

Corporate Giving Strategy

All donations given across our footprint are driven by

Our Purpose:

To enable people to reach their full potential.

Our Guiding Principles

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

- **Economic Sustainability**
- **Environmental Sustainability**
- **Social and Human Sustainability**

(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 **multiyear funding** will not be considered.
- **Requested donation amounts** must be between \$1,000 and \$10,000.
- **Sponsorship requests** should be directed to lauraseavers@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.