

Nonprofits Supporting Veterans and Service Members to Receive Grants through Regions Bank Initiative

Nov 01, 2018

- *Unique program highlights nonprofits serving the men and women who've served our nation.*
- *Public encouraged to join by casting votes and sharing stories through social media.*
- *All nonprofits in the program to receive financial contributions from Regions.*

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- **Regions Bank** on Thursday announced the launch of a November campaign designed to raise awareness and financial support for nonprofits serving America's veterans and active-duty military personnel.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20181101005059/en/>



Volunteer support is ingrained within the culture at Regions Bank and reflects the company's core values, including "Put People First." Each year, Regions associates provide tens of thousands of volunteer service hours to a variety of organizations. (Photo: Business Wire)

The campaign is called "[What a Difference a Day Makes](#)," and it thrives based on participation from the public.

For years, Regions has operated this grant award program, which highlights a variety of nonprofits that are making a positive difference in our communities. In 2018, What a Difference a Day Makes is focusing exclusively on organizations that serve and support America's veterans and active military personnel.

Participating organizations will be profiled during November through short stories on Regions' news website, <http://regions.doingmoretoday.com>. The bank will also share brief highlights of the nonprofits through the [@RegionsNews](#) Twitter handle, and a [video further illustrating](#) the initiative is available on [Regions' YouTube channel](#).

Anyone can learn about the nonprofits through Regions' digital media properties, and people ages 16 and over who live in any of the 15 states with Regions Bank branches can help raise support for the organizations by voting online once per day for their favorite nonprofit. Voting is underway now and will continue through Nov. 30.

After voting concludes, the nonprofit with the greatest number of votes will receive a \$5,000 grant from Regions. All other contestants will receive grants from Regions of \$500 or \$1,000 based on vote totals. Further, Regions will provide 100 hours of volunteer service to the organization with the most votes – and 50 hours of volunteer service to all additional nonprofits.

"Throughout the year, Regions Bank and our associates are providing financial support and volunteer service for nonprofits that are creating positive change across our communities," said Keith Herron, head of Corporate Responsibility and Community Engagement for Regions. "Through What a Difference a Day Makes, we have a unique opportunity to build on that support by raising awareness of these organizations and encouraging the public to join us. Through the click of a mouse, or a tap on a screen, people can help these nonprofits as they support the men and women who have answered the call to serve our country."

Regions associates across the Southeast, Midwest and Texas worked together to identify the nonprofits that are part of this year's campaign. Each nonprofit was chosen based on various factors, including their track records of meaningful service and the ability for the organizations to leverage grant funding and volunteer service.

"Our teams are inspired by the work these nonprofits are doing every day," said Leroy Abrahams, head of Community Affairs for Regions. "Their expertise ranges from employment assistance and housing to connecting veterans with education services, financial wellness and much more. We are honored to offer our support, and we encourage the public to join us by learning about these nonprofits, sharing the stories we've posted online, and voting online throughout November."

Stories highlighting each nonprofit can be found at www.doingmoretoday.com/what-a-difference.

The What a Difference a Day Makes program extends beyond the November campaign. For example, through the initiative, every Regions associate is given a paid day off each year to volunteer in support of nonprofit programs. Further information on Regions' year-round commitment to service can be found in the [Community Engagement](#) section of Regions.com.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$125 billion in assets, is a member of the S&P 500 Index and is one of the nation's largest full-service providers of consumer and commercial banking, wealth management, and mortgage products and services. Regions serves customers across the South, Midwest and Texas, and through its subsidiary, Regions Bank, operates approximately 1,500 banking offices and 2,000 ATMs. Additional

information about Regions and its full line of products and services can be found at www.regions.com.

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Regions Bank

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