

**#WeAreCommunity:
Turning Service into Culture**

PROGRAM SUMMARY

Building Stronger Communities Through a Culture of Service

Community National Bank believes community service is more than volunteerism, it is a responsibility. Through an employee-led approach, CNB integrates service directly into its culture by providing organized volunteer opportunities, recognizing employee involvement, and encouraging participation throughout the year.

Employees partnered with food banks, senior service organizations, schools, nonprofit agencies, cultural events, and community programs across West Texas. Activities included food distribution, warehouse support, fundraising events, senior citizen assistance, community festivals, and nonprofit service projects.

Through the Culture Committee, employees participate in volunteer opportunities during and after work hours, with participation tracked and recognized throughout the year. This structure has helped expand volunteer involvement across all markets and departments.

By creating a culture where service is celebrated and supported, CNB has strengthened nonprofit partnerships, increased employee engagement, and made a measurable impact in the communities it serves. Community service is not an annual initiative at CNB, it is part of who we are, every day.



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FULL PROGRAM NARRATIVE

In 2025, the employees of Community National Bank logged over 2,316 hours of community service. This is the story of a bank that decided service would not be an event on the calendar. It would be who they are.



THE IMPACT IN NUMBERS | 2025

Every figure below is documented from CNB's 2025 volunteer records. Behind each one is a neighbor who was served.

2,316 Hours Served	\$54,417 Community Impact \$	168 Employee Volunteers	60+ Organizations Served
	3 Markets Served	12 Branches Engaged	

THE OBJECTIVE

Community National Bank set out to create lasting community impact by empowering its own employees to serve the places where they live and work. The bank's leadership made a deliberate choice: rather than writing a check and calling it community service, CNB would give its people the time, the structure, and the encouragement to show up in person, all year long, in the communities that need them most, and still financially support organizations in our area.

The goal was never a single day of good press. It was a permanent shift in how a bank relates to its hometown. Service would stop being something CNB does occasionally, and become something CNB is.

THE MODEL

Most community service programs depend on one big annual event and a lot of hope. CNB built something more durable. Through its employee-led Culture Committee, the bank created recurring, year-round volunteer opportunities and wrapped them in real support: paid volunteer time during work hours, tracking and recognition, friendly branch challenges, and employee spotlights that make service visible and celebrated.

The result is a system, not a stunt. Employees do not have to wait for permission or go looking for a cause. CNB brings the opportunities to them, removes the friction, and then celebrates them for stepping up. Service became the path of least resistance, instead of the road less traveled.



WHERE THE HOURS WENT

CNB employees served more than 60 organizations across the Permian Basin, Lubbock, and Dallas, concentrating their time on the people who need a community most: the elderly, the hungry, and the young.

The single largest commitment, more than 500 hours, went to Senior Life. That is hundreds of afternoons spent Delivering elders who might otherwise have spent them alone, and helping fundraise for them. It is the kind of service that never makes a headline, and matters more than almost anything that does.

Organization	Hours	Community Impact	Who It Serves
Senior Life	508.5	\$13,389	Isolated seniors
Midland County Fair	171.75	\$4,522	Families & youth
Midland Community Theatre	150.5	\$3,963	Local arts & culture
Mission Agape	142.75	\$3,759	Vulnerable families

THE MANY WAYS CNB SHOWED UP

The work spanned nearly every kind of community need in West Texas:

- **Food security.** Distribution and warehouse support at food banks feeding families across multiple markets.
- **Senior care.** Hundreds of hours of delivering food to the elderly through Senior Life and similar partners. Also assisting with their largest fundraising events.
- **Family and youth.** Staffing the Midland County Fair, Big Brother Big Sister and Boys and Girls Club events supporting community festivals, and serving children's programs.
- **Arts and culture.** Sustained support for the Midland Community Theatre, Arts Council of Midland, and local cultural events.
- **Community spaces and nonprofits.** Service at Centennial Park, Mission Agape, AirSho, and dozens of other local organizations.



A Branch That Went All In

The clearest proof of how deep this culture runs came from one of CNB's smallest locations. The Stanton branch reached the highest volunteer participation rate in the entire company in 2025. With just a handful of employees, it became the standard the rest of the bank measured itself against.

It did not have the most people or the biggest budget. It had something more important: a team that decided, together, that serving their community was simply part of the job. When a small-town branch sets the pace for an entire bank, that is not a coincidence. That is what a true culture of service looks like.



THE RESULTS

Volunteer participation grew across every market and department through the year. CNB deepened relationships with dozens of nonprofit partners who came to rely on the bank's people as a steady, returning source of support, not a one-time visit. Community organizations gained more than 2,300 hours of real labor and companionship. And the bank's employees gained a connection to their hometowns that no benefit package could provide.

WHY THIS MATTERS

Community National Bank proved that a bank's most powerful community asset is not its capital. It is its people. By embedding service into its culture and empowering employees to lead, CNB delivered 2,316 hours and \$54,417 in measurable impact to more than 60 organizations across three markets, reaching the elderly, the hungry, the young, and the vulnerable.

Community service is not an annual initiative at CNB. It is part of who they are, every single day, in every community they serve.

In 2026, the bank is on track to exceed the number of volunteer hours, impact dollars, and organizations volunteered at.



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