

Nonprofits Serving Veterans Receiving Grants, Volunteer Support through Regions Bank Initiative

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- Awards fueled by public support for nonprofits meeting the needs of veterans and active-duty service members.
- Winners announced in Birmingham, Ala.; Nashville, Tenn.; St. Louis, Mo., and elsewhere.

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- Veterans will have upgraded living facilities. More volunteers will give their time and talents to honor service members. And, already, more people are aware of nonprofits delivering essential services for those who helped protect America's freedom.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20181207005053/en/>



Leaders from Regions Bank present a \$5,000 grant to the nonprofit Three Hots and a Cot in metro Birmingham, Ala., on Dec. 6, 2018.

(Photo: Business Wire)

Those are some of the benefits of [What a Difference a Day Makes](#), a volunteerism and grant award program [Regions Bank](#) developed to support nonprofits – while including the public in the process as well.

During November, What a Difference a Day Makes focused on nonprofits devoted to military veterans and active-duty service members. [Regions shared the stories](#) of several nonprofits across the Southeast and Midwest on the company's news website, regions.doingmoretoday.com, as well as through the bank's social media. Online visitors could learn about each nonprofit and its mission – and then vote for their favorite organization once per day.

[Three Hots and a Cot](#) of Birmingham received more votes than any other nonprofit participating in the November campaign. The organization's primary mission is to help homeless veterans transition from life on the streets into a self-sustained lifestyle. Based on its 32,517 votes, Three Hots and a Cot received a \$5,000 check presentation from Regions Thursday and will receive 100 hours of volunteer service from Regions associates.

[Operation Stand Down Tennessee](#) in Nashville finished second with 27,006 votes and will receive a \$2,500 donation from Regions along with 50 hours of volunteer service.

[H.E.R.O.E.S. Care](#), based in St. Louis, Mo., will receive a \$1,500 donation and 50 hours of volunteer service for finishing third with 5,298 votes. Further, the [Hoosier Veterans Assistance Foundation](#) in Indianapolis, which received 3,082 votes will receive a \$1,000 grant as well as 50 hours of volunteer service. All other nonprofits that participated will receive grants from Regions of \$500, along with 50 hours of volunteer service.

Collectively, over 71,000 votes were cast between 11 nonprofits participating in the November program.

While donations are important, Keith Herron, head of Corporate Responsibility and Community Engagement for Regions, pointed to the longer-term impact of the program as well.

“In the end, What a Difference a Day Makes is not about a dollar amount; it's about building awareness of the incredible work these nonprofits are doing – and then joining these nonprofits in achieving their missions,” Herron said. “Giving back to our communities goes beyond writing a check. At Regions, we also roll up our sleeves. We want to be an active part of the valuable work these nonprofits are doing to make life better in our communities. The What a Difference a Day Makes program gives us a unique opportunity to do just that – while also encouraging the public to learn more about these nonprofits and join us in our support.”

Rich Cislak, Chief Financial Officer of Three Hots and Cot said the awareness, funding and volunteer support generated by What a Difference a Day Makes will significantly impact the organization.

“Many of our veterans come to us from the streets or living in conditions that are very unhealthy,” Cislak said. “Over the years, we have constantly upgraded our facility so they can stay in a healthy, happy and clean environment. We want them to know there is a better life that they can achieve, and there are people who will help them do it. This grant will enable us to continue this work that is going on at the center.”

Volunteerism from Regions associates is expected to largely focus on financial education for veterans served by Three Hots and a Cot.

“Volunteerism, in my opinion, is more important than the funds because it shows the community cares and is willing to help,” Cislak added. “Financial responsibility is one of the biggest challenges facing veterans today. Regions associates have a wide array of knowledge and experience in terms of providing financial education. Sharing this knowledge through volunteering and working with our veterans can make a huge difference in helping these veterans become independent again.”

The online contest is one component of Regions' ongoing What a Difference a Day Makes program, which is celebrating its 11th anniversary this year.

As part of the program, Regions gives each of its associates a paid day off every year to volunteer for nonprofits of their choice. What a Difference a Day Makes also complements Regions' comprehensive approach to community support. Further information about the company's charitable contributions, community reinvestment activities and other programs, can be found [at this link](#).

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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