



## Keystone Cares: Service That Starts From the Top

Keystone Bank was built on the belief that banking should be about more than just transactions. It should be a force for good in the community, where businesses find the support they need to grow and where people feel valued as customers and neighbors. From the beginning, Keystone has been committed to building relationships beyond banking.

That commitment is reflected in Keystone Cares, a philanthropic community impact initiative launched alongside Keystone Bank. Through this program, Keystone has provided over \$250,000 in donations and contributed hundreds of volunteer hours to local nonprofits. The bank has also partnered with organizations like Central Texas Food Bank, the Abigail E. Keller Foundation, and Foundation Communities.



Keystone Cares was born from the idea that people want to help others; they just need the opportunity. The initiative was designed to ensure that community service is a living part of Keystone's identity. Bank leadership recognized early on that when employees are given space and support to give back, the impact multiplies for the community and the team. By formalizing its giving and volunteerism under Keystone Cares, the bank created a shared platform for action.

The initiative prioritizes organizations addressing critical needs in Central Texas, especially those related to food insecurity, childhood education, and underserved families. Rather than taking a top-down approach, Keystone Cares empowers employees to identify opportunities, build relationships, and lead by example.

In addition to in-person volunteerism and philanthropy, Keystone Bank extends its community impact through storytelling, most notably via Banking on Community, a podcast hosted by CEO Jeff Wilkinson. The show highlights local leaders, entrepreneurs, and nonprofits, amplifying the voices of those working to uplift Central Texas and offering them a platform to share their mission, challenges, and vision for the future.



## WHAT KEYSTONE DID

Keystone Bank has supported numerous nonprofits, local chapters, and community-based initiatives. Several standout efforts reflect the bank's values in action:

- **Philanthropitch Austin:** Keystone donated \$3,000 to the Philanthropitch nonprofit showcase, benefiting two standout organizations: Keep Austin Fed, which redistributes surplus food to combat local hunger, and The Arc of the Capital Area, which provides vital services to individuals with intellectual and developmental disabilities. Bank leadership personally participated in the event, representing Keystone's commitment at the highest level.
- **Pop-Up Birthday:** Employees at Keystone collected and donated 57 board games to support birthday celebrations for children in foster care across 31 Central Texas counties. These games became part of personalized party kits, helping children feel seen and celebrated during challenging times.
- **Central Texas Food Bank:** As part of a hands-on volunteer day, Keystone employees helped pack over 10,000 pounds of food in one afternoon. More than 30 volunteers participated in the event, reflecting a strong cross-departmental turnout.
- **United Way & Dolly Parton's Imagination Library:** Keystone contributed funds to this early literacy initiative, supporting book access for approximately 30% of eligible children in Runnels County, where the bank maintains a rural branch. The donation aimed to help build lifelong reading habits and increase kindergarten readiness in underserved areas.
- **Junior Achievement "JA in a Day" at Guerrero Thompson Elementary:** Seven Keystone employees volunteered at this Title I school in North Austin, spending the day teaching elementary students about saving, spending, and entrepreneurship. The event served as an opportunity to directly engage with youth and reinforce the importance of financial literacy from a young age.

Every Keystone Cares effort reflects months of planning, coordination, and employee-led enthusiasm, all guided by the values that drive the bank's client relationships. Many of these partners and initiatives are also spotlighted through the Banking on Community podcast, giving local changemakers a voice and enabling Keystone to extend its support beyond physical events.



## HOW IT WORKED

Keystone Cares is integrated throughout the organization. Employees receive internal communications about upcoming opportunities, and community service is highlighted in team meetings, internal newsletters, and even onboarding. New hires are introduced to Keystone Cares from day one, ensuring every employee understands the importance of giving back.

Volunteer events are designed to be accessible. Employees are given the flexibility and encouragement to participate in community service throughout the year. Just as importantly, leadership wholeheartedly supports these efforts and is often right there alongside the team, rolling up their sleeves and joining in to give back. In the case of Philanthropitch, both the CEO and President presented donation checks personally. This kind of involvement sends the message that service is not only encouraged, but led from the top.

Keystone proudly designates annual philanthropic funding to support mission-aligned organizations, a meaningful and intentional commitment that reflects the bank's values. Even without a formal foundation, this focused giving strategy ensures that resources are directed where they can make the greatest impact. Funding decisions are made locally, with input from leaders and employees who know the communities they serve.

## RESULTS AND REACH

Since formally organizing Keystone Cares, the bank has:

Donated more than  
\$250,000 to nonprofits  
and community partners

Contributed over 200  
employee volunteer hours

Supported more than 10  
community initiatives in  
Central Texas

The numbers are important, but the outcomes go deeper. Employees consistently report that service opportunities increase their sense of purpose and connection to the bank. Externally, these efforts have increased visibility and trust in the Keystone brand. Clients and community leaders frequently cite the bank's involvement in causes they care about, and this engagement has become a differentiator in a competitive market. In 2024, Keystone was named one of Austin's Top 50 Private Companies by the Austin



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Business Journal and received an Net Promoter Score of 76, reflecting the bank's strong reputation for community leadership and customer satisfaction.

The Banking on Community podcast has also extended this reach, helping reinforce the bank's values while creating a space for conversations that celebrate and elevate local impact. With every episode, Keystone spotlights people doing meaningful work and builds bridges between the bank, its clients, and the community.

### **SUSTAINABLE APPROACH TO SERVICE**

The most impactful part of Keystone Cares is its sustainability. The program is not a campaign but a rhythm. Rather than aiming for splashy moments, the bank focuses on steady, meaningful contributions that align with its purpose and core values.

Each partnership is chosen carefully, emphasizing long-term impact and authentic engagement. From board game drives to food bank shifts, every act of service is grounded in a real need and carried out by people who care deeply about their neighbors.

Keystone Bank believes that when community service becomes part of the organizational fabric, everyone benefits: nonprofits get consistent support, employees feel connected to something bigger than themselves, and clients see firsthand that they're banking with people who truly care.

Through Keystone Cares, the bank has built a model of what community banking can be at its best: responsive, humble, and rooted in service.