

More Than Ever, Banks Deliver Through Community Service

In a time of uncertainty, community bankers powered forward for the third-annual **Power of Community** campaign. While the more traditional activities such as volunteering at food banks and local nursing homes, hosting shredding events at the bank, or teaching financial literacy in local school classrooms were no longer an option, bankers found new, innovative ways to support their communities during a time of immense need. Below is a sample of what five Wisconsin banks did for their communities!



BLC Community Bank

Many banks treated their staff to lunch weekly or even more often, while supporting their local restaurants who happily delivered a delicious meal or special treat. Above: **BLC Community Bank** treated their staff to hand-crafted beverages from their local coffee shop.



AbbyBank

AbbyBank (above) used their facility as a collection site for people in the community to donate their hand-sewn masks, cleaning supplies and other PPEs that were then delivered to local health care facilities. As of April 20, the bank had collected over 20,000 PPE and sanitizing item donations. Several staff have demonstrated their talents by making the hand-sewn masks as well. On April 8 alone, AbbyBank collected a donation of 1,200 hand-sewn masks that were made to the specifications requested by Marshfield Clinic.



Wolf River Community Bank

Staff at **Wolf River Community Bank** quickly realized just how essential their local grocery store workers were as community members flooded the stores and cleared out shelves. To thank the grocery store workers for their overtime hours to keep the shelves stocked, the bank presented EVERY employee at the local store with a \$25 gift certificate for carry out orders from local restaurants, which then supported their local restaurateurs as well. Above: Staff decorated each location's drive-through to spread cheer and positive messages.



Investors Community Bank

While food insecurity and unemployment grew throughout the state, several banks made significant monetary donations to local food banks and several more held staff fundraisers for cash or food donations. Bank leaders stepped up their game and challenged staff to make financial

donations to their local food pantries, and then matched their donations. **Tim Schneider** (above), CEO at **Investors Community Bank**, proudly shows the bank's \$25,000 donation to the food pantries in their eight markets. Since this photo, additional dollars have been donated.



Cornerstone Community Bank

Thousands of people around the state have been confined to the limits of their nursing homes or homes without visitors for what has felt like an eternity. To help them remember that people are thinking of them, staff at **Cornerstone Community Bank** sent special notes to their senior customers and those at local nursing homes. The bank received numerous calls that their notes brought cheer and a smile to residents' faces.

What seems to be a small act can surely make a large impact. Marketing Coordinator **Becki Schimpf** (above) poses with the bank's specially created notepaper.

Wisconsin Bankers Association

Power of COMMUNITY

#BanksPowerWI

» Highlight your bank's efforts in supporting the communities in our state. Fill out the form on www.wisbank.com/BanksPowerWI to let us know how you participated! Click on an interactive map to view which banks participated and what their activities were.

Thank you to all the banks and bankers who participated. Be sure to join us again next year for Power of Community in April 2021!

Thank You... Wisconsin Bankers are Amazing!

We are thrilled by the number of great things that WBA member banks did for their communities during the WBA Power of Community Week!

Here are just a few photos sent to us showcasing bankers' efforts in April. Check out www.wisbank.com/BanksPowerWI for more photos and interactive map that shows the location and activities of each as reported by the participating banks.



▲ Above: While social distancing, staff at Mound City Bank, Platteville found many ways to support the communities they serve – through supporting local food pantries, ordering staff meals from several local restaurants, to cleaning up local highways and sewing masks!

➤ Far right: While their local schools remain closed, staff at The Stephenson National Bank & Trust in Marinette, put together videos with various financial education lessons and related discussion questions, then created a portal on their website to share these videos with local teachers and families.

"On a regular basis, we dedicate so much time, effort, and resources to strengthening our community. This is our way of joining together with the rest of the Wisconsin banking industry to show the tangible ways in which we empower the communities we serve," said Daniel J. Peterson, SNBT president and CEO.

Bunny Money
Mollie Arthur reads "Bunny Money" by Rosemary Wells
Discussion Questions for "Bunny Money"
1. Why did Max and Ruby go shopping?
2. What was the price of the skating ballerina music box, and why couldn't Max and Ruby buy it?
3. After lunch Ruby said, "Money is running through our fingers, Max." What did she mean by that?
4. If you had \$15.25 like Max and Ruby did, would you save it or spend it?

Money Money Honey Bunny
Tina Hazen reads "Money Money Honey Bunny"
Discussion Questions for "Money Money Honey Bunny"
1. If you were Honey Bunny, how would you spend your money?
2. Do you think Honey Bunny was smart to spend money on all her family and friends?
3. Did Honey Bunny spend any money on herself?
4. How do you like to spend your money?
5. How do you save your money?

Penny Pot
Angie Uecker reads "Penny Pot"
Discussion Questions for "Penny Pot"



▼ WBA and FIPCO Staff Involvement: Your team at WBA and FIPCO didn't shy away from supporting our local communities! Several staff supported their favorite local restaurants; volunteered to pack care boxes at SecondHarvest Food Bank; sewed masks at home; donated blood; and the first-ever virtual crocheting party took place to make blankets for cats getting a new home at Angel's Wish Pet Adoption & Resource Center in Verona.



Thank You... Wisconsin Bankers are Amazing!



◀ Far left: The team at Forward Bank, Marshfield, found ways to infuse over \$20,000 into their local economies by buying gift cards for local restaurants and giving them out to staff. Staff put together various care packages for essential workers at local healthcare facilities to thank them for moving their communities "forward to better health."

◀ Near left: Staff from Waumandee State Bank visited locally owned businesses near all their locations and purchased gift cards to show support for the small businesses.



◀ Each location of PyraMax Bank, Greenfield, joined the "World of Hearts" movement and decorated their branch windows to show support for their communities during the pandemic.

▲ Above left: On April 24, customers going through the Ladysmith Federal Savings & Loan drive-through were surprised to receive a gift certificate to a local restaurant – what a treat!

▲ Above right: Staff at Capitol Bank in Madison and Verona kicked off POC week with a virtual staff meeting and then encouraged everyone to find ways to have a positive impact in their own neighborhoods. Capitol Bank's Paige Janquart and her daughter spent Earth Day cleaning up around local walking trails.

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www.wisbank.com/BanksPowerWI

