CSR and Economic Development

We're Excited to Join You Today!

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First National Bank

About the Corporate Citizenship Center

Dedicated to helping businesses make the world a better place

Community Improvement

Disaster Response and Community Resilience

Economic Empowerment

Education and Workforce Development

Health, Wellness, and Food

Sustainability and Circular Economy

A Powerful Network of Private Sector Leaders

150

Corporate Supporters

A Diverse Network of Partners

BORN THIS WAY FOUNDATION
· EMPOWERING YOUTH · INSPIRING BRAVERY ·

NATIONAL GEOGRAPHIC

USA TODAY

Robert Wood Johnson Foundation

FEMA

UN WOMEN

About First National Bank

- 160 year history
- Largest privately owned banking company in the United States
- More than $21 billion in assets

CORPORATE SOCIAL RESPONSBILITY

Businesses are active members of the communities they serve.

Evolution of CSR

Source: Harvard Business Review

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Strategies for CSR and Economic Development

The reasons are as diverse and varied as the companies themselves—today we'll go over five themes.

1. Community Ecosystem

Businesses are only as strong as their community—and vis versa.

First National Bank's Community Vision, Focus Areas, and Goals

2020 Community Goals & Objectives

- $85 Million will be reinvested
- 100,000 volunteer hours
- 5,000 housing units will be built, rehabilitated, or financed
- 25,000 jobs will be created or retained
- 50,000 individuals will be closer to self-sufficiency
- Continuously evolving between now and 2020

Oklahoma City, OK

Grand Rapids, MI

2. License to Operate

CSR can help build goodwill and be a lever for community engagement.

MGM National Harbor

Shinola Detroit

First National Bank: CSR As A Brand Differentiator

Nonprofit/Government Partnerships

Brand

First National Bank

Member FDIC

Market Expansion

3. Strategic Investments

Strategic CSR programs can help strengthen long-term competitiveness.

The Wonderful Company

First National Bank: Growing Consumers

First National Bank: Growing Small Businesses

4. Bridging Divides

CSR can build bridges between communities and between companies.

First National Bank: Workforce Development

Urban

Urban League of Nebraska

Rural

Wayne State College

MHDF MIDWEST HOUSING DEVELOPMENT FUND, Inc.

Philadelphia, PA and Camden, NJ

5. Spirit of Innovation

Cross-partner and company collaborations help solve community challenges.

Beyond 34: Recycling and Recovery for a New Economy

Partnering for Strategic Growth

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Things to Remember

As you engage companies in economic development partnerships and strategies.

It's Not Only About Charity Anymore

The reasons and ways businesses invest in CSR programs are as diverse as the businesses themselves.

Consider Non-Traditional Partners

No single sector can solve the problems we face alone. What other sectors or partners can you work with?

New Reality of Tax Reform

Businesses are announcing new investments in infrastructure and community development.

Understand Regulatory Nuance

How can various regulations steer your engagement of corporate partners?

Any Questions?

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