

## PIE IT FORWARD PROGRAM

For over 20 years, FirstBank Southwest has proudly partnered with the United Way of Amarillo and Canyon to raise funds that directly benefit our local community. The United Way works to advance the areas of health, income, education and basic needs. Through the collective efforts of the public, they partner with agencies that provide high-quality programs that better lives. They fund programs, not agencies. Money raised helps fund 24 different programs in the Amarillo and Canyon areas.

To encourage employee participation, we offer a free day off each year to any employee who donates at the Fair Share level, equivalent to one hour of pay per month. While this day off has been a strong motivator, it didn't significantly drive additional giving. So, in 2023, we decided to add a fresh, fun element to our campaign with the launch of the **Pie It Forward** program.

We began by forming a dedicated committee to give focused attention to the initiative and bring in diverse perspectives. The campaign is scheduled for September and October to align with our Falloween Festival, an event with high employee engagement, where we could celebrate our progress and "pie" selected participants.

### **Here's how it works:**

We start by setting an ambitious, yet attainable fundraising goal—always aiming to surpass the previous year's total. Then, we nominate individuals to be "pied" and launch a creative marketing campaign to generate excitement. Rallies are held across the Bank to energize employees and highlight the United Way's impact on our community. Regular updates are shared, showing our progress and focusing on the real difference we're making in people's lives. The Pie It Forward program has not only increased engagement and giving, but it's also reinforced the joy and impact of giving back together.

### **How Have We Done:**

#### **2023 Pie It Forward – Pie the CEO**

- 2022 Money Raised – \$26,426
- 2023 Goal – \$30,000
- 2023 Money Raised - \$36,956
- # Lives Impacted – 754
- Annual Increase from Previous Year - \$10,530
- % of Employees who Participated – 42%



2023 - Susannah making a splash with a very messy pumpkin pie in our CEO's face



2023 – Board President getting ready to by FBSW CEO



2023 – Hereford Market President pieing the CEO while dressed as Where’s Waldo, event is part of our Falloween Festival

---

#### 2024 Pie It Forward – Pie the Executive

- 2023 Money Raised – \$36,956
- 2024 Goal – \$40,000
- 2024 Money Raised - \$41,155
- # Lives Impacted – 840
- Annual Increase from Previous Year - \$4,199
- % of Employees who Participated – 54%
- Highest Amount of Money Raised since Partnering with United Way



2024 – Employee bravely pieing the HR Director



2024 – HR Director slinging pie off her face



Employees watching pieing event