

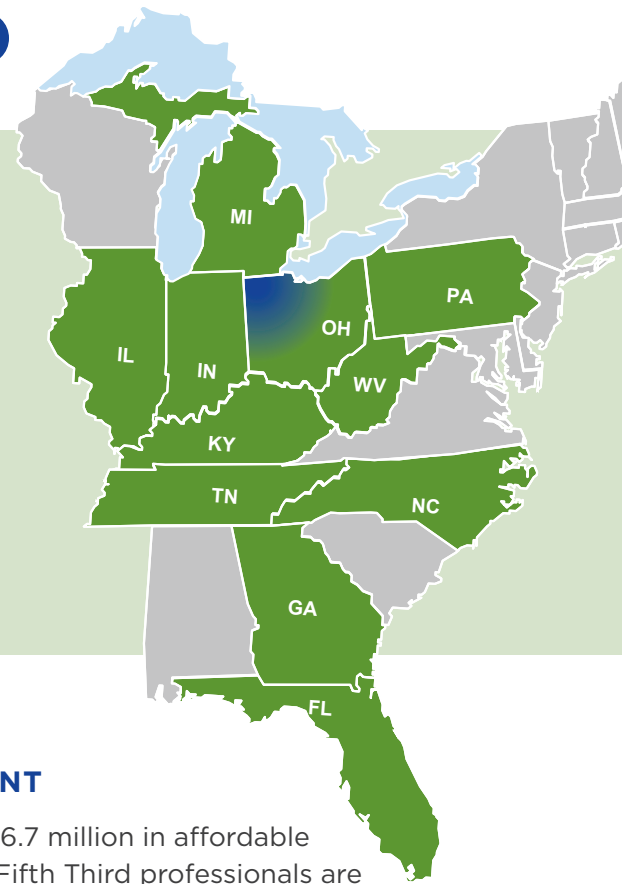
# IMPROVING LIVES IN Northwest Ohio



## YOUR HOMETOWN BANK

Since 1853, Fifth Third Bank has invested the time, resources and people to help build a strong Northwest Ohio. Our bankers work hard to earn the business of both consumers and businesses by consistently providing them with the tools and services needed to achieve their financial goals.

In the community, our employees work with hundreds of non-profit organizations and civic arts programs in Northwest Ohio. We volunteer thousands of hours as mentors, advocates and providers of financial literacy programs like Teach Children to Save® and the Fifth Third Young Bankers Club®. This outreach is part of Fifth Third Bancorp's five-year, **\$30 billion commitment to community**, which runs through 2020 and is committed to lending, investments and strategic support to create healthy and sustainable communities where we do business each year.



## TOTAL REGIONAL COMMUNITY INVESTMENT

Fifth Third invested nearly \$26.7 million in affordable housing projects since 2014. Fifth Third professionals are involved in nearly 75 local boards and committees of non-profit organizations across the market, volunteering more than 1,375 hours in the local community. Additionally, Fifth Third provides financial education to 6,000 students and 1,000 adults in Northwest Ohio.



Fifth Third offers a suite of educational programs that help financially empower individuals at every age and stage of life. **LIFE stands for "Lives Improved through Financial Empowerment."** Fifth Third's L.I.F.E. programs include: **Young Bankers Club; Dave Ramsey's Foundations in Personal Finance; Financial Empowerment Mobiles; and Empower U®.**

Recently, Fifth Third partnered with Boys & Girls Clubs of Toledo to provide L.I.F.E. programs to everyone associated with the Clubs including students, employees, volunteers and parents. To support the Financial Empowerment Collaboration, Fifth Third Bank made a \$30,000 donation to Boys & Girls Clubs of Toledo. Fifth Third Bank, Member FDIC. Equal Housing Lender.



Northwest Ohio staff members are active on boards and committees of **United Way** chapters across the state and volunteer more than 100 hours each year. Our 2015 hometown United Way Campaign was supported through \$158,000 in employee pledges and a gift of \$40,000 from the Fifth Third Foundation.

Company-wide, our corporate and employee gifts to United Way were more than \$7.8 million in 2015.



In 2015, **The Fifth Third Financial Empowerment Mobile, or eBus**, visited Toledo, Sandusky, Tiffin and Findlay, engaging nearly 40 community partner organizations to bring financial empowerment resources to 1,200 individuals in underserved communities.

More than 125 people received their credit report and 100 took part in one-to-one credit and budget counseling. The Fifth Third eBus brings financial empowerment resources to underserved communities.



Fifth Third Bancorp has donated more than \$6 million to fund cancer research through its collaboration with **Stand Up To Cancer (SU2C)**.

In Northwest Ohio, Fifth Third proudly hosted SU2C Night at Fifth Third Field, home of the Toledo Mud Hens. Fifth Third partnered again with ProMedica Cancer Institute to donate 200 tickets to cancer patients, survivors and their families to attend the game.

Several current patients served as game ambassadors by throwing the ceremonial first pitch, delivering the lineup card and announcing "Play Ball" to start the game. SU2C Co-Founder Sue Schwartz was also in attendance for the game.



IMPROVING LIVES IN **NORTHWEST OHIO** *continued*

## Literacy is an important word at Fifth Third Bank. Because whether it's words or finances, understanding how to use them is often **the difference between struggle and empowerment.**

Through our financial literacy programs in 2015, we have been able to provide life-tools to more than 6,000 students and nearly 1,000 adults across Northwest Ohio. These programs incorporate topics such as basic banking, budgeting, building or repairing credit or buying a home.

We also have partnered with the Toledo Chamber of Commerce Small Business Development Center to host training classes for start-up or existing businesses looking for information on financing and how to write a business plan.

"Understanding the basic principles of money can make a substantial difference in one's life," said



Bob LaClair, regional president for Fifth Third Bank, Northwest Ohio. "Fifth Third employees give individuals the power to achieve their financial goals. That power generates limitless opportunities for not only that individual, but also for all those that individual supports."



**Fifth Third Young Bankers Club\*** is the Bank's signature L.I.F.E. program for fifth grade students where they learn the basics about money and the importance of education and personal responsibility. Since 2014, approximately 320 local students graduated from the Young Bankers Club in partnership with several public schools and afterschool programs throughout the Northwest Ohio Region.

Fifth Third is proud that more than 13,000 students have graduated from Young Banker's Club through all of the Bank's markets since 2004.



Northwest Ohio employees celebrated Fifth Third Day, our annual holiday to thank employees and customers, by partnering with the Sofia Quintero Arts & Cultural Center to build a large, free community food garden. The garden boxes that Fifth Third employees helped build will generate more than 10,000 pounds of fresh, sustainable produce each year. That is the equivalent of more than 8,000 meals!

In 2015, all of the Fifth Third regions helped to provide more than 800,000 meals to the hungry.



**We are honored to serve those who have served.** Fifth Third Bank was a presenting sponsor of the 11th Annual Veterans Appreciation Breakfast & Resource Fair held at the University of Toledo Savage Arena on Veterans Day. Members of the Bank's Military Business Resource Group thanked local Veterans for their service and were able to talk about the Military banking benefits and job scholarship programs Fifth Third has to offer.

Company-wide, we provided career coach scholarships to the military in 2015, and invested \$220,000 with Rebuilding Together National to help rebuild the homes of low-income veterans.



Fifth Third Bank is the exclusive sponsor of **Dave Ramsey's Foundations in Personal Finance** curriculum for high school students. In Northwest Ohio, we delivered the curriculum to 5,785 students. In the five years of our collaboration, Fifth Third and Dave Ramsey have helped educate 800,000 students in the ways of personal finance, helping to pave the way for these students to have successful financial futures.