



VisionBank of Iowa Community Impact Report

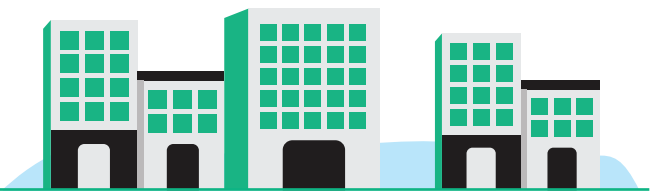
2023




COMMUNITY INVESTMENT TOTALS


\$66,721
Donated to Local Chambers & Economic Development Corporations

\$42,600
Staff Dollars Donated to Local United Way Chapters




2,095
Staff Volunteer Hours Utilized


\$37,078
Donated Towards Youth & Education


\$45,000
Granted to First Time Home Loan Borrowers

\$27,500
Donated to Secure Affordable Housing

MISSION

VISIONBANK

GREAT PEOPLE + STRONG COMMUNITIES + QUALITY SERVICE

VISION

VisionBank is committed to being the bank of choice in the communities we serve by being the:

- BEST BANK**
Customers do business with.
- BEST COMPANY**
Employees ever work for.
- BEST INVESTMENT**
Shareholders make.

VALUES

We are committed to delivering professional services to our customers and teammates by:

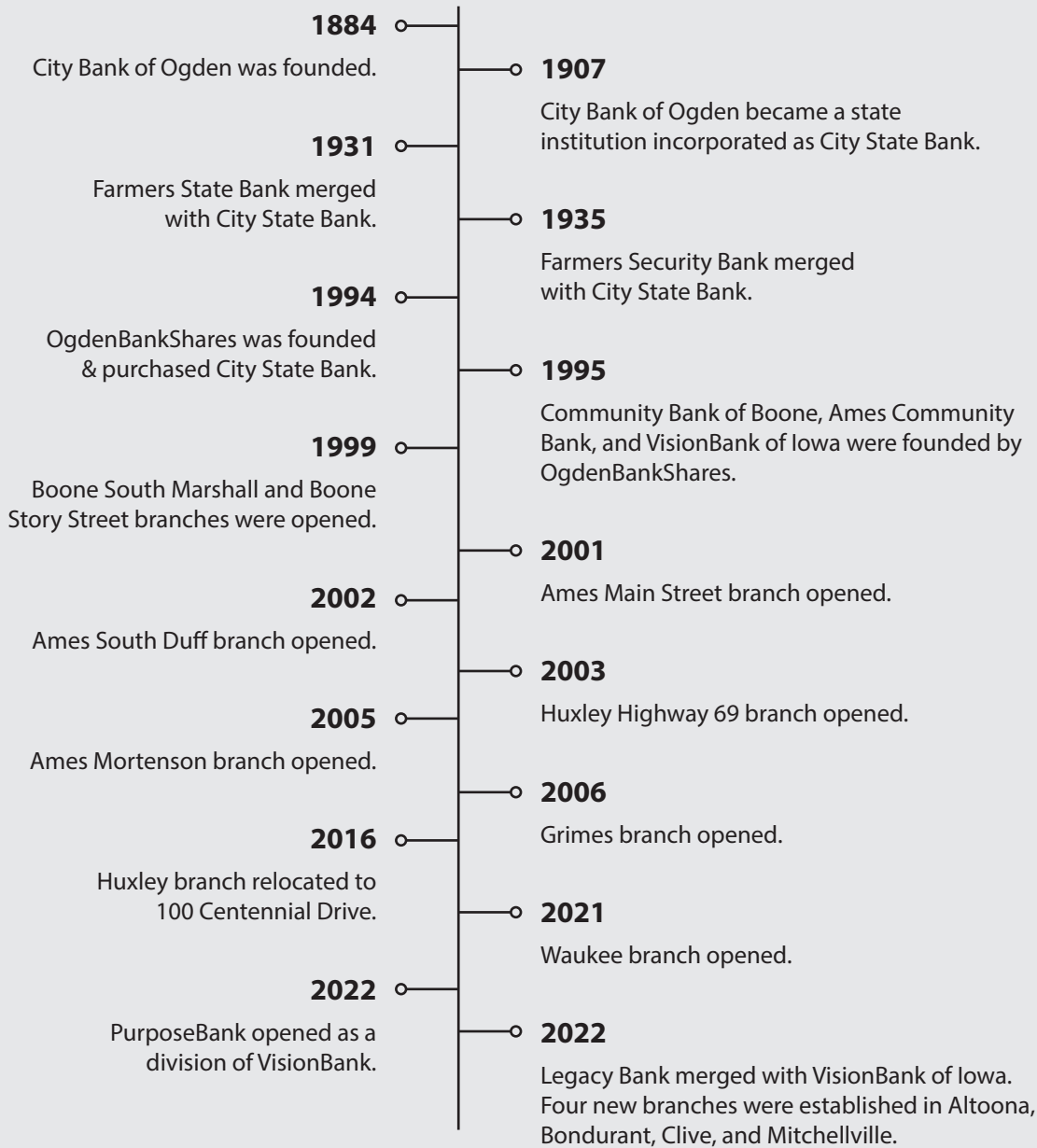
- ▶ Doing what is right, doing what we say, and doing it now.
- ▶ Creating lasting first impressions by being engaged.
- ▶ Building long lasting relationships.
- ▶ Responding to phone calls, emails, and requests the same business day.
- ▶ Making active contributions to a positive team environment and valuing your teammate’s contributions.
- ▶ Realizing attitudes are contagious. Smile, have fun, work hard, and celebrate.

OUR HISTORY

Our story begins in 1884 along the cobblestone streets of Ogden, Iowa. It was here where a private bank, which would later be known as VisionBank of Iowa, opened its first branch, offering a safe space for locals to store their gold and silver. Over the next century, the bank grew to hold over \$600 million in local deposits and become a part of the fabric of the Central Iowa community.

The following pages provide detail regarding the bank’s history, leadership, and community outreach efforts.

OUR TIMELINE



LEADERSHIP

At VisionBank of Iowa, we like to think of ourselves as the bank for all – large enough to provide the expertise and resources necessary to handle any financial need, yet small enough to know our customers personally. With more than 140 years of experience, we help our customers and communities to succeed by focusing on building relationships at a local level.

MEET OUR TEAM

VisionBank of Iowa is proud to have a senior management team who understands that our customers’ success is the key to our success. While each member of the senior management brings a unique background and set of experiences, their shared commitment to excellence in personal service and performance sets the standard that we follow every day.

- | | |
|---|---|
| → Heather Miller
President and CEO, VisionBank of Iowa | → Tim Tryon
Northern Regional President |
| → Troy Strother
Executive Vice President, Chief Credit Officer | → Lynn Ricke
Metro West Regional President |
| → Virginia Stadler
Senior Vice President, Chief Risk Officer | → Amy Landas
Boone County Market President |
| → Brad Pfaltzgraff
Senior Vice President, Chief Operations Officer | → Danielle BrownWolf
Vice President, Marketing & Communications |
| → Dustin Walkup
Senior Vice President, Chief Financial Officer | → Sarisa Placzek
Vice President, Human Resources |
| → Dan Boes
Senior Vice President, Consumer Banking Division Manager | → Steven Baccam
Information Security Officer |
| → Lisa Hockemeier
Senior Vice President, Controller | |

BOARD OF DIRECTORS

Every director at VisionBank of Iowa brings to the organization a commitment to excellence and a proven track record of success in the financial industry. More importantly, however, each also brings an unwavering commitment to customer service. The names may change over the years, but the ideals of those leading our team remain the same: to provide quality products and superior customer service.

- | | | |
|--------------------|------------------|-------------------|
| → Hans Boehm | → Fred Greiner | → Michael Mahoney |
| → Joe Fisher | → James Henkel | → Heather Miller |
| → Thomas Good | → David Hill | → Jeff Payne |
| → Robert Grathwohl | → Kurt Friedrich | |

COMMUNITY INVESTMENT

Our vision is successful communities in all the places we call home. To achieve this, every individual must have access to the tools, resources, and opportunities to reach their goals and improve their financial well-being. We understand many individuals from historically underserved populations face unique obstacles to financial success. That’s why we embrace our responsibility as an employer, bank and community partner to improve financial well-being for all while also advancing the spirit of belonging, inclusion, diversity and equity. Over the past three-year period, much of our focus has been on the following four initiatives:

→ **Affordable Housing**

To improve the availability of affordable housing and the vitality of disinvested neighborhoods

→ **Economic and Community Development**

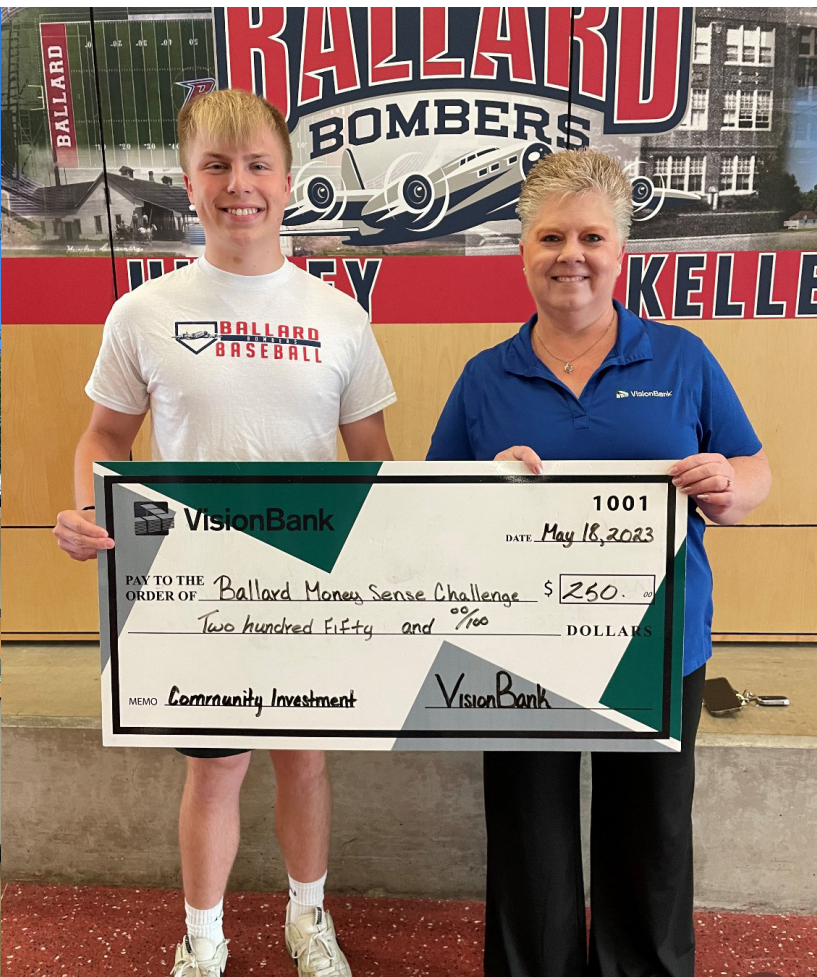
To help our local communities build businesses and create jobs.

→ **Financial Education and Literacy**

Creating pathways to financial well-being for all individuals.

→ **Food Security**

To help provide access to one of life’s most basic necessities.



COMMUNITY INVOLVEMENT

At VisionBank, we believe one of the greatest ways we can make an impact is by harnessing the passion our employees have for the communities in which they live, work, and play. That’s why we’re committed to supporting the causes important to them by providing time, funding, and volunteer opportunities to help support our communities. In 2022, VisionBank employees volunteered 2,155 hours of their time serving their communities in the following ways:



AFFORDABLE HOUSING

We improved the availability of affordable housing and the vitality of disinvested neighborhoods by:

Habitat for Humanity Panel Build

In the summer of 2022, VisionBank held its 9th annual Habitat for Humanity Panel Build. Partnering with other community volunteers, our team spent the day constructing the walls of a new home at our Waukee branch. Each panel build helps a hardworking, low-income family achieve their dreams of homeownership while helping to break the cycle of poverty for the next generation. To date VisionBank has supplied over 1,900 volunteer hours and successfully completed 9 homes for the Habitat for Humanity communities and we’re looking forward to continuing this tradition.

Habitat for Humanity Funding

In 2016, VisionBank established a partnership with the Central Iowa Habitat for Humanity to fund \$250,000 in Habitat home loans at 0% interest. After meeting the original agreement goal, the bank agreed to continue our partnership with Habitat by providing an additional \$250,000 at 2.5% interest. VisionBank has since financed over \$425,000 in affordable housing units. In addition to affordable financing, in 2022 VisionBank donated \$12,000 to local Habitat for Humanity chapters to help further the organizations goals of creating and maintaining economic mobility through the lines of homeownership.

First Time Home Buyers

We understand that home ownership is a big responsibility - likely the most expensive purchase most of us will ever make. Because of this, we take pride in investing time in our new homeowners, educating them on the resources we have available while establishing trust and meaningful relationships along the way. The bank has a long history of utilizing Federal Home Loan Bank grants to assist low to moderate income borrowers with their down payment. In 2018, VisionBank began participating in the FHLB Home\$tart program. This program provides down payment assistance to home buyers making less than 80% of the HUD’s medium income. Since then, VisionBank has awarded \$187,500 to 30 qualified home buyers.

Home Inc.

VisionBank staff have partnered with Home Inc. to provide financial, credit, and homeownership education to aspiring homeowners throughout Central Iowa. In addition to the education opportunities, bank staff also serve on the organizations Marketing, and Curriculum Development committees to help identify areas of need and support.

ECONOMIC & COMMUNITY DEVELOPMENT

We helped our local communities build businesses and create jobs by:

Paycheck Protection Program: A lifeline for the Community

As one of the more active banks in the Central Iowa area to accept PPP applications all through 2020, VisionBank was uniquely prepared to lead the charge again when round two opened on January 21, 2021. While similar in many ways to the first round, the 2021 program came with new rules, requirements, and applications.

The VisionBank team quickly sought out guidance and education so they could continue to share their expertise and be a resource for the many local businesses and organizations facing a second year of challenges and financial hardship. The VisionBank team was a critical resource in quelling anxiety for as long as funds were available and there was a community need. The more than 258 additional PPP loans VisionBank provided in 2021 alone, to current and new customers alike, provided a much-needed safety net for local businesses and organizations, preserving 2,533 local jobs and circulating more than \$11 mm back into the Central Iowa economy.

Local Chamber and Economic Development Partnerships

In addition to providing support to individual businesses and consumers, VisionBank has partnered with local chamber offices and economic development corporations in each of our communities to attract new small businesses to the area and offer support to existing small businesses. These chamber partnerships allow for VisionBank staff members to support and encourage enhancements to community amenities, assets, and infrastructure, provide education and professional development to residents, and to improve the overall quality of life in our local communities. Although staff involvement and participation vary, the bank has designated individuals in each market to serve on the Board of Directors for the Ames Economic Development, Boone Economic Development, Grimes Economic Development, and Johnston Economic Development boards. These appointed staff members are responsible for identifying faucets of the community that could benefit from VisionBank support or resources and to provide financial guidance and oversight regarding large-scale community developments.



Promoting Economic Mobility and Workplace Inclusivity

VisionBank joined forces again with the Ames Chamber of Commerce, Ames Human Relations Commission, Iowa State University, and other local industries to host a social distance-friendly Symposium on Building Inclusive Organizations, which focused on practical strategies for business development & community engagement.

Ogden Legacy Home Improvement Initiative

Several staff members from the bank's Boone and Ogden locations are members of a community development organization called the Ogden Legacy. In 2015, the Legacy launched an effort to encourage residents to make improvements to their homes. In support of this effort, the bank offered a home equity line of credit promotional rate and has continued to run this promotion every spring, providing a total of \$318,535 to the Ogden community in 2021. Several bank employees now serve on the organizations' Board of Directors and have helped to design a grant program that aids individuals wanting to build modest residences in the town of Ogden.

In addition to the many housing efforts in play, bank staff also spent time partnering with the Ogden Legacy as well as the Ames and Boone Economic Development Corporations to negotiate a deal with Fareway, a locally franchised grocery store chain. These negotiations came about after the town of Ogden lost its one and only grocery store to a building fire in the fall of 2019.



Boone County Hospital Foundation

The bank recognizes there are few organizations within its communities that are more vital than local hospitals. These institutions not only provide state of the art medical treatments for ourselves and our neighbors, but they provide a substantial number of job opportunities and promote a positive economic impact. Recognizing this, VisionBank has developed an economic partnership with local health innovators such as the Boone County Hospital and Mary Greeley Medical Center. Bank staff have been an essential force in gathering funding for the hospital's latest equipment, programs, and services. In addition to our team's economic and financial expertise, VisionBank has been recognized as the foundations sole Gold Corporate Sponsor for its continued financial support of the organization.

Central Iowa Workforce Development

VisionBank staff currently serve on the Central Iowa Workforce Development Board. In this role staff worked to garner a greater understanding of the gaps in services and work with local service providers to address those gaps; often conducting local and regional workforce needs assessments and adjusting strategies based on economic conditions.

Iowa Microloan

VisionBank has partnered with the Iowa Foundation for Micro-enterprise, Community Vitality, and Iowa Community Capital, to help lowans in need since 2006. Each foundation resides in Boone, IA, and provides loans for start-up, expansion or refinancing of small business entrepreneurs, technical assistance grants, and assistance in improving credit scores - effectively reducing overall business risk - allowing entrepreneurs to utilize traditional credit resources after graduating from the Iowa Micro Loan program. Bank staff are directly involved in overseeing the organization's budget, spending, and loan applications.





"VisionBank creates a fun and positive atmosphere for the employees while remaining customer and community focused. We are constantly reminded through notes and gifts from our events committee how grateful VisionBank is for each and every one of us!"

Amanda Blackman | Mortgage & Consumer Lender

Central Iowa Regional Housing Authority (CIRHA)

VisionBank staff in Boone County serve on the board of the Central Iowa Regional Housing Authority to promote economic mobility among residents. The CIRHA aims to promote affordable, decent, safe, and sanitary housing by assisting qualified families in a non-discriminatory manner, encouraging self-sufficiency and individual responsibility.

Able Up Iowa

2022 served as VisionBank's 4th year in partnership with the Able UP Iowa Foundation, a non-profit organization dedicated to helping people of all abilities become financially independent by providing solutions of financial needs and empowering them to achieve financial goals. Most Able Up Iowa applicants have negative credit repayment histories, minimal credit files or no credit experience. As a result, these individuals often turn to predatory lenders to address their needs. Since VisionBank is dedicated to reducing dependency on payday lenders and the public benefits by having an alternative accessible financing option and providing access to financial information and resources – bank staff have been elected to serve as board members and are directly involved in overseeing the organization's budget, spending, and loan applications.

Boone County Probation

VisionBank also helps youth and individuals that deserve a second chance by providing resources for jobs and skills-training through the Boone County Probation Office. Bank staff have served on the Boone County Probation board for the past 16 years.

Boone County Endowment Fund

Bank staff from the Boone market serve as Board Members for the Boone County Community Endowment Fund. The organization serves Boone County by providing grants to local philanthropic agencies. Grants are available to 501(c)3 organizations and government entities serving Boone County. Grant selections create a better quality of life for people in Boone County. The local governing committee reviews the applications from charitable organizations serving their community.

> PurposeBank

A division of  VisionBank®

In November 2021, VisionBank was classified as a Women Depository Institution (WDI). This designation prompted discussions among VisionBank leaders who decided they no longer wanted to just do work - they wanted to do good - they wanted to contribute to their greater purpose. And thus, the notion of PurposeBank was born.

With PurposeBank, we aim to provide:

- Easier access to financial education
- Community support
- A stable source of funding to entrepreneurs, women owned businesses, low- to moderate-income individuals, and majority minority groups throughout Central Iowa.

PurposeBank was created by open-minded bankers who want people to know that where you keep your money matters. It is designed to be a form of crowdfunding for the advancement of financial confidence and accessibility. You can contribute simply by keeping your money in a bank with values that create a better banking world.



FINANCIAL EDUCATION & LITERACY

We created pathways to financial well-being for individuals by:



Promoting Small Business Education

Bank staff members are often asked to share their knowledge and expertise with local small businesses looking to improve their financial wellbeing. Vision-Bank partners with local chambers, the Iowa State University (ISU) Small Business Development Center, ISU Extension offices, United Way, and other centers of influence to develop and deliver presentations covering various topics related to business financing, credit, increasing profitability, and risk management

Affordable Housing Seminar

Staff from the Grimes and Mortgage team partnered with representatives from the Greater Iowa Habitat for Humanity Office and the Polk County Housing Trust Fund to help promote and educate Des Moines residents and business owners on the importance of providing affordable housing in the Des Moines community.

Iowa State University Small Business Development Center

Bank staff from the Ames market joined forces with the ISU Small Business Development Center to present information to new and aspiring small business owners. Tryon tailored his presentation to explain building a proper business plan; how to choose a financial institution; how credit is built and evaluated; and what to expect while navigating through the loan process.

Immigrant Entrepreneurs Summit

Bank staff partnered with other Des Moines based businesses to provide workplace readiness training to majority-minority individuals at the annual Immigrant Entrepreneurs Summit.

Waukee Apex Innovation & Learning Center

Bank staff present to Metro-based students at the Waukee Innovation and Learning Center each semester. Presentations are focused on budgeting for major life events, building and maintaining strong credit, preventing financial fraud, and banking careers.

United Way, Women’s United Financial Coaching and Mentorship

VisionBank believes in employing strong, passionate, and supportive people and we have several employees who volunteer in partnership with United Way of Story County and the Iowa State University Extension as financial mentors for the United Way Women’s United program. These employees tie together their professional expertise and passion for helping others by providing one-on one mentoring to individuals in need and develop workshops on topics like budgeting, saving strategies, understanding credit, and evaluating loans.

In addition to mentoring services and financial education, the bank also waives the service fees for our VisionPerks checking account for two years. *This offer is only available to graduates of the United Way program.

Cybersecurity and Fraud Education

As the fastest growing crime in the US, cybercrimes are increasing in size, complexity, and financial impact. As a financial institution, the security of our systems and of our customer’s information and assets is paramount. To help combat this growing threat, VisionBank developed a Cyber Security Education portal offering the latest tips for avoiding cybercrimes as well as support and guidance for what to do if you find yourself in a compromising situation.

Supporting Youth Education

Each VisionBank market partners closely with its local school district to support the financial education development programs at the K-12 level. Bank staff often visit classrooms to share age-appropriate information about topics such as money basics, developing solid financial habits, the importance of building credit, how to open and manage a bank account, the loan process, and a wide variety of other categories.



Ogden High School Career & Technical Education Committee

In the spring of 2021, bank staff were elected to join the Ogden High School Career & Technical Education Committee. This committee allowed for staff to provide professional guidance and expertise for the school districts many financial education efforts. Vision-Bank capitalized on this opportunity by providing in-class financial education presentations, assisting with students resume development, participating in mock-interviews designed to enhance the student’s workplace readiness skills, and write curriculum focused on money management and financial skills.

Ballard High School Money Sense Education & Scholarship

VisionBank staff from the Huxley branch partnered with Ballard High School to both provide financial education to high school juniors and seniors as well as provide scholarships on a semester-by-semester basis to graduating seniors.

Junior Achievement of Central Iowa Partnership

Bank staff volunteer with the Junior Achievement of Central Iowa’s JA Finance Park at the middle and high school level. This program, comprising a curriculum and a simulation, helps local students build a foundation on which they can make intelligent financial decisions that last a lifetime, including decisions related to income, expenses, savings, and credit.

DECCA

Another critical part of the equation is the fact that the bank locations partner very closely with local school districts. Each year, VisionBank teamed up with the local Ames, Boone, and Dallas Center-Grimes High School DECCA programs to support the development of our young leaders and entrepreneurs. Staff members partner with students each semester and work through a semester long project revolving around: accounting, finance, marketing, sales, or entrepreneurship. For many of the students who participate, this partnership represents the first time they have “worked” in a true business setting or given any critical thought to their own financial goals.

TEEN MAZE

A tremendous example of the bank’s unique approach to financial education is its ongoing support of the Youth and Shelter Services (YSS) Teen Maze program. For the past ten years, VisionBank employees have participated in this experiential learning event that delivers powerful information to 7th grade students in Story, Polk, Boone, and Green counties. Rooted in the principles of experiential learning, Teen Maze demonstrates the emotional, physical, and financial consequences of the choices and chances 7th grade students may face as teenagers. This event provides another venue for students to practice healthy decision-making, explore critical information and connect what has already been taught in the classroom to real world situations.

FOOD SECURITY

We have demonstrated our commitment to providing access to food and other essential services by:



Meals From the Heartland

Each year VisionBank organizes a Meals from the Heartland event where several employees from across the bank’s footprint volunteer their time. VisionBank employees and members of the Boone County community have worked to package more than 105,000 nutritious meals since the start of this campaign in 2019

Financial Contributions

In the spring of 2020, amidst the early COVID – 19 nationwide shutdowns, VisionBank staff recognized the growing need for access to nutritious food. The bank’s CRA committee organized financial donations to be provided to each of our local food pantries.

Salvation Army

Bank staff serve as Advisory Board members for the Salvation Army of Boone to provide food, clothing, and other basic essentials to residents in need throughout Boone County.

The end goal of all these efforts is simple: to strengthen lives and help create a brighter future for the most at-risk members of the bank’s communities.

“Everyone wants to do work that has an impact, and in a small company like VisionBank, you can often see the impact of your work on a daily basis.”

Danielle BrownWolf | VP
Marketing & Communications Officer



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