



VISIONBANK OF IOWA COMMUNITY IMPACT REPORT

2020

VISIONBANK

GREAT PEOPLE + STRONG COMMUNITIES + QUALITY SERVICE

See what we can do for you.

2020 presented our local communities with a unique array of unprecedented challenges, requiring each of us to adapt quickly to major disruptions in health care, economic activity, and our personal lives. Now that the dust has begun to settle and I have allowed myself time to reflect on the year in its entirety, I could not be more proud of how our VisionBank team rose to meet each new challenge – staying true to our founders' commitment of being pillars in each of the communities that we serve.

Our employees and directors remain intimately involved in our communities by donating their time to serve in various capacities for numerous non-profit organizations that have positive impacts on our communities. In addition, we continue to fulfill our commitment to supporting economic vitality by donating a significant portion of our profits back to the community.

None of this would be possible were it not for the support of our loyal customer base. Yes, it's the money that you deposit and the loans that you borrow from us that enable us to make these significant donations to the non-profits throughout our communities. Your business is also the vehicle that spurs economic growth in the local community by creating jobs at our bank that are filled by your neighbors. By banking locally with us, you can rest assured that you are having a strong and direct impact on your local community.

As the leader of this organization, I am very proud of the work of our team and their unwavering commitment to our organization and the communities we serve. I am confident that our founders would be proud of the fact that we have never lost sight of their goal in the formation of our bank, which was to create a financial organization that would partner with the members of our community to provide them with a means to achieve a safe and secure financial future.

I thank our customers, directors, executive team, officers and staff for supporting our mission as a community bank by remembering our roots of providing exceptional products and services to our customers, and being an integral part of the communities we serve.

Our 2020 Community Impact Report summarizes our philanthropic investments and highlights some of the outcomes our employees and community partners have been able to achieve. I am proud of these accomplishments but also acknowledge that building strong communities is a journey, not a destination. We will continue to stay true to those who matter most in 2021 and beyond as we work toward our vision of successful communities in all the places we operate.

Sincerely,



Heather Miller
President | CEO

COMMUNITY INVESTMENT TOTALS

\$53,441

Donated to local Chambers and Economic Development Corporations

\$21mm

Returned to our local communities via the Paycheck Protection Program



\$16,829

Staff dollars donated to local United Way chapters



\$22,300

donated towards k-12 education efforts



3,545

Staff volunteer hours utilized in 2020



\$13,000

donated to local Habitat For Humanity organizations

\$135,000

Granted to First Time Home Loan Borrowers



For more than 130 years, VisionBank has been an active member of the communities where we live and work, and a strong philanthropic partner committed to investing time and money to meet the needs of individuals, families, businesses, and entire communities. We take the responsibility to be good neighbors seriously, and are committed to our legacy of giving back to our communities.

ABOUT VISIONBANK

VisionBank of Iowa is a subsidiary of VisionBankshares, Inc., a one-bank holding company. VisionBank of Iowa has been a pioneer in providing innovative banking services to Central Iowa communities. Built on the ideology of bringing the big banks home, VisionBank defines itself as a community bank with the resources needed to provide levels of service to its customers that are similar to much larger financial institutions. Operating out of ten office locations within seven cities – Ames, Boone, Grimes, Huxley, Ogden, Waukee and a VisionBank Mortgage Office in West Des Moines - the bank services a wide array of economic and cultural demographics, which when combined, make the bank profitable and better able to provide the services needed by its client base. These services include: Retail, Mortgage, Consumer, Commercial, Commercial Real Estate, and Agricultural Deposit and Lending products and services.

With local support and decision making always top-of-mind, the bank's employees and directors remain intimately involved in each of our communities by donating their time to serve in various capacities for numerous non-profit organizations that have been identified as positive influences in its communities. In addition, the bank continues to fulfill its commitment to supporting economic vitality by donating a significant portion of its profits back to the community.

The following assessment provides further detail regarding the bank's commitment to: economic development, volunteer efforts, financial education, and affordable housing.

BOARD OF DIRECTORS

Hans Boehm
Bob Grathwohl
David Hill
Heather Miller

Joe Fisher
Fred Greiner
Paul Jacobson
Kurt Friedrich

Thomas R. Good
Jim Henkel
Michael Mahoney
Jeff Payne

EXECUTIVE TEAM

Heather Miller | *President & CEO*

Troy Strother | *EVP & CCO*

The idea of “sustainability” is linked to a lot of our local activities these days—whether it’s reusing or recycling products, sampling culinary delights from the local bakery, or choosing to buy American-made products to support our national economy. There are plenty of reasons why eating, dining and banking locally makes good economic sense. It’s all part of a symbiotic relationship that community banks have with our local communities. When one deposits money at VisionBank, those funds are used to support local businesses, home-buyers and everyday consumers - and the proceeds from those businesses employ residents, fund municipalities, and continue the cycle of locally based economic growth.

PAYCHECK PROTECTION PROGRAM

One of the best displays of this community bank life cycle can be seen through VisionBank’s participation in the 2020 Paycheck Protection Program (PPP). In the spring of 2020, the coronavirus (COVID-19) pandemic brought public life across the nation to a standstill. With the closure of schools, restaurants, and other workplaces, we at VisionBank recognized the challenges and financial difficulties many lowans would face in the coming months. Our Credit and Commercial Banking teams worked tirelessly to navigate through this period of uncertainty; learning the ins-and-outs of the Paycheck Protection Program and other federally backed forgiveness programs with the goal of alleviating as much financial strain for our customers as possible. By December 31, 2020 VisionBank had utilized the PPP program to circulate more than \$21mm back into our local communities, aiding 266 local businesses and preserving an estimated 2,736 jobs.

\$21mm back into our local communities

266 local businesses aided

2,736 jobs preserved

FACES OF GIVING



Virginia Stadler

We give because it matters. Our communities act as the foundation of our lives. They’re where we build our homes, raise our children, and spend our time. Every dollar that we give, every hour that we serve - has a direct impact and makes our home that much stronger.



Dan Boes

We live and work in communities where when we at VisionBank “give back,” our efforts have a direct impact on the lives of those around us. This is especially impactful when the aid involves helping others make progress beyond the limits of economic, educational, or social blockades.



Paul Jacobson

Community banks, such as VisionBank, are community builders. We grow and thrive as an organization if we help our community grow and thrive.



Doug Lau

Meaning never comes from what you get, it comes from what you give and we at VisionBank live by that philosophy both professionally and personally.

GIVING BACK THROUGH LOCAL CHAMBERS & ECONOMIC DEVELOPMENT CORPS

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 local residents, and to improve the overall quality of life in our local communities. Although staff involvement and participation varies, 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. In 2020, VisionBank capitalized on these relationships by participating in several initiatives designed to circulate funds to small businesses burdened by the COVID-19 pandemic.

BUY-IN STORY COUNTY CAMPAIGN

VisionBank partnered with the Ames Chamber of Commerce to purchase gift cards from local retailers which were then sold to community members at half cost. This campaign resulted in over \$100,000 being fed back into the Story County economy.

PROMOTING ECONOMIC MOBILITY AND WORKPLACE INCLUSIVITY

In the fall of 2020, VisionBank joined forces again with the Ames Chamber of Commerce, Ames Human Relations Commission, Iowa State University, and other local industries to host a **Symposium on Building Inclusive Organizations: 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 local residents to make improvements to their homes. In support of this effort, the bank offered a home equity loan promotional rate and has continued to run this promotion every spring, providing a total of \$209,527 in the Ogden community in 2020. Several bank employees now serve on the organizations’ Board of Directors and have helped to design a grant program that offers assistance to individuals wanting to build modest residences in the town of Ogden.



VisionBank is committed to giving to and serving our communities in Central Iowa. In 2016 VisionBank implemented a new community service policy that gives all full-time employees additional paid time off just to volunteer in the counties served by our 9 locations. The purpose is to encourage and support the organizations that meet the needs of others, foster future growth, and enhance the area where we live, work and play. VisionBank's hope is to help community service organizations implement and continue programs and projects that will improve the quality of life for our community at large.

3,545 VOLUNTEER HOURS

ANNUAL UNITED WAY EMPLOYEE GIVING CAMPAIGN

For decades VisionBank has partnered with United Way to support the critical work they do. This tradition continues today through the annual United Way Employee Giving Campaign, that has generated millions of dollars for those in need. In 2020, bank staff held a silent auction, a bank wide Rivalry of the Bags tournament, and an employee donation pool to go generate funds. In addition to employee contributions, the VisionBank Board of Directors provided a 100% match to employee donations designated to United Way agencies, helping to raise a total of \$16,829 for the year.

SUPPORTING FOOD SECURITY

Every community has neighbors in need, and central Iowa is no exception. Across the Boone, Dallas, Polk, and Story counties, it is estimated that 1 in 10 residents, and 16 percent of children, are food insecure, meaning they lack consistent, reliable access to affordable, nutritious food. Working to ensure that none of our neighbors go hungry is one of VisionBank's many community focused missions and staff members from all across the bank's footprint worked throughout the year to alleviate this strain on our local communities:

- At the start of the COVID-19 pandemic, the VisionBank Community Reinvestment Committee recognized the growing need for food support and elected to grant \$5,000 to local food pantries.
- Kelsey Gribbins and Shaun Zatloukal from the Boone County market worked with the Boone County Leadership program to organize a Little Food Pantry that is now located outside of the Leonard Good Center in Ogden.
- Staff at the Huxley branch collected an impressive amount of non-perishable items that were distributed throughout Story County over the Thanksgiving holiday.
- The Grimes and Waukee VisionBank teams banded together to raise more than \$2,500 for the Food Bank of Iowa.

\$16,829 raised for United Way



FACES OF GIVING



Heather Miller

I think it's important to the economic growth of the communities that we live and work in to give back both personally and through the business that we work for. Without a strong community tied together through charity and service, a community is at risk of diminishing or losing its impact. Especially, when banks are considered a corner post, it is important to lead others by setting a good example.



Doug Thompson

VisionBank is proud to be a community bank within the communities we serve. Serving and giving within your community ensures success and forward progress for those who live and work within the communities. When we volunteer, we actively demonstrate what a Community Bank looks like and the importance of our communities to each of our branches.

EMPLOYEE-LED VOLUNTEERING

Our employees are more than top-tier bankers. They also possess professional skills that can help our nonprofit partners address community needs more efficiently and effectively. Here are a few of the notable organizations that VisionBank staff contributed to in 2020:

CENTRAL IOWA WORKFORCE DEVELOPMENT

VP Commercial Lender, Amy Landas, was re-appointed as a member of the Central Iowa Workforce Development Board in 2020. In this role Amy 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 Iowans 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. EVP, Randy Schmitz, has been a member of the Iowa Micro Loan Board of Directors since 2009 and acted as the foundation's Treasurer, overseeing the organization's budget, spending, and loan applications in 2020.

COVER MY 6

VP Mortgage Lender, Cole Ingle, served on the board of an organization titled Cover My 6, a non-profit organization dedicated to supporting veterans and service members in the state of Iowa during times of financial hardship. Ingle has worked to raise money to help with food and shelter needs and has also participated in the organization's yearly effort to build a home for a veteran in need.

CENTRAL IOWA REGIONAL HOUSING AUTHORITY (CIRHA)

VisionBank staff in Boone County utilize the Central Iowa Regional Housing Authority to promote economic mobility among local 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. EVP, Randy Schmitz served as the Commissioner for Boone County and also served on the organization's Executive Committee.

UNITED WAY, WOMEN'S UNITED FINANCIAL COACHING AND MENTORSHIP

The bank's partnership with United Way also extends beyond financial contributions. The bank 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.

IOWA ABLE PARTNERSHIP

VisionBank began a partnership with the Iowa Able 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. The majority of Iowa Able Foundation 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 – a small segment of staff from each market underwent training to become Iowa Able Certified Financial Coaches. Similar to the United Women program, bank staff worked with Iowa Able participants to better their financial situation. In addition to providing staff support, VisionBank also donated \$10,000 to the foundation to be utilized as an Assistive Technology Forgivable loan for residents of Boone, Dallas, Hamilton, Polk, and Story counties.



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. VisionBank 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.

- Ames Market President, Tim Tryon, 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.
- SVP Commercial Banker, Tanner Winterhof, organized a Business Action Alliance Networking group that focused on educating small business owners in the Ames and surrounding areas. Presentations for this group often revolved around small business success stories, financial planning, and financial resources available during the COVID-19 pandemic.

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. When schools closed due to stay at home orders or COVID concerns, our team quickly adapted and created financial literacy lessons that were available as on-demand videos that teachers could share with their students.

Bank staff also teamed up with the local Ames, Boone, and Dallas Center-Grimes High School DECCA programs again in 2020 to support the development of our young leaders and entrepreneurs. Staff members partnered with students each semester to work through a semester long project revolving around: accounting, finance, marketing, sales and entrepreneurship. For many of the students who participated, this partnership represented the first time they have "worked" in a true business setting or given any critical thought to their own financial goals.

Due to state mandated curriculum changes, 2020 also provided VisionBank with an opportunity to get involved with several school districts at the administration level. The bank now has representation within the Ames High School Business and Information Solutions Advisory Council; the Ballard Education Foundation; the Boone High School Business Development program; the Ogden High School Business, Technology, and Hospitality Advisory Board; and the Dallas Center – Grimes Education Foundation.

FACES OF GIVING



Danielle BrownWolf

We at VisionBank believe in keeping our funds local. We believe that good customer service doesn't stop with a "have a nice day"; it extends into the neighborhoods and communities we serve as well. We take pride in caring about the things our customers care about the most – the farmers market, health care, education, the environment, economic opportunity – and we give generously to projects and organizations that support these goals.



Sara Bryan

When people in our community see us helping and volunteering, they know that when they need financial help or services, that we will be there for them also. The word community means "sharing in common", and there is no better way to form a real community, whether in life or in Banking, than to share our time and our skills to help the people around us both personally and professionally.



Brian Vahle

Volunteering our time and our funds supports the communities we serve. It gives us an opportunity to listen and become more informed about the goals and needs of those around us. We can then tailor our objectives in a way that is prosperous for both the community and the bank.



Tim Tryon

As human beings, we have the innate need to contribute to those around us. Whether it comes in the form of something small like being there for a friend in need or something massive like contributing financially to a worthwhile cause, we all realize the importance of giving.

\$135,000 GRANTED TO FIRST TIME HOME LOAN BORROWERS

HABITAT FOR HUMANITY

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 2020 VisionBank donated \$13,000 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 home owners, 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 \$112,500 to 20 qualified home buyers.

HOME INC.

In October of 2020, VisionBank committed to increasing its education efforts for mortgage and credit lending. To help accomplish this the bank donated \$5,000 to the Home Inc. program in Des Moines. The funds from this donation were earmarked specifically for providing housing counseling and education in the Des Moines Metro and towards housing rehabilitation efforts in distressed Des Moines areas.



FACES OF GIVING



Amanda Estey

Investing in our community makes VisionBank a part of something greater. We get the opportunity to collaborate with talented community members with the goal of bettering the areas we serve. It's an excellent way for us to give back to those who have helped support us while networking at the same time.



Amy Landas

VisionBank is a local bank that genuinely cares about the communities we are part of, which is a critical element of why we have experienced so much success. Lives matter and people matter. We make consistent decisions in our industry to make sure we don't lose sight of the value of the people we serve.



Troy Strother

There are studies that show volunteer work can make people happier by boosting not only physical health but also by promoting social interactions and of course the positive atmosphere that come from contributing to the community. This potentially happier and healthier mindset promotes a desire to give back more. It keeps our people happy, healthy, and living with a sense of purpose.



Tanner Winterhof

One of my favorite things to do is help others around me achieve their goals. Especially if it's a financial goal of some sort. I think people see that passion. They trust it, and they come back with new goals year after year. That's what true community growth looks like to me: building each other up, sharing talents and passions, and contributing to the cycle.

FACEBOOK

www.facebook.com/VisionBankIowa/

LINKEDIN

www.linkedin.com/company/visionbank/

INSTAGRAM

www.instagram.com/visionbank_of_iowa/

YOUTUBE

VisionBank of Iowa

BUILDING RELATIONSHIPS

As a true community bank, VisionBank believes in building relationships that last. Our roots in Central Iowa stretch back to 1884, and many of our customers have been with us for decades.

We want to be your financial resource for all of your banking needs through every stage of your life's journey. Whether you are a long-time customer or are just getting to know us, we offer many ways to get and stay in touch.

Come say hello to one of our savvy financial experts at any of our 9 branch locations across Ames, Boone, Grimes, Huxley, Ogden and Waukee. Call our knowledgeable team members at a branch office or our Customer Care Center at 800-574-8123. And connect with us on social media for helpful financial tips and to see how our team is serving the community.