

## **KeyCorp**

Through Key's Military Inclusion Networking Group (an internal networking group of approx. 150 members nationwide), Key conducted a significant collection for the troops in 2009 and again earlier this year. We boxed and shipped over 2.5 tons of supplies for a total of 500 boxes in 2010. We collected well over that in 2011 and have boxed 750 boxes so far. The shipments went to deployed servicemen and women who had been referred to us through our KeyBank employee base. The boxes are sent from KeyBank with a letter of thanks and support from our employees.

We found that as the young men and women were coming home from deployment, they were coming home (back to their base) to a room with absolutely nothing in it. No linens, no soap, shampoo, toothpaste, toilet paper, or other personal need items. In addition, they were coming back and having to re-establish themselves financially with such things as setting up cell phone usage, internet usage, etc. again. For the married servicemen and women, they would be coming back to other financial issues and concerns about things they could not handle when they were overseas.

The KeyBank Military Inclusion Networking Group then began sending Welcome Home letter packet. The packet contains a letter of thanks, a \$50 Key Possibilities Card and information on Key's Money Made Easy online financial application.