Report on Diversity

SunTrust Bank
Inclusive, proactive, supportive.
Diversity at SunTrust.

The collective mixture of people, processes, functions, qualities and lines of business characterized by both differences and similarities.

Managing diversity is the process of creating and maintaining an environment that naturally enables all participants to contribute to their full potential in pursuit of organizational objectives.
April, 2002

To our Employees, Communities, and Friends:

SunTrust employees are the best in the business.

Now I admit, I am not objective on the topic of our employees — and with good reason. I suggest that we could not have grown into one of the nation's largest and strongest financial services companies without the talent, creativity, energy and dedication of the thousands of men and women who give us — and our customers — their best efforts every day.

It's no secret that attracting and retaining the best talent is a high corporate priority at SunTrust. Over the years, we have worked hard to establish a positive working environment that rewards employees for superior performance.

As we see it, that's not enough. We also think it's important to recognize the strengths, values, and points of view that each individual brings to our organization. We believe that by doing so, we can become a better-performing and stronger company. Corporate America calls this “diversity.” We do too, and define diversity in the broadest of contexts.

Quite simply, our diversity philosophy is to be “inclusive, proactive, and supportive.” But what do these often-used words really mean?

At SunTrust, we envision a business environment that emphasizes and appreciates each employee's talents. As you will see in this publication, we define diversity as more than race and gender. It can be a single characteristic, experience, or idea that makes one person similar to or different from another. We continue to expand our awareness of these differences and similarities, accept and learn from them, and grow through the variety they provide.

As the markets we serve become more diverse, we recognize that to continue providing products and services expected from a bank we must find the right combination of employees, products, services and suppliers to meet our customers' needs. That is why diversity is a business imperative for SunTrust. In short, fostering diversity will help us be more successful.

We continue to celebrate successes in support of our diversity initiatives, many of which are highlighted in this Report on Diversity. They include an award-winning program for hiring the disabled; a diversity-supplier effort that has gained national recognition; focused recruitment programs on minority campuses; support of numerous community activities; and financial support for minority-focused organizations.

I applaud our employees for taking our philosophy to heart and making SunTrust a great place to work ... and a great company with which to do business. I know that we are making a difference — both in our workplace and in our marketplace. I expect more in the future as we continue our focus and commitment on diversity.

L. Phillip Humann
Chairman, President and Chief Executive Officer
SunTrust has achieved many successes through our Diversity Initiatives program. As we look across our company, we are proud of our progress and want to celebrate our achievements in a very public way by developing and publishing the Report on Diversity.

The purpose of this document is to provide our employees, prospective employees, customers, community leaders and friends with a snapshot of our most recent progress on diversity-related initiatives. Before we do so, perhaps we should begin by letting the reader know that at SunTrust, we look broadly at diversity. In our view, a truly diverse organization embraces individuals of all races, genders, ethnic origins, physical abilities, ages, life and work style preferences, religions and experience. We also look beyond our employees and apply the same philosophy and definition to our customers and potential customers, to the vendors with which we engage in business, and in our financial support of community and civic organizations.

Our commitment to supporting a diverse workplace and work environment is based on sound business judgment, a desire to win the war for talent by attracting and retaining the very best employees, and a fundamental belief in and respect for the individual.

Join us as we review our progress on diversity in the workforce, workplace, our marketplaces, and our communities. We’re proud of what we have accomplished, and we are committed to furthering our focus on diversity in the future.

The SunTrust Vision Statement and Operating Principles set forth the company’s commitment to diversity by saying in part, “We recognize that our people are our primary sustainable, competitive advantage. We will hire, train, and retain the best people available, both internally and externally. Rewarding initiative and individual performance, treating our people fairly and equitably and building a diverse workforce will guide our actions.”
A diverse workforce.

At SunTrust, we believe that employing a workforce that reflects the diversity of the marketplaces in which we operate is one of the keys to our ongoing success. We have a rich history of local decision making by our bankers — they know their customers, know their communities, and therefore know how to deliver the right products and services to our clients.

Women and minorities are represented on our Corporate Board of Directors, as well as our local community boards. They are in leadership positions throughout the company, including senior management positions and our governing Management Committee.

Here are a few of our most recent female and minority promotions and hires: one of our billion dollar banks is run by a female president. A minority female manages a major line of business in an important Georgia market. A female executive was promoted into the executive management group for the Retail Line of Business. The Atlanta office of our new retail brokerage business, Alexander Key, is managed by a female executive.

It is easy for us to celebrate our progress, however, we continue to work toward increasing female and minority representation at the highest levels of management throughout our company.

We’ve made progress, yet we also acknowledge that we need to continue to work on this representation goal.

SunTrust's workforce is 72% female and 32% minority.
Focus on minority recruitment.

As mentioned earlier, SunTrust employees are the best in the business and we aggressively target our recruiting efforts to identify the best qualified candidates for all of our open positions. This, of course, includes targeting minority candidates by maintaining strong relationships with minority colleges and organizations.

We have partnered with the Black MBA Association by posting our jobs on their website, hosting a reception for the Atlanta Chapter of the organization, and sponsoring the National Black MBA Conference that resulted in five recent hires.

SunTrust has an established national partnership with the INROADS program. INROADS is a national organization that partners with local companies to develop and provide employment opportunities for talented minority youth. SunTrust is committed to employing 20 INROADS interns a year throughout our marketplaces.

We're on the campuses and represented at the job fairs, to include the NAACP conference, Morehouse College, Spelman College, Florida A & M, Tennessee State, Hampton University, Howard University, Albany State College, and Florida Memorial College.

Without diversity, how could you ever unlock potential?

It takes a special combination of people to make a bank a really great place to work. Are you one of them? To find out more about being part of our success visit our booth at Minority Career Day. You could be opening up a whole new world of opportunity.
Throughout SunTrust, you notice an open dialogue regarding all aspects of diversity. We publish diversity-related articles in Connections, our monthly Human Resources newsletter that is distributed to all employees.

We have a diversity section on our internal employee website that provides important information, and our diversity website on the SunTrust internet site was recently proclaimed a “winner” by DiversityInc.com, a leading diversity trade magazine and website. Their researchers reviewed the diversity sites from the top 10 commercial banks in the country, and SunTrust received a “grade A” from the group.

The top 200 senior managers have all participated in a comprehensive diversity training session to increase their awareness — and a version of this training is available to all managers throughout the company.

Employees at all levels participate in our local Diversity Councils and provide a voice for all employees. We have reviewed our Human Resources policies to ensure they are fair and equitable to all employees — and have made some revisions based on the changing work environment.

We’ve even included a diversity core competency to our performance management process. The result: each employee will have a formal conversation with their manager regarding diversity when they receive their annual performance review. Our managers are held accountable for managing their talent — we accomplish this by including a leadership and diversity dimension in our management scorecards used to evaluate performance and make incentive pay decisions.
One of the most visible recent accomplishments has been the establishment of our SunTrust Diversity Council. In addition to our Corporate Diversity Council, we have established a network of 10 local Diversity Councils in the major workplace locations throughout our operating footprint. Each council is headed by a senior executive, and includes other dedicated SunTrust professionals representing our major lines of business and geographic locations.

The primary function of the Diversity Councils is to provide oversight to diversity initiatives, and to ensure that the diversity vision is aligned with SunTrust’s business strategies. These dedicated volunteers meet on a regular basis to address marketplace, workforce, workplace and community issues. They are committed to the following principles:

- Creating awareness and confirming diversity as a business imperative.
- Increasing the representation of women and minorities in mid- to senior-level positions within the company.
- Integrating the diversity and talent management processes.
- Promoting management accountability for a diversity-friendly corporate culture.

The council members have been through diversity training to provide them with additional knowledge and experience to manage and leverage diversity in the workplace, their marketplaces, their workforce, and in the communities in which we serve.
Award-winning employment initiatives for the disabled.

“One of the Top Ten Employers of Individuals with Disabilities”
-WE Magazine

“2000 Innovative Practice Award”
-Society of Human Resources Management (SHRM)

“Best 2000 Disability Employment Practices Award”
-District of Columbia Business Leadership Network (BLN)

“Diversity 2000 Award”
-Richmond (VA) Chapter of SHRM

“Business All-Star Award 2001”
-Greater Richmond (VA) Chamber of Commerce

The company’s focus on hiring the disabled sprang from humble beginnings: one of our employees saw the need for branch personnel who could communicate to the hearing-impaired customers using sign language. Since that time, SunTrust has provided leadership and corporate sponsorship for the Business Leadership Network (BLN), a business-led program of the President’s Office of Employment of People with Disabilities. We have been recognized nationally for our programs, and regularly provide counsel to other companies who are learning how to hire and accommodate people with disabilities.

SunTrust recognizes that recruiting and hiring people with disabilities is a business strategy that works for several reasons: we are able to tap into a generally under-employed segment of our communities and hire very capable individuals to work in key business lines. Thus far, we have hired more than 100 people with disabilities into areas such as our call centers and operations areas. One very positive outgrowth of this recruitment activity is that we learn from our employees about their special needs and are able to develop products and services that are friendlier to customers with disabilities.
We launched our Supplier Diversity program in late 1995, and are proud of our successes in supporting both minority businesses (MBE) and women-owned businesses (WBE) throughout our footprint.

We know that by implementing our program of inclusion, we are ensuring that competitive minority and women-owned businesses have equal opportunity to bid for our business. And it is a win-win situation any way you look at it. SunTrust “wins” because we are building business relationships with quality suppliers right in our marketplaces. The businesses “win” because we are helping them grow and prosper.

Over the years, SunTrust has increased our partnership with minority and women-owned businesses dramatically, resulting in $64.2 million in purchased products and services from minority and women-owned suppliers. In fact, we recently awarded a minority supplier a contract approaching $10 million.

SunTrust executives and employees have taken leadership roles in the National Minority Supplier Development Council (NMSDC), which is widely recognized as the nation's most effective minority business development organization. Our Procurement executive serves on the NMSDC’s Executive Board; other SunTrust employees serve on the regional boards in Virginia, Georgia, Florida, and Tennessee.

Like many of our diversity initiatives, our commitment is recognized by our communities:

- “Corporation of the Year,” 2001 nominee and finalist, in both the National Minority Supplier Development and the Georgia Minority Supplier Development Councils
- “Minority Advocate of the Year,” 2001, in both the Virginia and the Georgia Regional Minority Supplier Development Councils
SunTrust Women’s Business Connection.

When you enter SunTrust’s main office building in Richmond, Virginia, you will not only be greeted by our friendly customer service professionals, but depending on your financial needs you may also be directed to our Women’s Business Connection located on the same floor as our retail branch.

The SunTrust Women’s Business Connection is a free resource center dedicated to advising businesswomen and entrepreneurs in all phases of business development. Our expert bankers provide financial services, educational opportunities, resource materials, advice, support and networking — all under one roof.

Launched in late 1999, the mission of the Women’s Business Connection is to foster an environment that enhances economic development by educating, supporting and empowering women business owners. To date, we have generated more than $6 million in loans to our clients who are primarily female small business owners of companies with annual revenues of less than $2.5 million.

We’ve offered a wide variety of relevant workshops and seminars on topics such as Managing Business Growth, Business Planning, Developing an Effective Web Presence, and Attracting, Hiring and Retaining Good Employees.

Our networking opportunities are designed to assist our clients in building connections with other services, programs, and people throughout the community.

While this service is primarily focused on women business owners, it is important to note that we provide these services to any small business owner regardless of gender. It is just one of the many ways that SunTrust bankers are helping the communities in which we live and work.
Supporting our communities.

SunTrust has a long history of supporting our communities in a variety of ways. Just take a look around at your next community event — whether it is a Walk-A-Thon, Habitat house or Chamber of Commerce event, SunTrust will most likely be represented either in person or by a financial contribution. Last year alone SunTrust contributed more than $15 million to the communities in which we live and work — all in an effort to help support the diversity and well-being of our neighbors.

As an example, in the spring of 2002 our senior executives sponsored a series of weekends to build a Habitat house in Atlanta, and they were joined by hundreds of their SunTrust co-workers, friends and family members. Additionally, thousands of SunTrust employees teach business skills and act as mentors to students through the Junior Achievement program in the school systems throughout our marketplace.

We take leadership roles in supporting our communities and recognize the importance of providing financial assistance as well. One of the primary organizations to which SunTrust contributes is the United Way. We have chosen to channel the majority of our health and human services giving through the United Way as it is one of the most efficient means of quickly providing monetary support for a variety of critical services in our own local communities.

SunTrust also provides fund raising leadership to United Way. In most communities that SunTrust serves, a SunTrust representative is currently leading or has recently led the United Way campaign. Additionally, our internal annual giving campaigns are strong, thanks to the generosity of SunTrust’s employees.
"Build your community and you build your bank" has always been and remains an operating philosophy of SunTrust. To that end, our community reinvestment program emphasizes local management’s accountability for achieving lending, investment and service goals.

In 2001, SunTrust approved loans totaling approximately $1.8 billion to provide housing in low-to-moderate income areas. Additionally, loans totaling $3.6 billion were approved for families classified as low-to-moderate income to purchase or rehabilitate their homes.

Also in 2001, businesses in our communities received nearly $5 billion in loans; of these, 73% had an original principal balance of $100,000 or less. More than $1.8 billion was loaned to small businesses with annual revenues of $1 million or less and in rural markets, small farms received loans totaling nearly $100 million — 78% of which were for $100,000 or less.

Finally, SunTrust made $667 million in community development loans during 2001. Through membership in the Federal Home Loan Bank (FHLB), SunTrust provided funding for affordable housing projects under the FHLB’s Affordable Housing Program and Community Reinvestment Program.

SunTrust’s two community development corporations and its Regency Housing Group subsidiary are significant developers of affordable housing for low- and moderate-income families. Regency has developed more than 4,500 units of affordable housing in communities from Virginia to Florida. Through its investments in low income housing tax credits, SunTrust has now provided equity capital for more than 18,000 affordable housing units across the southeast.
A message from Jim Wells, SunTrust Vice Chairman and sponsor of the SunTrust Corporate Diversity Council.

We have a lot to be proud of at SunTrust, and this report highlights our progress. We applaud our employees for demonstrating their commitments to inclusiveness on a daily basis.

And yet, we also know that we need to continue to sharpen our focus and increase our diversity efforts.

We are committed to increasing female and minority representation at the middle and upper levels of the organization. We are committed to continuing our support of community organizations — both with our people volunteering their time and talents, as well as with our financial support. We are committed to respecting and embracing the individual — whether it be our employees, customers, or vendors.

And, we are committed to attracting, rewarding, and retaining the very best employees throughout our marketplaces.

Demographics clearly demonstrate a shift in the workforce, the marketplaces, and the communities in which we work. We look forward to embracing these opportunities by welcoming new employees and customers to SunTrust.
Charitable giving.

SunTrust provides financial assistance to a diverse group of charitable organizations, all of which provide benefit to the communities in which we work and live. Here is a representative list of organizations we support:

- 4-H Clubs
- Adopt-a-Classroom
- Affordable Housing
- AIDS Charities
- Alzheimer’s Association
- American Cancer Society
- American Heart Association
- American Red Cross
- Arts Council of Richmond
- Baltimore Symphony Orchestra
- Berry College
- Bethune-Cookman College
- Big Brothers/Big Sisters
- Boy Scouts
- Boys and Girls Clubs
- Catholic Charities
- Children’s Museum of Richmond
- Covenant House
- Dress For Success
- East Tennessee State University
- Family Life Line
- Family Resource Center
- Fisk University/UNCF
- Florida Holocaust Museum
- Florida Hospital Foundation
- Florida Sheriffs Youth Ranches
- Girls, Inc.
- Habitat for Humanity
- Hampton University
- HEROES, INC.
- Hispanic Business Youth League
- Hospice
- Housing Initiatives
- Housing Opportunities Made Equal
- Human Rights Campaign
- Interfaith Health Clinic
- Junior Achievement
- Juvenile Diabetes
- Lewis Ginter Botanical Garden
- Library of Virginia
- Lipscomb University
- March of Dimes
- Maryland Zoological Society
- Mennello Museum of Art
- Morgan State University
- Mount St. Mary’s College
- Museum of Arts and Sciences
- Museum of Science and History
- Nap Ford Community School
- National Conference
- National Community Reinvestment Coalition
- National Council of Negro Women
- New World Symphony
- Orlando Science Center
- Owen Graduate School of Management
- Polk Museum of Art
- Project Graduation
- Public Broadcasting Corporation
- Ronald McDonald House
- Salvation Army
- Southside Community Development and Housing Corporation
- St. Thomas University
- Tennessee Performing Arts Center
- United Arts
- United Way
- University of Central Florida
- University of Tennessee
- Urban League
- Women’s Business Center
- Woodruff Arts Center
- YMCA
How can SunTrust help you?