

10,000 in 2025: Strategic Volunteerism at Texas Regional Bank

Texas Regional Bank • IBAT BOCB Entry • 2026

Background & Context

Texas Regional Bank has always held community involvement as a core value, embedded in the bank's mission to be "The People You Know" in the communities it serves. But for most of TRB's history, that commitment was organic and informal. Teams gave their time generously, but the bank had never set a formal volunteer goal, tracked hours at scale, or treated volunteerism as a strategic organizational initiative.

That changed in 2025.

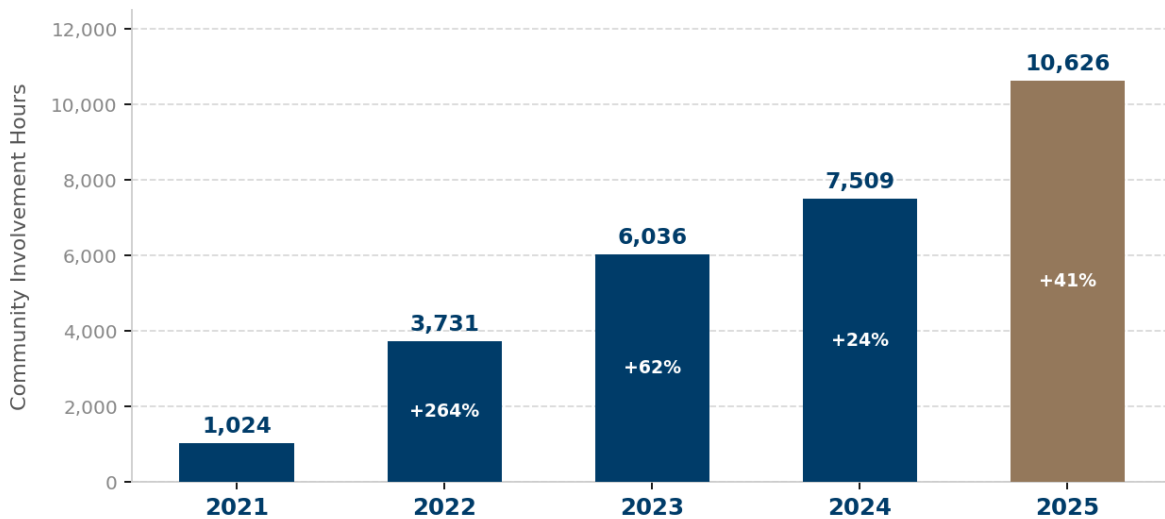
The Initiative: 10,000 in 2025

Championed by TRB President, Brent Baldree, "10,000 in 2025" set a clear and ambitious goal: log 10,000 community involvement hours across the organization in a single calendar year. That number would represent a record year for TRB and establish a new benchmark for what strategic volunteerism could look like at a community bank.

The goal was not just aspirational. It was operational. TRB deployed Kadince, a purpose-built community engagement platform, to track every volunteer hour logged by every employee across all markets. The system introduced accountability, visibility, and data that TRB had never had before, turning individual acts of service into a measurable, organization-wide record of impact.

The numbers tell the story of a culture that has built momentum every single year since systematic tracking began.

Five Years of Community Involvement Growth



Hours logged through Kadince | 2021 represents first year of systematic tracking

Goals

- Log 10,000+ community involvement hours in calendar year 2025
- Increase employee participation rate across all regions
- Formalize TRB's approach to strategic, data-driven volunteerism
- Create a credible, replicable infrastructure for tracking community impact going forward

How It Worked

Brent Baldree led by example. His 198 volunteer hours logged in 2025 sent a clear signal from leadership: this was not a campaign in name only. Regional teams were empowered to pursue volunteer initiatives meaningful to their own markets, consistent with TRB's broader philosophy that local relationships drive local impact.

Employees submitted hours directly through the Kadince platform. Every submission created a real-time record of participation, by employee, by region, by organization, enabling TRB to track not just totals but patterns of engagement across a geographically distributed organization.

Results

When 2025 closed, TRB hadn't just met the goal. It surpassed it.

Metrics	2025 Result
Community involvement hours logged	10,626
Team TRB employees who participated	286
Organizations supported through volunteerism	671
Charitable donations	\$1.3 million
Organizations receiving donations	474

The 10,626 hours are the product of four consecutive years of growth. Since TRB implemented systematic volunteer tracking through Kadince, participation has increased every year without exception.

Regional Highlights

Central Texas

Emily Kirchner and John Wells, two of TRB Central Texas’ most active contributors at 287.5 and 190 volunteer hours, respectively, exemplify the team’s commitment to staying connected to the communities it serves. There’s no better example of their “can do” attitude than their effort to help establish the Fredericksburg Parks Foundation, a non-profit that works with the city and county to create, maintain, and improve green spaces in the area. With Emily and John at the helm, *Supporting spaces where community grows* isn’t just the organization’s slogan, it is in direct alignment with TRB’s core values to support the communities it serves.



South Texas Region



In South Texas, it’s become a tradition for the team to lead volunteer efforts at Smokin’ on the Rio, a championship BBQ competition. This non-profit was created in part by our bank President, Brent Baldree as a spirited way to support higher education aspirations for area students. For a bank with roots in the Rio Grande Valley, it’s no surprise that over 45 TRB volunteers help coordinate logistics and judging for this event, which resulted in 136.60 combined hours for the South Texas team.

Houston



In Houston, Lisa Ta not only organized and hosted emergency response seminars, equipping her community with preparedness knowledge and practical skills, she was a driving force behind Fort Bend County's inaugural First Responders Day.

Ta's efforts with Behind the Badge Charities, Fort Bend Chamber's Lemonade

Day and numerous financial literacy workshops are a few examples of how she clocked 175.5 volunteer hours in 2025. Her volunteerism placed her among TRB's top contributors' organization-wide, reflecting the bank's commitment to being a resource, not just a financial institution, in the markets it serves.

North Texas



TRB's North Texas region brought people together through the bank's annual community crawfish boil, a signature event that draws residents and deepens goodwill in the market. The region also invested in youth athletics through a partnership with Solar Soccer Club, sponsoring team jerseys and helping sustain a program that gives young athletes a place to compete, grow, and belong.

Signature Story: Matt Martin and the Krum Lions Club Flag Service

If one story captures the spirit of TRB's 2025 volunteer year, it belongs to Matt Martin.

A member of TRB's North Texas team based in Krum, Matt logged 232.75 volunteer hours in 2025, with 60 of them through his work with the Krum Lions Club alone. Matt has been a driving force behind the Lions Club's Flag Service Program since joining the Krum branch, helping lead an initiative that is equal parts civic ritual and community investment.

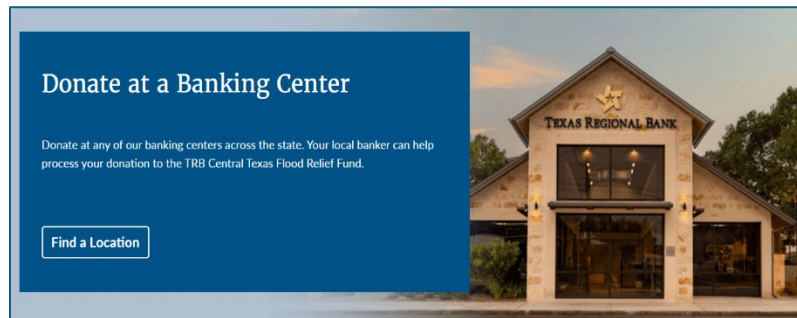


Six times a year, Matt drives through the city of Krum installing and removing American flags at homes and businesses: on September 11, Veterans Day, Presidents Day, Memorial Day, Flag Day, and Independence Day. The program honors the meaning behind each occasion, and the funds raised through the Flag Service Program go directly to annual scholarships for local students, connecting a simple act of patriotism to lasting educational opportunity.

Matt doesn't do it for recognition. He does it because in Krum, Texas, he is *the people you know*.

Corporate Leadership

The bank directed \$1.3 million in charitable donations to 474 organizations in 2025 – data that generally makes us proud; however, one was initiated because of an occurrence that we still have trouble accepting.



When catastrophic flooding struck Kerrville and surrounding Hill Country communities in 2025, TRB's Central Texas team responded immediately. Employees organized a fundraising drive that raised \$75,000 for flood relief, and TRB matched that amount dollar for dollar directing \$150,000 to families and communities when they needed it the most.

While our team understands that so much is still left to be done, we want our Central Texas neighbors to know how important they are to us.

Our Top Volunteers in 2025 –

The milestone was built one hour at a time. These employees led the way:

Employee	Region	Hours
Kimberly R. Chambless	North Texas	415.25
Valeria Suarez	South Texas	294.55
Marta Rosales	South Texas	291.90

Emily Kirchner	Central Texas	287.50
Keri Sandvig	Central Texas	251.00
Travis Richards	South Texas	240.00
Matt Martin	North Texas	232.75
Dalinda Guillen	South Texas	222.90
Jamie Rosas	Corporate	220.00
Brent Baldree	Corporate	198.15
Robert Donalson	South Texas	195.00
John Wells	Central Texas	190.00
Josh Walker	Central Texas	188.30
David DeStefano	Central Texas	181.65
Fred Garza	South Texas	177.00
Lisa Ta	Houston	175.50
Greg Lick	Central Texas	175.00
Zach Townsend	Central Texas	170.00
Kathy Estes	Central Texas	168.35
Diana Delaunay	South Texas	164.80
Diego Guerrero	Central Texas	161.50
Lewis Gissel	Houston	155.50
Tanya Castro	Houston	140.90
Jessie Bishop	Central Texas	134.00
Gregg Booth	Houston	133.00
Alejandro Cardenas	South Texas	114.50

Looking Ahead

Surpassing 10,000 community involvement hours establishes a new floor for what TRB expects of itself. The infrastructure is now in place: the platform, the tracking discipline, the leadership example, and the regional culture of participation that has grown stronger every year. As TRB continues to expand its footprint across Texas, opportunities to deepen community connections will grow alongside it.

The goal for 2026 isn't to repeat 2025. It's to build on it.

For TRB, the people you know are the people who show up.