

IBAT BEST OF COMMUNITY BANKING COMPETITION

Category: Bank Culture – Narrative

Organization: The First National Bank of Central Texas

THE PROGRAM

We rolled out 1st Cares in April of 2022. It is a program that empowers our team members to make an impact in our community. All employees are given the opportunity to volunteer up to 4 hours per month, all while on the clock. We make it easy for employees to volunteer by giving them a list of charitable organizations who are looking for volunteers. We also gave our team the option of volunteering while off the clock and then getting paid time off as a reward for their volunteering.

GOALS

We have several goals for this program:

- Make a positive impact on our community
- Make it as easy as possible for our team to volunteer
- Create a culture of giving back among our team

"It's important for people to look outside themselves and not just be focused on your individual success each and every day. So we think it's important to get our employees out involved in the community."

Joe Barrow, Chairman & CEO

BANK INVOLVEMENT

Every employee is given the opportunity to take part in 1st Cares. All they have to do is get the volunteer time approved by their supervisor, and they can leave work for up to four hours per month. Our supervisors are quick to say yes to these requests. They know how important 1st Cares is to the culture of our bank.

We want our team to show pride in their bank when they go out and volunteer. That is why each employee has been given a 1st Cares polo or t-shirt. We have also given away 1st Cares swag to the team in an effort to generate excitement for the program.

IMPACT

It did not take long for 1st Cares to become an integral part of our bank. Just a few weeks after the program was implemented, we already had 13 employees volunteer nearly 40 hours at local nonprofits. That number is growing daily.

One pleasant surprise has been how many team members wanted to use their four hours to do things like give blood or volunteer at their child's school. In the past, they may not have felt that was something they could do during the day. Thanks to 1st Cares they felt empowered to say "yes" to those types of activities.

"I absolutely love the fact that my job supports us going out and giving back to my community – being able to say I helped here. It's a great feeling knowing they support us in doing that."

Jennifer Janz, FNBCT employee

