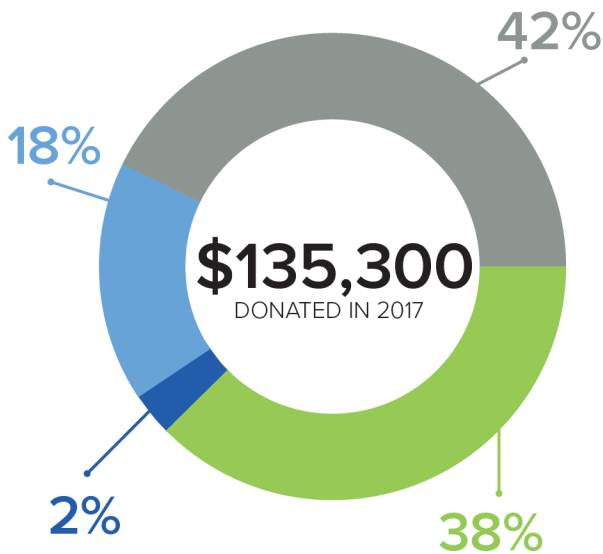



My Heartland Gives is structured into four primary focus areas, which we call Pillars, to guide our community investments. Our Pillars were chosen after surveying our associates to have the bank supporting the community areas which matter most to our people.

### FINANCIAL FITNESS

Teaching financial management and understanding to secure futures.



### YOUTH & EDUCATION

Supporting youth development, education and scholarships.



### COMMUNITY WELLNESS

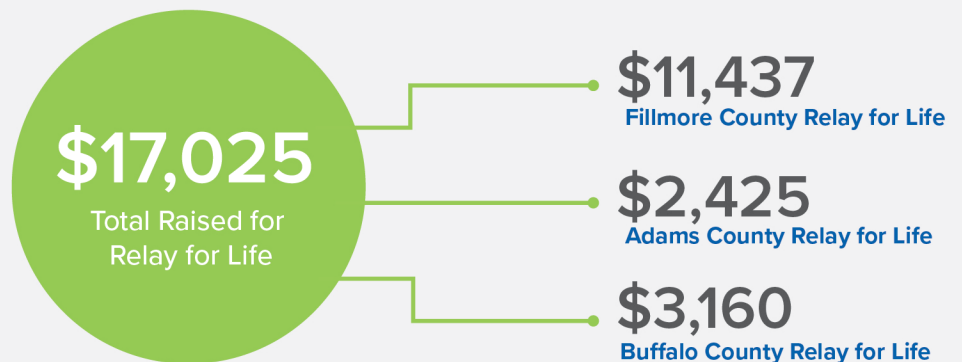
Promoting health and wellness and supporting families in need.



### COMMUNITY DEVELOPMENT

Strengthening the communities where we live and work.

At Heartland Bank, Relay for Life is our Signature Project. We have a Signature Project to fully leverage our resources - both person power and financial support - to make an impact across our entire market area.



**1,200** PTO HOURS  
a year are designated for associate volunteerism



Our associates volunteered for more than  
**75** DIFFERENT ORGANIZATIONS