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2026

Community Service
Power of Change Campaign



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According to Feeding America, nearly 48 million people nationwide, including 1 in 5 children, face food insecurity, highlighting a growing crisis affecting communities across the country. In response to the growing issue of food insecurity across the communities it serves, First National Bank Texas launched the Power of Change Campaign to support local food banks throughout Texas, Arizona, New Mexico, and Arkansas.

Throughout October 2025, First National Bank Texas retail branches partnered with customers and employees to collect and match donations benefitting local food banks across the communities that we serve. Through the generosity of customers and employees, retail branches raised a total of \$40,739.70. Demonstrating a strong commitment to fighting hunger and supporting the communities it serves, First National Bank Texas' First Community Foundation, Inc. amplified an additional \$40,000 match. These combined efforts allowed First National Bank Texas to distributed donations evenly among 40 food banks, with each organization receiving approximately \$2,018.49 to help address local hunger needs.

Since launching in 2020 in response to the challenges brought on by the COVID-19 pandemic, the Power of Change Campaign has continued to expand its impact year after year. To date, the program has distributed \$595,101.29 to food banks across the Bank's service areas, reinforcing First National Bank Texas' long-standing commitment to supporting communities in need.

The responses from food bank recipients demonstrated the meaningful impact of the Power of Change Campaign on local communities. Coastal Bend Food Bank shared, "The need [for donations] is evident, and it is through the generosity of people like you that we have been able to touch so many lives. For every donated dollar, we provide four meals to a family in need. Your gift makes a substantial difference. Thank you again for your support."



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The Power of Change Campaign's impact extended far beyond financial contributions. Per Feeding America, First National Bank Texas' donation, combined with a match from BoxLunch, helped provide more than 1.6 million meals to individuals and families facing food insecurity.

First National Bank Texas President & CEO, Bobby Hoxworth, shares, "Through our Power of Change Campaign, the First National Bank Texas team is making a difference in the lives of our customers, their families, and our communities. Together, we are helping to fight hunger, support local food banks, and strengthen the communities we serve."

The Power of Change Campaign reflects First National Bank Texas' ongoing commitment to strengthening communities, supporting vulnerable populations, and creating opportunities for long-term stability and hope through meaningful community initiatives.

[Watch 2026 Social Media Video Stats and Testimonials](#)



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