The IBA Presents The 2021 C2C Award Nominations

Showcasing Bank Community Service



IBA INDIANA BANKERS ASSOCIATION

★ Celebrating 125 Years ★

2021 Commitment to Community

The Indiana Bankers Association Commitment to Community Awards support the Association's Tell the Story initiative to showcase bank community service. Two awards are given each year, representing asset sizes under $500 million, and $500 million or more. Nominating banks answer questions that align with an evaluation rubric, and all receive recognition through IBA social media and Hoosier Banker magazine.

The story of banking is one of helpful outreach and selfless support of the communities that banks serve. Kudos to the 22 banks that submitted nominations for the 2021 IBA C2C Awards.

Asset size: Under $500 million

Alliance Bank, Francesville, aims to remain actively engaged in the community to address needs and opportunities. Bank staff serve in leadership roles on nonprofits, volunteer at community events, provide financial literacy education and give back monetarily to local organizations. In 2021, employees logged 1,012 volunteer hours, and donations exceeded $80,000.

In 2021, the bank made its first multiyear pledges to a historic bridge renovation, public trail system, and regional economic and community development organization. Local events are also high priority for the bank's time and donations, since these events bolster the local economy by drawing in visitors and dollars.

The bank encourages employees to be involved in outreach by providing time "on the clock" for volunteering endeavors and incentives, and participation is an expectation of employees. When employees have difficulty finding organizations to get involved with, managers are eager to help them find organizations that match their interests.

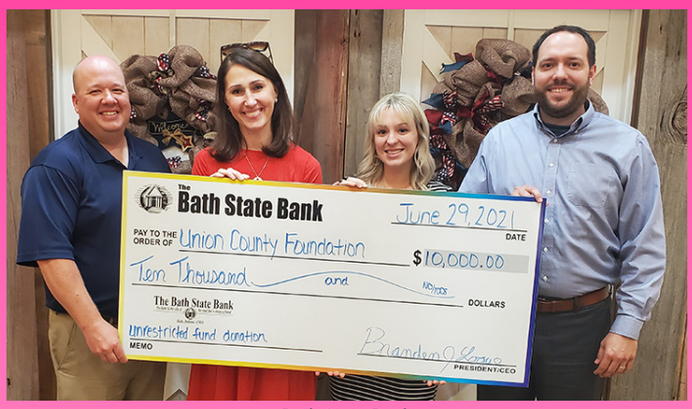


Alliance Bank

The mission statement of **Bath State Bank** is: "Building genuine relationships with our customers and community by caring for them like family." During 2021, the bank gave approximately $85,000 to 185 entities. During the pandemic, the bank delivered lunch to first responders, spread cheer to nursing home residents and adapted its financial literacy programs when in-person options were not feasible.

In 2021, the bank was able to hold its annual financial literacy field trip virtually for area elementary students. The virtual field trip covered three separate elementary schools for a total of six classrooms, impacting some 250 students. Bank staff created a customized 20-minute virtual field trip presentation, plus supplied snacks and goodie bags for the students.

Every employee of Bath State Bank volunteers in some capacity to make local communities a better place. Staff takes ownership of their communities where they live, work and play.



Bath State Bank

First Federal Savings Bank, Evansville, understands the importance of supporting the community, with the bank's brand centered around this philosophy. Organizations the bank has worked with include Habitat for Humanity, Sleep in Heavenly Peace, Toys for Tots and Jubilee Christmas. The bank also works with local schools to educate students about the banking industry.


First Federal Savings Bank, Evansville

All employees use their personal and professional connections to listen to community needs. Employees are encouraged to submit sponsorship or donation requests, and these entries are reviewed daily with leadership. In the last year, employees have submitted more than 70 sponsorship requests, with 92% being fulfilled.

All employees, including executive-level leadership, volunteer time and resources to local nonprofits. The bank offers incentives such as awards and additional paid time off for volunteerism. The bank's marketing team works with the leadership team at least monthly to discuss community outreach proposals and ways the bank can contribute locally.

First Federal Savings Bank, Huntington, is a pillar within the Huntington County community. The bank participates in multiple sponsorships for local organizations, including schools and nonprofits. Organizations benefiting have included the United Way, Boys and Girls Club of Huntington County, and more. Additionally, the bank has several employees who donate their time to area nonprofit boards regularly.

In 2021, the bank was awarded Best Bank, Best Place to Work and Best Place to get a Mortgage in the community's Reader's Choice contest. The bank has been in operation since 1912, demonstrating its dedication and investment into the local community.

Since 2012, **Home Bank, Martinsville**, has supported local nonprofits by gifting 10% of its earnings, with those donations now exceeding $2 million in total. The bank's gifting program financially supports organizations focused on affordable housing, mental health, poverty and education. In 2021, the bank launched a broad financial literacy initiative by funding a full community-access contract with Banzai for its online programming.

A committee consisting of employees oversees and directs the bank's community gifting program. Volunteer employees also lead two major charitable campaigns within the bank. The bank's president and CEO also huddles weekly with single departments/locations, and these discussions include a focus on living the bank's mission statement, "Making Lives Better by Gathering, Growing and Giving," through community outreach.

The bank created the position of director of community funding development in 2021 to promote participation in affordable housing programs and to spearhead other community initiatives. The bank also funds a full-time director of community relations position, coordinating employee volunteers for various community activities.



Home Bank

Hoosier Heartland State Bank, Crawfordsville, donates 10% of its net income to help nonprofits, schools and other organizations achieve their goals and fulfill their missions. Since adopting this mission in 2013, the bank has given back more than $1 million to the communities it serves.

Bank staff donate their time and talents through board leadership and service projects. Outreach in 2021 specifically targeted education, financial literacy and hunger relief. Bank staff participated in numerous service projects to help fight hunger during the pandemic and offered free financial education for all ages. A designated bank committee helps coordinate service events for the entire bank, with employees bringing ideas to the committee and leading projects from start to finish.

The bank's annual Shared Values awards recognizes nominated team members for their philanthropy efforts. Finalists donate either $1,000, $2,500 or $5,000 to a charity of their choice, for a combined total of $34,000 to 12 different organizations during this event.


Hoosier Heartland State Bank

Indiana Trust Wealth Management, Mishawaka, has made a habit of supporting charitable organizations in the communities it serves since the company's inception more than 33 years ago. The bank engages employees with volunteer service and projects that benefit charitable organizations throughout the year.

In 2021, the bank initiated the Indiana Trust Nonprofit Spotlight Program to honor nonprofit organizations on a monthly basis in three ways: a corporate donation of $1,000; publicity in the form of a blog article, eblast and social media posts; and an employee gift-matching opportunity.



Indiana Trust Wealth Management

The bank recognizes community relations as one of three pillars of success in its strategic plan. It encourages employees to engage with nonprofit and community organizations they feel strongly about through board and committee memberships as well as special projects, in addition to corporate or individual financial support. Currently, 61% of employees are actively engaged in board memberships, committee memberships or as volunteers with charitable organizations.

The New Washington State Bank, Charlestown, has a day-to-day focus are the communities it serves. The bank encourages community involvement and volunteerism and is represented on numerous boards

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and committees throughout southern Indiana. The bank feels that monetary donations are important, but just as important is the giving of time, resources and experience.

In 2021, the bank partnered with Develop New Albany and the New Albany Farmers Market Double Bucks Program, which allows low-income families to purchase locally grown produce at the farmers market. As a sponsor the bank matched the "double up" amount that the families initially purchased. Additionally, employees participate in Blue Jean Fridays to support local nonprofit organizations. In October, employees raised over $1,800 by hosting a pumpkin decorating contest to benefit breast cancer awareness.

Organizations the bank supports include local 4-H programs, Head Start of Floyd County, One Southern Indiana, Crusade for Children and The Center for Women and Families.



Wayne Bank and Trust Company

Wayne Bank and Trust Company, Cambridge City, has been serving the Wayne County community since 1882. The bank's mission is to promote community prosperity by providing high-quality financial services that meet the needs of the community, its businesses and its citizens. The bank believes that banking, at its core, seeks to promote the growth and betterment of local communities.

In 2021, the bank donated over $63,000 to local initiatives and nonprofits, with $15,000 supporting a new Midwest Music & Heritage Trail that elucidates Richmond's rich musical history.

The bank aspires to be actively engaged in the communities it serves. On any given day, bank staff can be found volunteering with nonprofits, rubbing shoulders with local businesses and entrepreneurs, and supporting their neighbors with kindness and generosity. By fostering a culture of participation, engagement and personal responsibility, the bank is adding value to Wayne County that will pay dividends well into the future.

Asset size: $500 million and above

1st Source Bank, South Bend, has a dedicated philanthropic sister organization, 1st Source Foundation, which supports nonprofit organizations throughout the bank's footprint. The bank also gives financially and sponsors local organizations and programs, and employees support local groups through volunteerism and offering guidance as board/committee members. Employees are encouraged to volunteer for causes they are most passionate about, and in 2021 1st Source employees volunteered more than 15,000 hours to local organizations.

In 2021, 1st Source Bank focused much of its giving efforts to support organizations striving to reduce the "COVID slide" and to those that provide programs and facilities that provide safe and productive ways for young people to spend their time outside of school. That support has funded resources and tools for learning, facility improvements, program offerings and more that have served local students.

Outside of hours volunteered or dollars given, the bank evaluates its success by understanding the impact organizations have in making communities better places to live, work, worship, build businesses and raise families. This is not always quantitative data, but the bank encourages the groups it supports to share the data on their efforts whenever possible.

Bank of America, Indianapolis, believes the true story of banking is to provide communities with the lending, investing and giving they need to remain vibrant and vital. In determining the highest impact for financial investments, the bank engages with community leaders and employees to understand the community's needs, then uses that information to develop a strategic plan for philanthropic investment.



Bank of America

Through partnerships with nonprofits, charitable programs and the power of employee volunteers, the bank works to strengthen communities and advance racial equality and economic opportunity. Employees are also encouraged to remain active in their communities and advocate for the bank's involvement when a need arises.

Many bank employees are involved in local nonprofit boards and committees in addition to volunteering with community organizations. The bank gives employees up to two hours per week of paid time off to volunteer with manager approval. Bank employees logged over 4,200 volunteer hours in 2021.

Since 1895, **Centier Bank, Merrillville**, has been a steward of the community. Besides the corporate dollars the bank donates on a regular basis, the bank incentivizes employees by providing a paid day off so they can volunteer, and rewards associates who acquire certain levels of volunteer hours with bonus time off.

Additionally, the bank tries to incorporate nonprofits and outside organizations into its day-to-day operations, whether it's a casual-for-a-

cause day or a donation matching program. These efforts are designed to make corporate giving, volunteerism and community outreach fun, feasible and favorable.

Having a footprint across 11 counties requires the bank to focus on broader needs to see where it can be of service. The bank tracks how many organizations and how many communities it touches throughout the year, both through dollars and volunteerism, by looking at total hours and total volunteer participation rate. The bank also engages a philanthropic adviser group to quantify the impact of all areas of community outreach.

DeMotte State Bank has established three Pillars of Giving to guide its community service: community reinvestment, prioritizing education and commitment to service. From officers to entry-level staff, all bank staff is encouraged to engage with their communities and invest their time and talents in volunteer efforts.

In 2021, a group of bank employees mapped out an extensive plan to engage staff and source needs in all five counties that the bank serves. In 2021, bank staff served 66 nonprofit organizations such as Junior Achievement, local food pantries, Relay for Life and Tim Tebow's Prom.

Staff and officers alike have been proponents of change by starting local efforts to combat hunger, be a partner in education and enrich the local arts. The bank donated $2,800 in 2021 to local food pantries located throughout five counties, $20,000 to local schools and educational organizations, and over $50,000 to nonprofits in total.



The Farmers Bank

At **The Farmers Bank, Frankfort**, serving local communities is at the core of the bank's identity. To celebrate the bank's 145th anniversary in 2021, employees teamed up to participate in a Pay It Forward campaign, in which each team was given $145 to help a person or group in need. Employees were asked to purchase items and personally deliver them to local organizations, and employees could combine teams to make more impactful donations. This project resulted in a total of $8,115 gifted to individuals and organizations in the community.

The bank promotes economic development, innovation and social well-being, and community engagement and corporate philanthropy is a top priority. In addition, the bank supports local educational and community development projects with a direct positive impact on customers and neighbors.

The bank considers supporting the community as an integral part of its role as an economic engine, as its success is directly tied to the success of the communities it serves.

First Bank Richmond is committed to being an integral partner to the communities in which it serves. The bank's philanthropic commitment is facilitated through financial support pledged through contributions and event sponsorships, board/employee leadership and participation with local nonprofit organizations, and in-kind donations and fundraising efforts to promote local initiatives. In 2021, the bank donated more than $574,000 to local nonprofit organizations, and 50% of bank staff served on boards or committees of local nonprofit organizations.

The bank has identified four key areas of need in the community: education, financial literacy, physical and mental health, and the fostering of local nonprofit organizations and their initiatives.

The bank strives to foster a work environment that encourages employee philanthropy. This culture is cultivated internally through employee participation during operating hours, ongoing training and development in areas of interest, and fundraising to support local nonprofit organizations' initiatives and by offering incentives to increase employee participation, collaboration and engagement.



First Savings Bank

At **First Savings Bank, Jeffersonville**, employee community outreach is ingrained into the bank's culture. The bank has an internal tracking and reporting system for employee community service hours and an employee-led and funded charity fund. In 2021, the bank provided $461,547 in financial support to various charities, nonprofits and community organizations. When tornadoes struck in neighboring Kentucky, bank staff rallied together to donate $23,000 of their own money, which the bank matched for a $46,000 donation to aid the affected towns.

Bank employees volunteered over 4,600 community service hours in 2021, and the bank continually looks for ways to improve. The internal benefit of giving back creates an environment of servant-leadership – when employees are engaged, morale is better, and work is better.

The bank has a community-first mentality and believes that by doing what is right for the customer and community, success will follow. According to the bank, the story of banking should be a story about serving others.

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Horizon Bank, Michigan City, believes it is essential to be hands-on in the community in order to understand the needs of both customers and community members. To encourage volunteerism and community leadership, the bank provides paid time off to volunteer and recognizes highly involved advisers with awards each year.

Community outreach is a large part of the company culture. Over 650 financial literacy events were either hosted or spoken at on behalf of the bank in 2021. The bank's Business Diversity Council helps direct community initiatives and continually looks for proactive ways to support affordable housing, economic development and financial literacy to serve the less fortunate.

In 2021, the bank provided nearly $890,000 in charitable grants to more than 450 organizations throughout its footprint. These funds supported education, economic development, arts, housing, COVID-19 relief and more. The bank is committed to collaborating with like-minded community members to advance the goal of preserving and building better communities that thrive economically.



Horizon Bank

The directors, officers, and staff of **Jackson County Bank, Seymour**, believe in the importance of bringing time, talent and treasure to the communities it serves. The bank's core values of honesty, encouragement, accountability, respect and teamwork determine its giving strategy. In 2021, the bank donated nearly $110,000 to local organizations, and employees spent 3,700 hours of their time volunteering. All staff members are frequently encouraged to donate their time when possible.

The bank's wealth management department manages The Greater Seymour Trust Fund, which holds more than $18 million in managed assets and awarded $377,444 in scholarships in 2021.

The bank recognizes that it can only be healthy if the communities it serves are healthy. Additionally, the bank believes that its donations, volunteering and shared expertise aren't just contributions – they're commitments to make a positive impact in the places bank staff live, work and play.

Merchants Bank of Indiana, Carmel, has always been a supporter of affordable housing and building a strong community. Through the bank's MPACT (Merchants Positively Advancing Communities Together) program, employees engage in opportunities for community service to develop affordable housing in surrounding neighborhoods, provide homebuyer and financial literacy education programs, provide funding and expertise to community development organizations, volunteer to support shelters and food pantries, and more.

The bank measures success by tracking the number of individuals and businesses impacted through the volume of loans originated, hours involved through volunteer activities, and level and impact of contributions and sponsorship activities in the communities it serves. Bank employees logged more than 2,000 volunteer hours in 2021.

The bank's work in the community is driven by a call to action to assist individuals and businesses in building financial empowerment and capacity. This is developed by initiating, fostering and retaining relationships throughout the community. These partnerships motivate contributions to economic growth and community advancement that enhance the quality of life for all Hoosiers.

It is within the mission of **North Salem State Bank** to be a community bank with the giving of time, talent and resources to the community through participation and leadership. The bank's vision statement is "to serve others by creating trusting relationships that help them meet their goals and achieve solutions." In 2021, the bank provided over $95,000 in sponsorships, event contributions, 4-H support and charitable donations.

Many staff serve on boards, committees and servant positions within Boone, Hendricks, Putnam and surrounding counties. Opportunities to participate and volunteer are available to all employees to do so on company time. In 2021, bank staff volunteered over 4,000 hours in the community at various events.

The bank prides itself in participating in school teacher/staff appreciation events monthly, both in admiration of those who teach and to be supportive of local youth. Additionally, the bank aims to support the needs of the community by supporting clothing drives, food drives/pantries and local shelters when needs and opportunities arise.

Northwest Bank, Warren, Pennsylvania, sees itself as a community partner, rather than just another business in the area. Its purpose as a bank is to make a difference in the community. In 2021, the Northwest foundation contributed $1 million to community organizations, plus an additional $140,000 from the bank's charitable line, for a total of $1,140,000 across the bank's various regions.

The bank seeks out specific needs in each of the communities it serves and tailors responses accordingly. Organizations supported by the bank include



Northwest Bank

the Muncie Mission, Muncie and Grant County Habitats for Humanity, United Way, Urban Light Community Development and other organizations dedicated to community assistance.

Community engagement is embedded in the bank culture. Staff are the drivers of outreach efforts and are passionate about giving back to the community. The bank's monthly newsletter includes a Kudos Recognition area through which employees may nominate their peers for inclusion, enabling employees to engage each other in community involvement.



United Fidelity Bank

Since 1914, **United Fidelity Bank, Evansville**, has been committed to fulfilling the mission of serving its communities. As a community leader, the bank provides hands-on educational programs; financially supports nonprofit organizations, youth sports and school programs; volunteers time to various community-centric causes; hosts free community events; and provides products and services that meet the financial needs of local individuals and businesses.

The bank encourages staff to engage in community outreach, and each employee has an opportunity to earn paid time off for their volunteer efforts. Employees with the most volunteer time are recognized yearly.

In 2021, bank staff volunteered 784 hours in the community. In addition, the bank provided 33 hours of financial literacy classes and supported over 43 organizations and nonprofits with financial donations. The bank's mission is to help the local economy thrive by investing in the community, supporting local businesses, and donating time and treasure to nonprofit organizations.

Thank you to the IBA-member banks that participated in the 2021 C2C Awards program. For more information, visit indiana.bank/commitment-community-award or contact Emily Brooks at ebrooks@indiana.bank.

2022
IBA Commitment to Community Awards

The 2022 Indiana Bankers Association C2C (Commitment to Community) Awards will showcase exceptional community bank outreach completed in calendar year 2022. Two awards, based on asset size, are to be presented at the 2023 Mega Conference and additionally will be featured in IBA videos.

Nominations are due Jan. 31, 2023.

For more information, contact
Emily Brooks at ebrooks@indiana.bank, 317-333-7167.

To submit your nomination, visit
indiana.bank/commitment-community-award.

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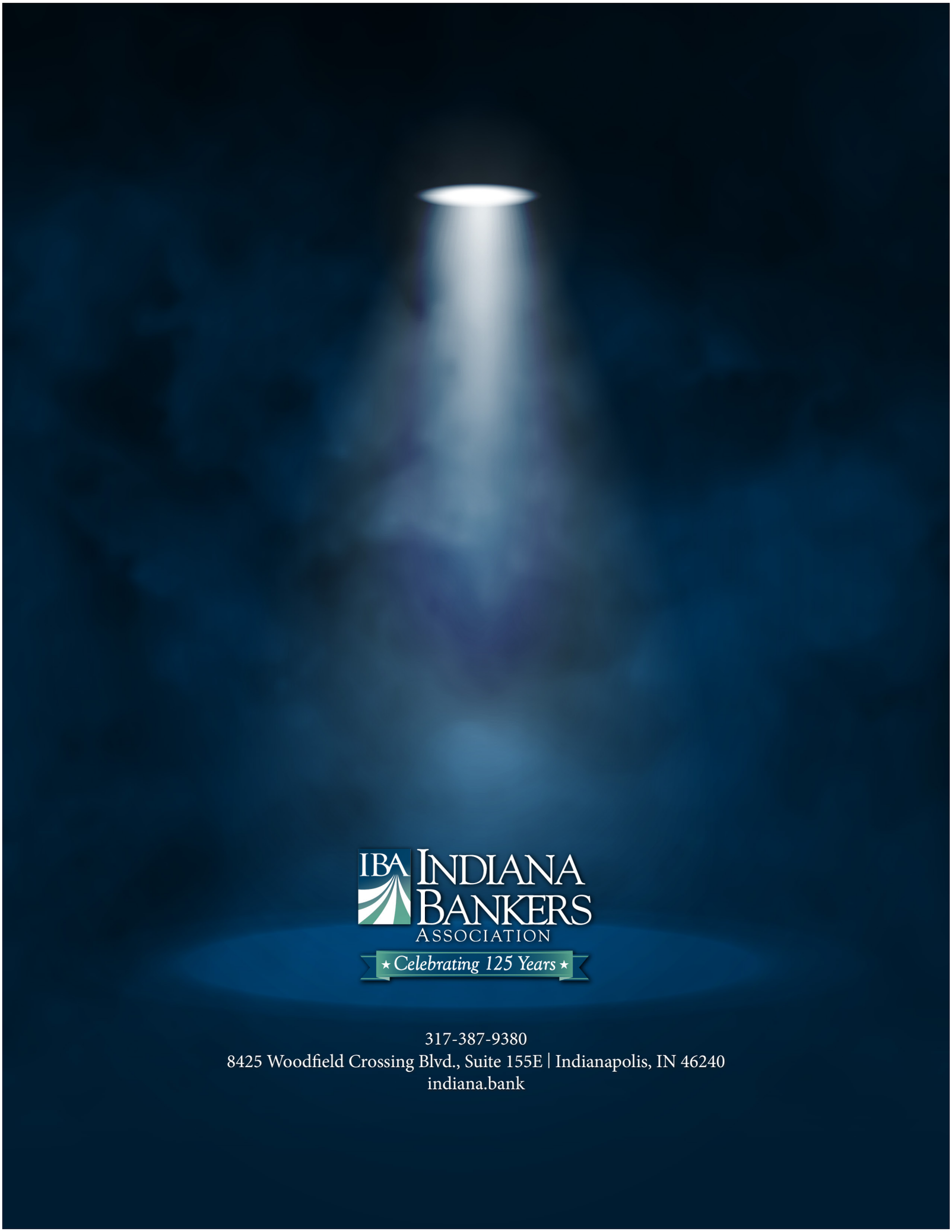

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