, Alabama, have volunteered with Lima Foxtrot since its inception a decade ago. The program helps injured military members with innovative recreation and fitness activities through the Birmingham-based Lakeshore Foundation. This year, Regions Operations Center associates handed an \$11,000 check to Lima Foxtrot, thanks to a T-shirt fundraiser among bank employees. In just four years, the effort has raised more than \$40,000. Jeff Underwood, President of the Lakeshore Foundation, says, "Without the support of Regions, we couldn't do as much for the number of veterans we reach."

WESTERN ARKANSAS

Since 1959, Bost, Inc., has been providing choices and opportunities for residents of Western Arkansas who have developmental disabilities. The organization serves 34 counties with 19 facilities and impacts more than 1,000 individuals with autism, cerebral palsy, epilepsy, developmental delays, intellectual impairments and other developmental disabilities. Services offered are extensive and include intermediate care facilities, adult development centers and the Fort Smith Skills Training Center, which provides programs in career training and work readiness, personal health and behavioral health. The center also operates five integrated preschools. Regions Bank associates serve on the Bost advisory board and used their What A Difference A Day Makes volunteer hours to help paint the interior of a daycare facility.

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Help is often needed for service members' spouses and children as well. Darcella Craven, Executive Director of the Veterans Business Resource Center, has seen countless families struggling when a service member is deployed. "We're really happy that H.E.R.O.E.S. Care and Regions are working together because they have the same values we do," Craven says.

Bapst knows the stories firsthand. For the soldier struggling with PTSD, they started by simply sorting his mail, which revealed unpaid medical bills and no tax forms filed since 2009. What initially seemed insurmountable became salvageable. Soon, the soldier trusted Bapst. She arranged for a tax attorney to help him file back taxes, and then he worked with his mortgage company to avoid foreclosure.

His house was saved, and his life was renewed. He is just one of many service members Regions and H.E.R.O.E.S. Care have helped to get their lives back in order after returning from deployment.





At Regions, our vision is simple. We make life better. We make life better for the people and communities we serve. And we create shared value in the world around us.

To find out more and to view videos of the featured stories, visit regions.com/corporatesocialresponsibility or regions.doingmoretoday.com.

PUT PEOPLE FIRST
DO WHAT IS RIGHT
FOCUS ON THE CUSTOMER
REACH HIGHER
ENJOY LIFE



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