

# The Power of Good in 2022

**FIRST BANK**

# The Power of Good

At its heart, The Power of Good aims to be a tangible, long-term difference in people's lives, to engage and energize associates and customers, and to build upon the bank's reputation as a pillar of support in communities across the Carolinas.

As we began to plan for 2022, we knew we needed to increase our scope of giving and dig into the challenges facing the communities we serve. What follows is a reflection of that.



Power of Good

# Good Deeds

A week of surprise and delight:  
**April 21-29, 2022**

Every employee across the bank and its subsidiaries was given \$20 to go out and do good

Roughly **1,200 employees** participated

More than **3,300 visitors** to the landing page on the website

More than **200 entries** on the website sharing the good

Special this year: **more community participation** than ever before

FIRST BANK



“My little girl got to sprinkle some money around the grocery store last night. I’m sure there will be one happy kid when they find this in the candy section!”

**FB Customer**

# Good Deeds



# Employee Donation Matching

**51**

nonprofits supported

**524**

pounds of food donated

**199**

volunteer hours

**\$7,540**

in employee donations

**\$10,648**

in corporate matches



**FIRST BANK**

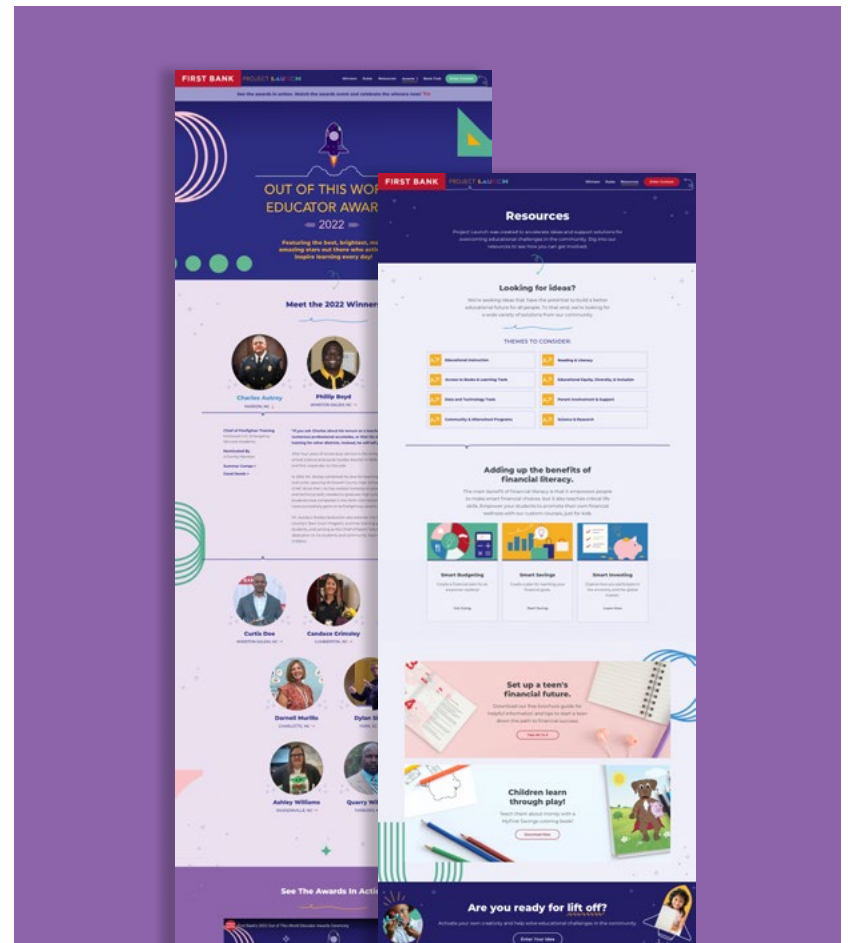
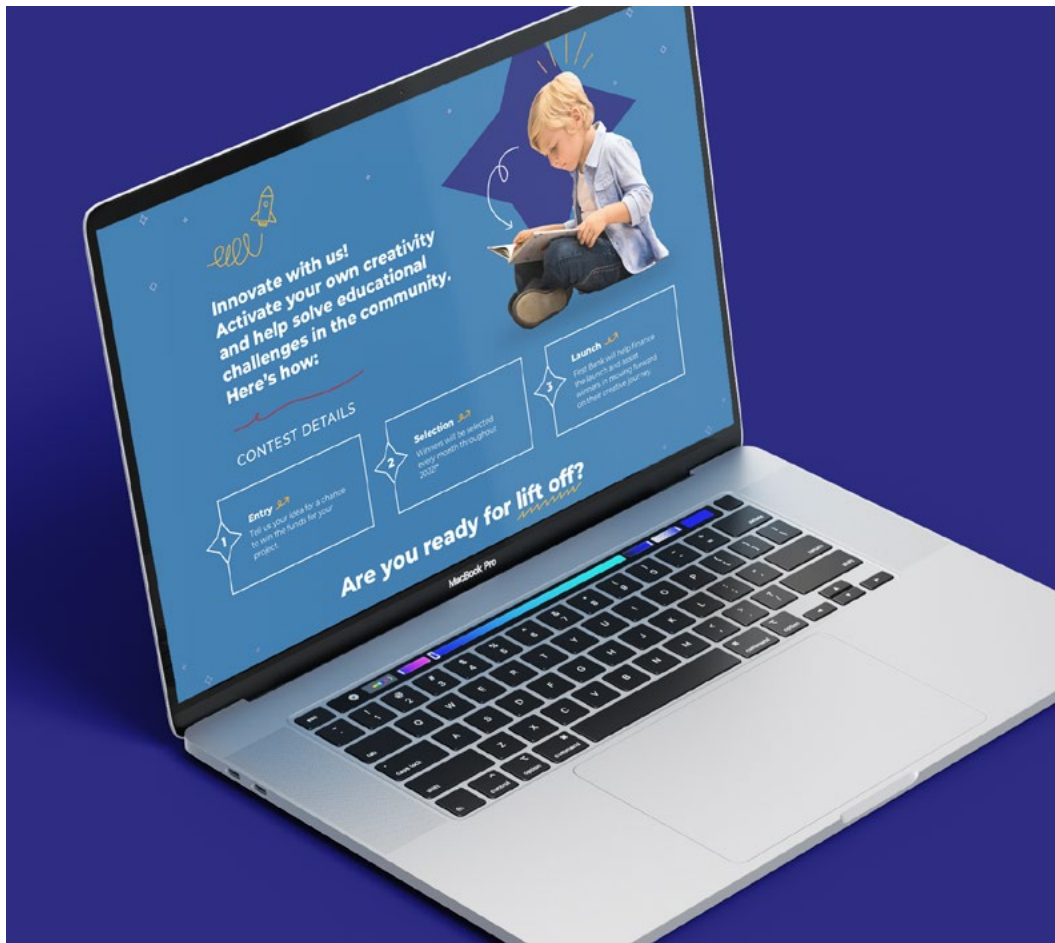
PROJECT **L** **A** **U** **N** **C** **H**

≡ **CONTEST** ≡

# Grant Contest

Total Project Launch entries so far: **nearly 500**

Total grants given out: **35 for a total of \$229,550** through September

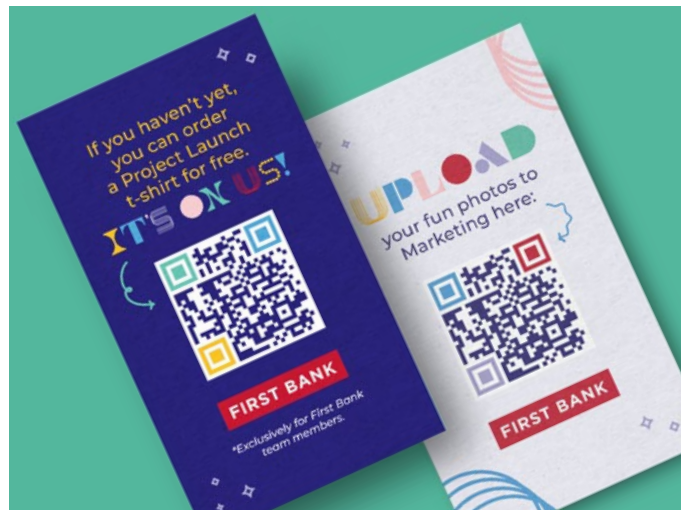
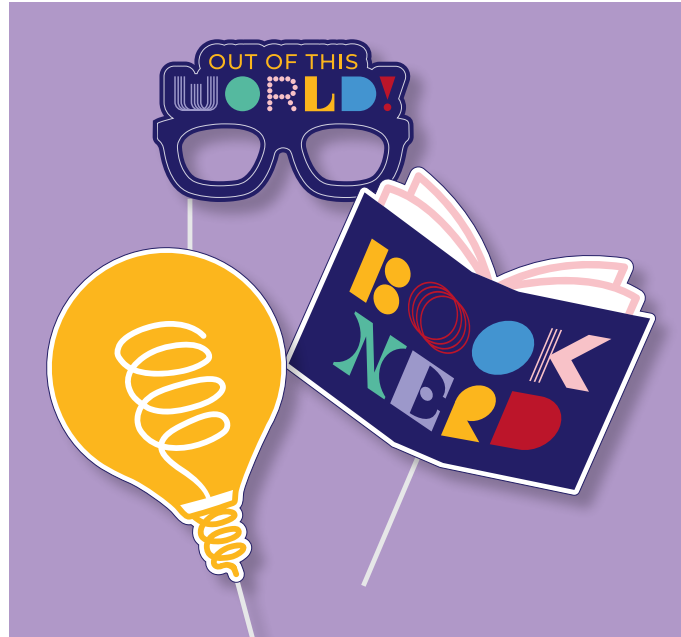


# In-Branch Materials

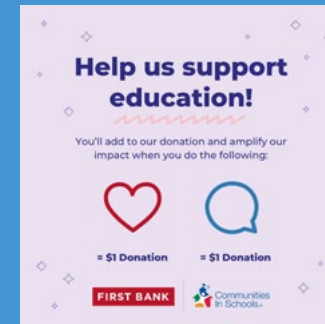
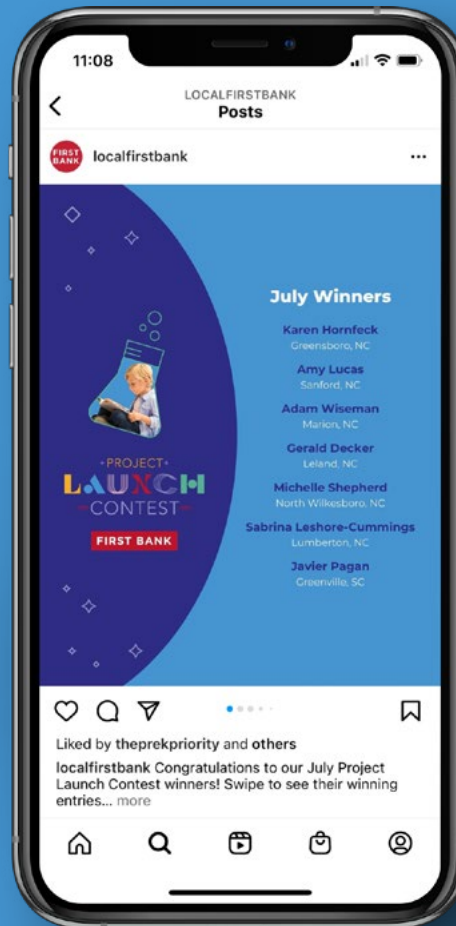
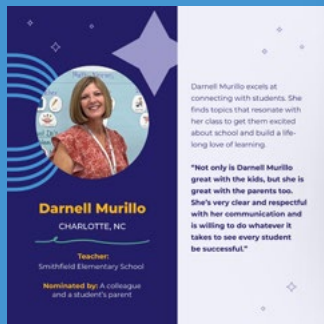




# Swag



# Social Media



# Sponsorships

Through Project Launch, First Bank is proud to provide funding to the nonprofits making a world of a difference in our community.

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**\$415K** awarded in sponsorships through August 2022.



## Communities in Schools of NC & SC

Our social media followers helped us donate \$10,000 to support connecting community resources, enhancing educational success, and giving every student a bright future.



## Nourish NC

We donated \$10,000 to help provide healthy food to hungry children so they are empowered to succeed in school and avoid the devastating consequences of childhood hunger.



## Hope of Winston-Salem

To support H.O.P.E.'s mission of empowering kids and families to lead healthier lives, we donated \$10,000 to provide nutritious meals and fresh produce to Winston-Salem families.

# Q4 Campaign

To help children receive the nutrition they need to focus and excel in school, we included a charitable incentive with our Q4 credit card offer. For each First Bank Platinum Rewards Mastercard® or Business Rewards Mastercard® credit card that was opened during the quarter, we donated \$50 to a local backpack program that provides healthy foods to kids. First Bank has committed up to **\$100,000 in donations** to these backpack programs.

**FIRST BANK**  
**Stand up to hunger.**  
When you open a new First Bank Platinum Rewards Mastercard® or Business Rewards Mastercard® credit card by December 31, 2022, we'll donate \$50\* to a backpack program that provides healthy food to kids in your county.

Apply with us today, online or in branch.

Personal Credit Card Business Credit Card

\*Up to \$100,000

**ZERO INTRODUCTORY RATE OFFER**  
**Are you sitting down for this?**  
With a First Bank Business Rewards or Platinum Rewards Mastercard® credit card, you get:

**0%**  
Enjoy 9 months of 0% intro APR\* on purchases and balances transfers.

**15.15%**  
Variable APR currently between 15.15% and 25.15% thereafter.

**DON'T WAIT!**  
Offer ends December 31.

**STAY FOR THE REWARDS.**  
Earn points on qualified purchases.

**Convenience**  
Mobile Wallet, Text Alerts & Controls, Manage Your Account with EZCardview

**Security**  
Zero Liability, Mastercard SecureCode™, Built-In Chip Security Protection

Apply with us today, online or in branch.

©2022 Mastercard. Mastercard, United Mastercard, and the Mastercard brand name are trademarks of Mastercard. \*This offer is for new credit cards only and expires December 31, 2022. First Bank Member credit cards have an Annual Percentage Rate (APR) of 15.15% to 25.15% variable, subject to state approval. Member FICD.



# OUT OF THIS WORLD EDUCATOR AWARDS

≡ 2022 ≡



**Nominate the brightest star.**



# OOTW Educator Awards

401 entries received

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10 winners selected from across the Carolinas

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Celebrated the winners at an event in October



# OOTW Awards Materials





# BOOK CLUB

**For kids and the love of reading.**





2022 Big Projects

# The First Bank Book Club

8 award-winning and best-selling rockstar authors

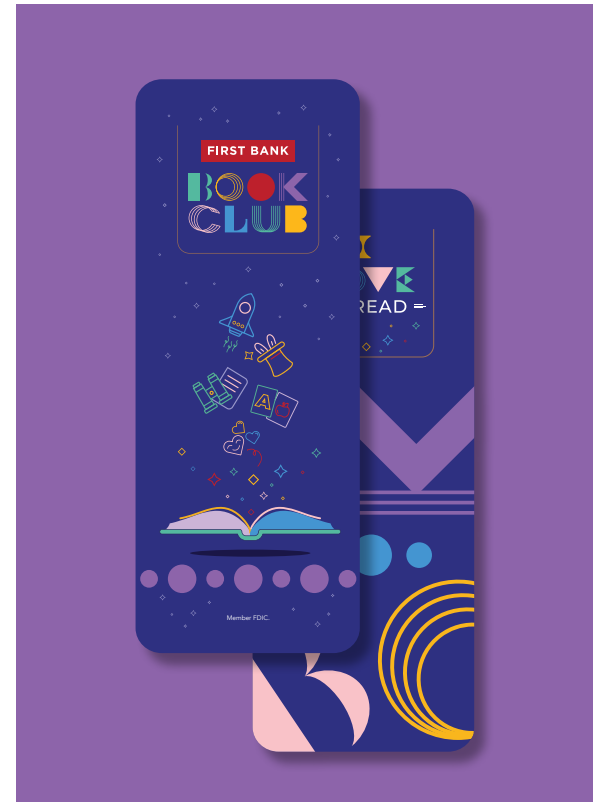
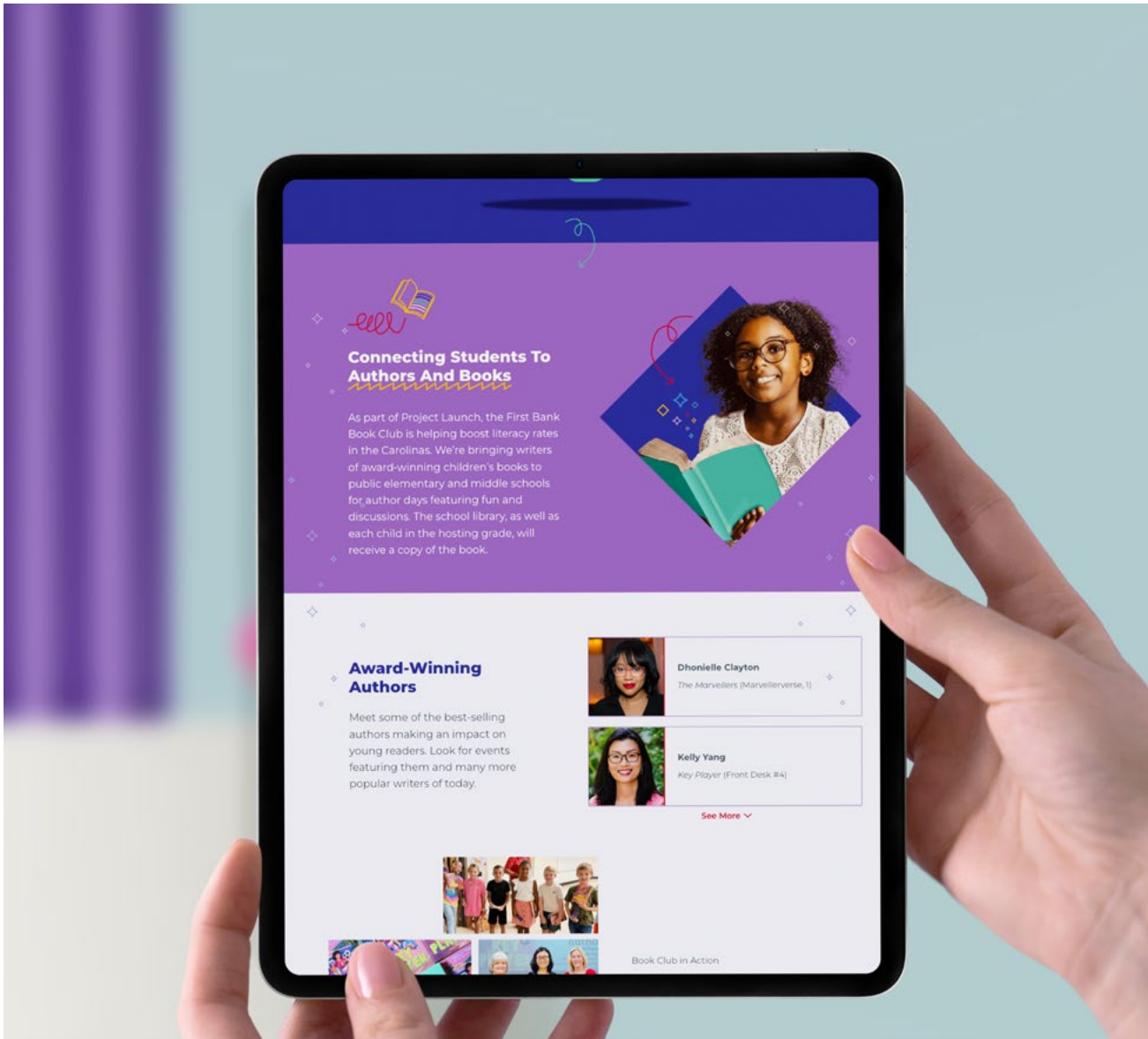
17 public schools, largely Title 1

2,000+ free copies of books given to kids

We're excited for the second half of the school year, with visits from authors like Sheila Strickland and Jamar J. Perry coming up.



# The First Bank Book Club



# Additional Initiatives

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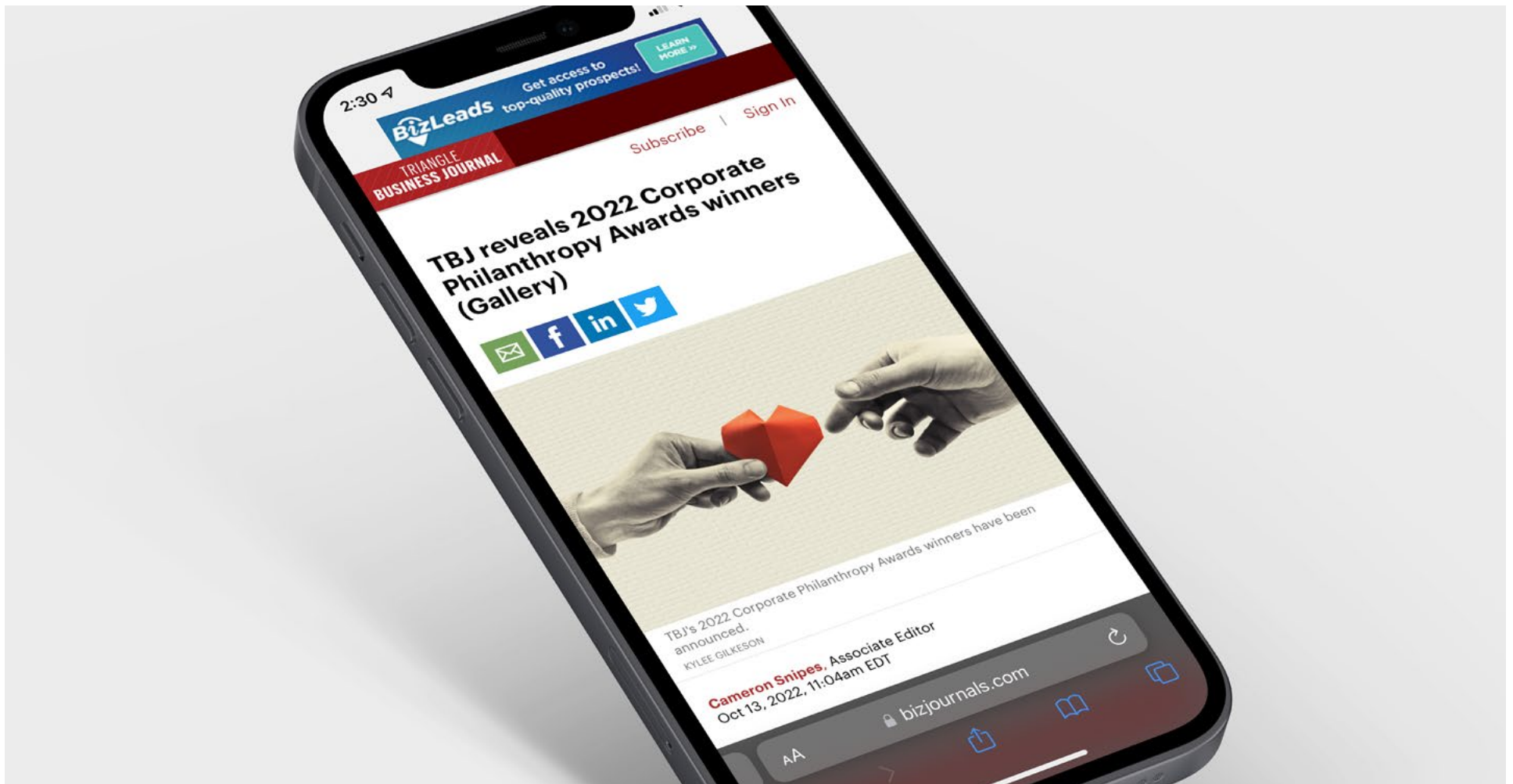
First Bank offers third-party lending options to local Habitat for Humanity affiliates, originating loans for Habitat borrowers at lower-than-market rates and no origination fees. Since 2018, we've worked with over 20 different local Habitat affiliates and originated over 220 loans for over \$27 million, 95% of which are for borrowers in underserved communities.

First Bank sponsored the Durable Skills Project in partnership with the Lee County Education Foundation and the Boys and Girls Club, which will see 120 students at the three middle schools receive mentorships and programming geared towards life skills like effective verbal communication, self-control, and goal setting, and how these can lead to personal and academic success.



# Just Announced

First Bank was recognized as a **2022 Corporate Philanthropy Award Winner** by the Triangle Business Journal.



**Thank you for your support!**

**FIRST BANK**

\*All data is accurate as of October 2022