

KeyBank Recognized As One Of The 50 Most Community-Minded Companies In The United States

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Fourth Consecutive Time KeyBank Is Honored On The Annual Civic 50 List; Named Financials Sector Leader

CLEVELAND, June 21, 2017 /PRNewswire/ -- [KeyBank](#) has been recognized by Points of Light, the world's largest organization dedicated to volunteer service, as one of the most community-minded companies in the United States. In addition to honoring Key on the 2017 Civic 50 list, Points of Light also designated KeyBank a 2017 Sector Leader in Financials. The Civic 50 provides a national standard for superior corporate citizenship and showcases how companies can use their time, skills and other resources to improve the quality of life in the communities where they do business.

The Civic 50 winners were announced on June 20, 2017 at the Points of Light Conference on Volunteering and Service in Seattle, where leaders in volunteerism and civic engagement are gathering to discuss social innovation, cross-sector collaboration and citizen engagement can drive change.

"Our purpose is to help our clients and communities thrive," said KeyCorp Chairman and CEO Beth Mooney. "KeyBank's approach is defined by consistency and a commitment to responsible banking, responsible citizenship and responsible operations. This consistency and commitment underscores our work as we participate in the economic expansion, revitalization and resurgence of the communities we so proudly serve."

"In the fifth year of honoring the most community-minded companies in the nation, The Civic 50 truly highlights the commitment to community and civic engagement of America's leading brands," said Jennifer Lawson, president of networks at Points of Light. "By elevating critical stakeholder voices from employees, customers and communities into their mission statements, The Civic 50 companies are putting themselves at the center of change to create more enduring and sustainable business models."

The Civic 50 winners are public and private companies with U.S. operations and revenues of \$1 billion or more, and are selected based on four dimensions of their U.S. community engagement program:

- **Investment:** How extensively and strategically does the company apply its resources to community engagement in the United States, including employee time and skills, cash, in-kind giving and leadership?
- **Integration:** How does the company integrate their U.S. community engagement programs into key business functions, including employee engagement, marketing/PR, diversity and inclusion, recruiting, stakeholder relations and skill-development?
- **Institutionalization:** How does the company support community engagement in the United States through organizational policies, systems and incentives?
- **Impact:** How does the company measure the social and business impact of their U.S. community engagement program?

In 2016, KeyBank amplified its community engagement efforts by announcing a [\\$16.5 billion National Community Benefits Plan](#). The plan, which will be implemented over the next five years, will stimulate job and economic growth across KeyBank's markets by investing in mortgage and consumer loans, small business lending, and community development lending and investment. Additionally, the plan calls for \$175 million in KeyBank Foundation philanthropic investments.

"We are truly honored to be recognized by Points of Light for the fourth consecutive year and to be named the Sector Leader in Financials," said Margot Copeland, CEO and Chairman of KeyBank Foundation. "KeyBank's 18,000 employees come to work every day asking how they can have a positive impact for their clients and their communities. The Civic 50 honor recognizes our employee's commitment to be neighbors that make a difference in the communities where they live and work."

The Civic 50 survey was administered by [True Impact](#), a company specializing in helping organizations maximize and measure their social and business value. The survey instrument consists of quantitative and

multiple-choice questions that inform the Civic 50 scoring process. The Civic 50 is the only survey and ranking system that exclusively measures corporate involvement in communities.

To learn more about The Civic 50, to see a full list of the winners and to access the highlights, trends, benchmarking data and best practices from the 2017 Civic 50, please visit www.Civic50.org.

About KeyCorp

KeyCorp's roots trace back 190 years to Albany, New York. Headquartered in Cleveland, Ohio, Key is one of the nation's largest bank-based financial services companies, with assets of approximately \$134.5 billion at March 31, 2017. Key provides deposit, lending, cash management, insurance, and investment services to individuals and businesses in 15 states under the name KeyBank National Association through a network of more than 1,200 branches and more than 1,500 ATMs. Key also provides a broad range of sophisticated corporate and investment banking products, such as merger and acquisition advice, public and private debt and equity, syndications, and derivatives to middle market companies in selected industries throughout the United States under the KeyBanc Capital Markets trade name. For more information, visit <https://www.key.com/>. KeyBank is Member FDIC.

About Points of Light

Points of Light, the world's largest organization dedicated to volunteer service, mobilizes millions of people to take action that is changing the world. Through affiliates in 250 cities and partnerships with thousands of nonprofits and corporations, Points of Light engages four million volunteers in 30 million hours of service each year. We bring the power of people where it's needed most. For more information, visit www.pointsoflight.org.

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