



Corporate Giving Strategy

All donations given across our footprint are driven by

Our Purpose:

Be the bank that leads and strengthens our communities and serves the needs of our customers through real, personal relationships.

Our Guiding Principles

We will support organizations and initiatives that address needs and opportunities in the following categories:

- Education, especially financial
- Needs-based
- Health/Wellness

(We will give added consideration to requests in these three areas that address low-to-moderate income areas and also qualify as Community Reinvestment Act (CRA) outreach, including but not limited to: affordable housing, financial literacy, food banks, veterans causes, United Way/CRA-qualified agencies, etc.)

Our Decision Guidelines

- **Allocations** will be distributed as appropriate and as equally as possible across our footprint. Those with CRA eligibility will receive priority consideration.
- **Contributions** will not be made to socially-volatile organizations or causes.
- **Political contributions** will be made, when possible, from the Synovus PAC funds.
- **Donations** will not be given to organizations supporting global outreach that have no local market or regional impact.
- **United Way agencies** can request additional funding support outside of corporate UW campaign contributions.
- **Volunteer opportunities** will be assessed along with financial contributions when possible and appropriate.
- Requests for **multi-year funding** will not be considered.
- **Requested donation amounts** must be minimum \$1,000 and maximum \$10,000.
- **Sponsorship requests** should be directed to christipennington@synovus.com.
(Sponsorships typically include branding and other activation components like tickets or event tables.)
- **Requested amount** should align with the need and the use of funds to support what is outlined in the application.