



Nurturing Growth and Positive Change

COMMUNITY INVESTMENTS | annual report 2007



The Fifth Third Foundation

The Fifth Third Foundation is Fifth Third Bancorp's charitable foundation. It is the company's master landscaper, the entity that digs deep into the communities that Fifth Third serves. In doing so, the Fifth Third Foundation identifies areas for specific action and details a plan to help the Bank take proactive steps to help build a better tomorrow.

Established in 1948, the Fifth Third Foundation was the first corporate foundation established by a financial institution in the United States. Since that time, the Fifth Third Foundation has worked closely with community organizations to find ways to help them fulfill their important missions. It does this by providing grant funds, making recommendations for additional funding sources, and helping champion their causes through volunteer and other efforts.

In 2007, the Fifth Third Foundation made 576 grants worth \$4.3 million. Many of the grants were made to not-for-profit organizations that support four primary areas: arts and culture, community development, education, and health and human services. These areas of emphasis helped the Fifth Third Foundation focus its giving to make the greatest possible impact. Grants were awarded to organizations to help nurture their growth and good work, or to help them cultivate an environment in which positive changes can improve lives.

Matching Education Gifts

In nature, sunlight and water are essential to the growth of plants and trees and healthy gardens. In life, quality education is key to a successful future. Fifth Third employees understand this. Each time they make a financial gift to a high school or institute of higher learning, the Fifth Third Foundation matches those gifts to maximize the impact of their generosity. In 2007, the Foundation made matching grants worth \$118,446.66.

United Way & the Arts

Each year, the Fifth Third Foundation supports the giving of Fifth Third Bancorp and its employees to the United Way and fine arts organizations. In 2007, Fifth Third's corporate, foundation and employee gifts to United Way totaled over \$9 million. Over the past five years, Fifth Third has provided over \$50.3 million to United Way. Gifts to local arts campaigns totaled \$689,210 in 2007.

Fifth Third Scholarship Program

Nothing helps create a solid foundation for today's youth more than a quality education. The Fifth Third Scholarship Program was established in 2004 to recognize and reward the academic and civic achievements of children of Fifth Third Bank employees. Each winner receives a one-time scholarship of \$2,500 for undergraduate study at a college or university.

Congratulations to the 2007 Fifth Third Scholarship Program recipients:



Tyler W. Beard
son of Paige Beard
Greater Cincinnati



Renee F. Berkheimer
daughter of Thomas Berkheimer
Northeastern Ohio



Julie D. Bowman
daughter of Stephen Bowman
Southern Indiana



Ryan D. Brown
son of Jill Brown
Western Ohio



Noura J. Choudhury
daughter of Shahnaz Choudhury
Chicago



Cody J. Greer
son of Patricia Greer
Greater Cincinnati



Ankur B. Gupta
son of Amita Gupta
Chicago



Rebecca N. Huffman
daughter of David Huffman
Northeastern Ohio



Anthony W. Huron
son of Earl and Melanie Huron
Greater Cincinnati



Brent A. Lee
son of Philip Lee
Central Indiana



Michael P. Makris
son of Susan Makris
Greater Cincinnati



Katherine M. Muenks
daughter of Theresa Muenks
Greater Cincinnati



Melanie D. Plageman
daughter of Chris Plageman
Greater Cincinnati



Corinne P. Streicher
daughter of Mark Streicher
Greater Cincinnati



Taryn J. Tawoda
daughter of Sandra Remis
Chicago



Katelyn E. Wysocki
daughter of Elizabeth Stacy
Eastern Michigan

Community Affairs

The Community Affairs department of Fifth Third Bank tends to the needs of the community and ensures that Fifth Third Bancorp continues to meet its requirements under the Community Reinvestment Act (CRA). In 2007, Fifth Third Bancorp maintained an “Outstanding” CRA rating for its Ohio and Michigan charters, which include the majority of Fifth Third’s affiliates. The Community Affairs department also is dedicated to providing important financial services to traditionally underserved markets.

Homeownership

Creating more opportunities for homeownership is a key goal for the Community Affairs department. One of the ways it made a significant impact in this area in 2007 was through its participation in an Affiliate Mortgage Bond Program. Mortgage bond programs are designed to assist local communities in expanding the supply of affordable single-family housing and to increase homeownership opportunities for low- and moderate-income individuals. Last year, Fifth Third made flexible, fixed-income low-interest rate mortgage loans to over 600 individuals in its Chicago, Ohio Valley, Florida, Pennsylvania, Central Indiana, Kentucky, Illinois, Tennessee and Michigan affiliates.

Financial Literacy

In addition to creating more opportunities to be approved for credit and achieve individual goals like homeownership, Fifth Third Bank’s Community Affairs department emphasizes financial literacy training to ensure that the people it helps can meet their financial obligations and manage their finances to avoid costly mistakes. The Bank’s participation in Freddie Mac’s CreditSmart® program in 2007 helped individuals to understand what credit is, learn how to build good credit and comprehend what needs to be done to maintain it. The program helped build a foundation of understanding of how credit plays an essential part in achieving dreams and building a better tomorrow. Fifth Third’s participation in the CreditSmart® program is a perfect complement to the Bank’s signature financial literacy program, the Young Bankers Club, which for the past several years has become the standard-bearer for teaching financial literacy to fifth-graders to plant the seed for a healthy financial future in adulthood.

Community Outreach

The Community Affairs team also gets out from behind their desks and takes Fifth Third’s valuable services out into communities, especially into traditionally underserved areas. Through its 40-foot Homeownership Mobile, or eBus, Bank officers visited with over 18,000 individuals throughout the Bank’s footprint. Last year, the eBus emphasized high quality service by offering specific homebuyer and financial literacy classes to smaller, targeted groups of individuals in partnership with many community-based organizations. This strategy resulted in the delivery of 3,600 one-on-one counseling sessions to people who needed it most.



These students were among the thousands who graduated from Fifth Third Bank’s Young Bankers Club program in 2007. The signature program was developed by Fifth Third Bank to teach youth about finances and personal responsibility. Young Bankers Club classes are taught by Fifth Third Bank professionals who also act as mentors to the kids. Fifth Third Bank also teaches financial literacy to adults through a variety of programs, including Freddie Mac’s CreditSmart® program.



Fifth Third Bank (South Florida) kicked off its 2007 Homeownership Mobile tour in January with grant presentations to local organizations and a community “welcome aboard the eBus” event. Here, employees prepare to present financial information to guests.

Community Development Corporation

Creating better, stronger communities takes a significant influx of investment in projects that improve the quality of life for individuals. This is precisely the mission of the Fifth Third Community Development Corporation (CDC). The CDC provides capital for three primary purposes:

- To create quality affordable housing;
- To fund construction projects that revitalize business districts and living areas; and,
- To invest in historic restoration endeavors that help preserve the legacies of the past.

In 2007, the Fifth Third CDC reached a significant and impactful milestone—\$1 billion in investments made since it was established in 1989. Achieving this benchmark relatively early in its existence is a testament to the CDC's dedication to making an immediate and long-term positive impact in local communities.

The CDC also achieved another important first in 2007—receiving its first-ever allocation of New Market Tax Credits (NMTC) from the U.S. government. The CDC was awarded \$100 million, part of a \$3.9 billion allotment of tax credits given to 61 organizations. The government program attracts private-sector capital investment into the nation's urban and rural low-income areas to help finance community development projects, stimulate economic growth and create jobs.

The CDC has long been a strong supporter of the NMTC program by supporting and investing through community groups who received an allocation of NMTCs in prior rounds. With its own allocation, the Fifth Third CDC will invest its \$100 million in community development projects that will generate new jobs, retain jobs, and bring needed services to and create economic growth in low income communities. Projects will be spread across Fifth Third Bancorp's footprint in Ohio, Indiana, Kentucky, Michigan, Illinois, Tennessee, Florida, West Virginia, Pennsylvania, Missouri, and Georgia.

The NMTC allocation will augment the CDC's purchase of Low Income Tax Credits, either directly or through funds, and its purchase of Historic Tax Credits to help accomplish its mission. In addition to its financial investments, the CDC is a resource to community developers and non-profit and for-profit organizations. The CDC also partners with Fifth Third Bancorp affiliates and non-profit community housing development organizations to sponsor the affiliates for the Federal Home Loan Bank's grant funding. Further, the CDC does compliance monitoring and asset management of its investments to ensure each project meets the CDC's goal of affordable housing creation and economic development.



The Fifth Third Community Development Corporation invested \$2 million in The Arbors at Madisonville in Madisonville, KY. The project is a renovation of an existing family-oriented, government-subsidized Pennyrile Park rental community. The community is located in an area with high demand for affordable rental housing and is in close proximity to shopping, employment, recreation, entertainment and educational opportunities in Madisonville.



The CDC invested \$6 million in the Community Properties of Ohio in Columbus, OH, through its partner, Ohio Capital Corporation for Housing. The project consisted of 249 buildings originally built between 1900 and 1920 which are scattered throughout seven urban neighborhoods. This low-income housing preservation project is helping to revitalize historic neighborhoods and improve the quality of life of area residents by improving their housing from substandard conditions to above-market living conditions.



These students are beneficiaries of Fifth Third's support of an organization that helps students prepare for a future in business. Fostering educational opportunities is a key emphasis for Fifth Third Bank's community giving.



Employees from Fifth Third Bancorp's Legal department volunteered to work at Fifth Third's Partner in Education school, Woodford Paideia, during the United Way's Community Cares events in October. Employees painted, planted flowers, raked leaves and spread mulch on school grounds.



Fifth Third employees participated in the national 2007 Community Build Day in August, in which thousands of financial services employees throughout the U.S. pooled their human resources for the benefit of others. Fifth Third's Business Resource groups along with the Diversity Board sponsored the event.

Fifth Third Bank

The Fifth Third Foundation, Community Affairs department and the Fifth Third CDC are not alone in their support of the community. In fact, they rely upon the expertise and support of several key groups to help inform their decisions: community advisory forums, diversity boards, and business resource groups.

The **Community Advisory Forum** is comprised of local representatives from non-profit, small business, real estate and community groups throughout the Bank's footprint. CAFs meet regularly with Fifth Third's senior management to help ensure that Fifth Third is keenly aware of the trends and issues at work in the community and to review the Bank's community initiatives and progress.

Diversity boards also are crucial to helping the Bank make an impact in the community. Comprised of dedicated employees throughout all of the Bank's affiliates, diversity boards are responsible for highlighting and promoting diversity through special events and other programming. They also work closely with community groups to provide volunteer, sponsorship and outreach opportunities for Fifth Third Bank throughout the year.

Finally, **Business Resource groups**, like the African American Network, work hard to reach out to targeted groups to make specific recommendations to improve quality of life and provide specialized services to people in those communities. These groups also create a forum for the Bank to identify issues which may be potential barriers to organizational and diversity progress.

Volunteering

Many Fifth Third Bank departments also do their share to support local communities. One of the ways they do this is by partnering with charitable organizations and other businesses to sponsor and fund community events that have great potential to contribute to the local economy as well as create awareness and raise funds for various causes and issues of importance.

These sponsorships help augment the work done throughout the Bancorp and help create opportunities for Fifth Third employees to volunteer their time and talent in the community. Fifth Third Bank is extremely proud of the number of employees who donate their services to not-for-profit boards and the boards of other organizations. In addition, Fifth Third encourages employees to support its efforts in the community through its volunteer efforts for United Way-sponsored events like Community Cares, and other specialized causes.

About Fifth Third Bancorp

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. As of December 31, 2007, the Company had \$111 billion in assets, operated 18 affiliates with 1,227 full-service Banking Centers, including 102 Bank Mart® locations open seven days a week inside select grocery stores and 2,211 ATMs in Ohio, Kentucky, Indiana, Michigan, Illinois, Florida, Tennessee, West Virginia, Pennsylvania, Missouri, and Georgia. Fifth Third operates five main businesses: Commercial Banking, Branch Banking, Consumer Lending, Investment Advisors and Fifth Third Processing Solutions. Fifth Third is among the largest money managers in the Midwest and, as of December 31, 2007, had \$223 billion in assets under care, of which it managed \$33 billion for individuals, corporations and not-for-profit organizations. Investor information and press releases can be viewed at www.53.com. Fifth Third's common stock is traded on the NASDAQ® National Global Select Market under the symbol "FITB."



Fifth Third Bank Leadership

Kevin T. Kabat

President & CEO
Fifth Third Bancorp
Fifth Third Center
38 Fountain Square Plaza
Cincinnati, OH 45263

Samuel G. Barnes

President
Fifth Third Bank
(Central Kentucky)
250 West Main Street
Lexington, KY 40507

John Bultema III

President
Fifth Third Bank
(Central Florida)
200 East Robinson Street
Orlando, FL 32801

David A. Call

President
Fifth Third Bank
(Ohio Valley)
999 Fourth Avenue
Huntington, WV 25701

Todd F. Clossin

President
Fifth Third Bank
(Northeastern Ohio)
600 Superior Avenue
Cleveland, OH 44114

John N. Daniel, Jr.

President
Fifth Third Bank
(Southern Indiana)
20 N.W. Third Street
Evansville, IN 47708

Mark Eckhoff

President
Fifth Third Bank
(Northern Michigan)
102 West Front Street
Traverse City, MI 49684

Kent Ellert

President
Fifth Third Bank
(South Florida)
999 Vanderbilt Beach Road
Naples, FL 34108

David Girodat

President
Fifth Third Bank
(Eastern Michigan)
1000 Town Center
Suite 1300
Southfield, MI 48075

Dan W. Hogan

President
Fifth Third Bank, N.A.
(Tennessee)
424 Church Street
Suite 600
Nashville, TN 37219

Brian P. Keenan

President
Fifth Third Bank
(Tampa Bay)
201 East Kennedy Blvd
Tampa, FL 33602

Robert W. LaClair

President
Fifth Third Bank
(Northwestern Ohio)
One Seagate
Toledo, OH 43604

Philip R. McHugh

President
Fifth Third Bank
(Louisville)
401 S. Fourth Avenue
Louisville, KY 40202

Jordan Miller

President
Fifth Third Bank
(Central Ohio)
21 E. State Street
Columbus, OH 43215

John E. Pelizzari

President
Fifth Third Bank
(Central Indiana)
Capital Center
251 North Illinois Street
Indianapolis, IN 46204

Robert A. Sullivan

President
Fifth Third Bank
(Cincinnati)
38 Fountain Square Plaza
Cincinnati, OH 45263

Michelle Van Dyke

President
Fifth Third Bank
(Western Michigan)
111 Lyon Street N.W.
Grand Rapids, MI 49503

Raymond J. Webb

President
Fifth Third Bank
(Western Ohio)
111 North Main Street
Dayton, OH 45402

Terry E. Zink

President
Fifth Third Bank
(Chicago)
222 South Riverside Plaza
Chicago, IL 60606

Heidi B. Jark

Vice President & Manager
The Foundation Office
Fifth Third Bank
MD 1090CA
38 Fountain Square Plaza
Cincinnati, OH 45263

R. Wayne Koehler

President
Fifth Third Community
Development Corporation
5747 Perimeter Drive
Suite 253
Dublin, OH 43017

Edward Owens III

Senior Vice President
Director, Community Affairs
Fifth Third Bank
MD 10AT92
38 Fountain Square Plaza
Cincinnati, OH 45263