

CITIZENS BANK

For Now. For the Future.

CHARITABLE GIVING PROGRAM

The mission of Citizens Bank's Charitable Giving Program is to help meet the needs of the communities we serve by supporting nonprofit organizations that improve overall quality of life. Our community bank also proudly sponsors events that enhance the vitality of our neighborhoods, celebrate our community's success, and support local charities.

Citizens Bank is proud to extend our great tradition of service beyond the walls of our branches by identifying and funding areas of community need that exist within our service region.

We support programs that enhance the quality of life in the region, instill pride, and promote educational and youth initiatives, health and human services, culture and the arts, and civic and community development.

Corporate donations, sponsorships, and employee volunteerism are the primary ways in which we demonstrate our support to a variety of worthy programs that directly serve our communities.

Our company can only be as strong as the communities we serve. We are proud to play a role in helping make each of our communities a better place to live and work.

Requests are granted based on the nonprofit organization's ability to meet our charitable giving criteria, as well as availability of charitable funds. Although there are more deserving charitable organizations in all of our communities than we are able to support, our Charitable Giving Program makes every effort to assist as many qualifying nonprofit organizations as possible.

Citizens Bank receives hundreds of requests for donations every year. Therefore, we will consider requests for charitable donations from nonprofit organizations that qualify under our charitable giving categories.

Categories of Giving

Each year, Citizens Bank contributes to many commendable organizations that directly benefit our communities. The primary categories of giving are defined below:

Education and Youth Initiatives

We believe that education is the cornerstone of economic progress. Citizens Bank proudly directs support to a variety of academic programs for students of all grade levels and scholastic development. Activities that motivate and challenge today's youth receive special emphasis.

Health and Human Services

As the demand for social services or medical attention increases, so does the need for funding by private industry. Citizens Bank is dedicated to supporting non-profit agencies that enhance the quality of life for citizens who are ill, disadvantaged, underprivileged, elderly or handicapped.

Civic and Cultural

Because of its long history and tradition in the local communities that we serve, Citizens Bank recognizes the importance of the arts and cultural events in the overall development of our communities.

Community and Economic Development

Citizens Bank strives to provide funds to low to moderate income programs that help build our local communities, strengthen them economically and provide benefits for a wide segment of the community's population. Serving as an integral partner to the culture of our communities, Citizens Bank supports the work of organizations that seek to increase civic involvement and pride and help improve economic development and the environment.

Following are guidelines for organizations seeking support:

- Organization shall have offices in at least one of the communities we serve.
- Funds given shall directly reach the program's beneficiaries; funds are not intended for administrative purposes.
- Organization demonstrates sound administrative and financial practices.
- Organization submits to regular self-evaluation and public reporting.
- Organization has established clear objectives.
- Organization retains an active citizen board of directors.
- Consideration is given to the educational value of the request, the overall reputation of the organization, the number of people directly benefiting from the contribution, and the value a project will add to local community life.

Citizens Bank strives to maintain a monetary balance across geographical and categorical lines. In general, a program or organization shall be eligible to receive one monetary gift per calendar year from Citizens Bank.

Organizations seeking support should be prepared to provide the following information upon request:

- A purpose statement and brief history of the organization or event.
- A description of the program, event and past successes.
- A list of the organization's board of directors/trustees.
- Proof of nonprofit status/Tax ID # from the IRS (if applicable).
- A list of the organization's major donors.
- Relationship with The First and/or First Advisors (if applicable).
- The name of any Citizens Bank employee, board member, or shareholder who endorses the request.

Funding exclusions:

- Individuals (exceptions may be made by the Marketing Committee)
- Fraternal or alumni organizations
- Political Action Committees, political candidates, or causes or organizations attempting to influence legislation
- Requests for the discretionary, non-specific use of an organization
- Requests for operating expenses
- Trips or tours for individuals and groups
- Talent and beauty contests

When making contribution decisions, we look at programs located in the communities we serve.

Please send requests before September for consideration for the following year. Drop off request to any Citizens Bank location or mail to:

**Citizens Bank
Attn: Community Outreach Coordinator
P.O. Box 223, 301 N. Rochester Street
Mukwonago, WI 53149**

If you have questions, please call: 262.363.6500.