



ABOUT CHAMPIONS IN ACTION®

At Citizens Bank, we're dedicated to helping our communities reach their potential. To address the social challenges our communities face, we created the Champions in Action program — a unique initiative designed to reward established nonprofit organizations in our communities and help them to reach the next level. An initiative of Citizens Helping Citizens, Champions in Action embraces the goals of our community efforts and serves as a catalyst for growth for those named a Champion. Since 2002, the program has awarded more than \$9 million in unrestricted funds to 337 Champions. In partnership with key media outlets, we provide tailored local promotion, volunteer support and publicity to help our Champions in Action better serve our communities.

To find out more about Champions in Action visit:
citizensbank.com/community



TRIB TOTAL MEDIA



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Citizens Bank®

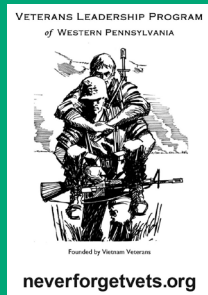


VETERANS LEADERSHIP PROGRAM

A CHAMPION IN ACTION
 FOR VETERANS & MILITARY
 FAMILIES

CITIZENS
 HELPING
 CITIZENS®





“Veterans Leadership Program equips veterans with the knowledge and resources required to be successful in their transition into the civilian sector. Veterans Leadership Program is committed to supporting veterans and strengthening communities.”

BEN STAHL, D.SC.

Chief Executive Officer

Veterans Leadership Program

THEIR MISSION

The Veterans Leadership Program’s (VLP) mission is to empower local veterans to navigate the transitions of life, particularly the transition from homelessness to a home. VLP utilizes a holistic approach to meet the emerging needs of veterans and provides at-risk veterans with secure affordable apartments located in safe neighborhoods, and close to community amenities & transportation, so they become self-sufficient.

WHAT MAKES VETERANS LEADERSHIP PROGRAM A CHAMPION?

The Veterans Leadership Program (VLP) is a housing first model that provides a wide range of supportive services and connections to community resources for veterans, service members and their families. In addition to operating nine housing programs including emergency shelter, bridge housing, rapid rehousing, and permanent housing, VLP provides employment opportunities, emergency financial assistance, benefits assistance, caregiver support, judicial assistance and a wellness program to combat substance abuse and PTSD. In 2018, VLP assisted nearly 3,500 veterans in 20 counties throughout western and central Pennsylvania.

A 2019 CHAMPION IN ACTION

As a Champions in Action program winner, Veterans Leadership Program will receive:

- \$35,000 in unrestricted funds from Citizens Bank
- News coverage and public service announcements from Trib Total Media and WPXI
- Volunteer support from Citizens Bank, WPXI, Trib Total Media and Pittsburgh Cares
- Public relations and promotional support

HOW TO HELP

- Make a tax-deductible donation
- Volunteer your time
- Learn more:
 - Log on to citizensbank.com/community

CONTACT

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