

# Nonprofits Supporting Financial Wellness Receive Volunteer Service, Financial Grants through Regions Bank Initiative

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*Online voting campaign supports organizations helping people learn how to save more, spend wisely and reach financial goals.*

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- Money isn't everything. But for our communities to see more inclusive growth and prosperity, more people need access to information and tools that can help them manage and grow their finances.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190502005071/en/>



The Georgia Council on Economic Education works with thousands of educators in urban, suburban and rural school systems to help them develop interactive financial education lessons. (Photo: Business Wire)

Today, **Regions Bank** announced volunteer service and financial grants from the bank in support of nonprofits across the Southeast, Midwest and Texas that are helping children, adults and families take charge of their financial futures.

The volunteer service and grants are being awarded as part of the bank's latest "What a Difference a Day Makes" contest. Throughout April, Regions used its news website, [regions.doingmoretoday.com](http://regions.doingmoretoday.com), to highlight **18 nonprofits that serve people through financial education**. Readers could learn more about each nonprofit and then vote daily for their favorite.

As the top recipient of online votes, **the Georgia Council on Economic Education (GCEE)** will receive a \$5,000 grant from Regions in support of its mission. The GCEE works with thousands of public school teachers across Georgia to help them develop **hands-on learning opportunities** on the topics of economics and personal finance. The result is students from grades K-12 consistently receive engaging, informative lessons that meet or exceed state standards, while helping children learn how to make practical financial decisions from an early age.

The GCEE received 7,487 out of 28,961 online votes during the contest, more than any other participating nonprofit. The second-place finisher, **the Junior League of Birmingham, Inc.**, received 4,475 votes and will receive a \$2,500 grant from Regions. All other nonprofits in the contest will receive grants ranging from \$500 to \$1,000 based on their rankings in the contest.

Each of the 18 participating nonprofits will receive a day of volunteer service from Regions associates. All year, teams from Regions work with nonprofits across more than a dozen states to help them reach children and adults at all stages of life with helpful, interactive financial education.

"The greatest benefit of **What a Difference a Day Makes** is not a monetary award. Rather, it's the increased awareness of the importance of financial education and how these nonprofits are making a meaningful difference in the lives of others," said Keith Herron, head of Corporate Responsibility and Community Engagement for Regions. "While April served as Financial Literacy Month nationwide, these organizations and our local teams are connecting with people every month of the year to share important information and tools that can help them achieve financial security. We believe financial education leads to financial empowerment, and we are proud to work with a wide range of nonprofits to help accomplish this goal."

Mike Raymer, Executive Director the Georgia Council on Economic Education, said the month-long contest generated excitement among teachers from districts across the state. The GCEE will begin its next series of teacher workshops this summer.

"We are committed to active learning and connecting teachers with tools and resources that can help them bring the topics of economics and personal finance to life in their classrooms," Raymer said. "For most students, budgeting may not be the most exciting topic. But when people learn at an early age how to save money, how to spend it wisely, and how to plan for the unexpected, they are much better prepared to achieve financial success. And when students understand the benefits of what they're learning, that's when they get excited. The volunteer support and financial grant provided by Regions will help us build on our progress, empower more teachers and, in turn, reach more students in the coming school year."

The online contest is one component of Regions' ongoing What a Difference a Day Makes program. 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' **strategic priorities** for community engagement.

Additionally, in the last five years, Regions has taught nearly 400,000 financial wellness classes and has helped more than 5 million people better understand their finances. The company also makes financial education available to anyone for free through the Regions Next Step financial wellness program. To learn more, visit [www.regions.com/nextstep](http://www.regions.com/nextstep), or speak with a Regions associate at any Regions Bank location.

## About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$129 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](http://www.regions.com).

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