

2024

# OUR COMMUNITY IMPACT

Committed to helping our  
community thrive.

At The National Bank of Indianapolis, our mission has always been to strengthen the fabric of the greater Indianapolis community. We believe that a thriving community is built on meaningful partnerships, a shared commitment to progress, and a deep understanding of local needs.

This Community Impact Report reflects the heart of our work in 2024—supporting transformative initiatives, investing in the well-being of our neighbors, and fostering connections that drive positive change. It is a testament to the power of collaboration and the difference we can make together.



Mark Bruin  
*President & CEO, The National Bank of Indianapolis*







## CIVIC LEADERSHIP

# EMPOWERING EMPLOYEES TO ACTIVELY ENGAGE IN THE COMMUNITY.

Through volunteer opportunities, board service, and participation in local events, our team members contribute their time and talents to initiatives that make a meaningful difference. This culture of involvement reflects our commitment to fostering stronger connections and creating positive change across greater Indianapolis.



## TRAINING LEADERS

The National Bank of Indianapolis sponsors the **Lead with Purpose**, Indiana's Premier Nonprofit Board Training Program, reinforcing our commitment to community leadership and impactful service. Through participation, our employees gain valuable skills and experience to become effective nonprofit board members.

**5,720+**  
employee  
volunteer hours



## TEACHING FINANCIAL WELLNESS

The **Financial Wellness Ambassador Program** is designed to empower leaders who are passionate about enhancing the financial health and stability of our neighbors and community. Bank employees are trained as ambassadors who can deliver both group financial education sessions and offer individual coaching, equipping community members with the skills and knowledge needed to achieve financial well-being.

## GATHERING TOGETHER

Through the generosity of our employees and clients, we are able to support nonprofit partners that ensure critical resources reach those who need them most. Our employees and clients unite in friendly competition to collect essential supplies, making a meaningful impact in our community.



**200** books for the Assistance League

**28** boxes of food items & clothing for HVAF

**2,900+** children's toys for Toys for Tots

**3,000+** school supplies for Teachers' Treasures





## PHILANTHROPIC GIVING

# AMPLIFYING THE REACH AND IMPACT OF OUR NONPROFIT PARTNERS.

We continued our tradition of philanthropic investments through our support of organizations and initiatives that address critical community needs.



## SUPPORTING MENTAL HEALTH

In an effort to help increase mental health awareness and treatment options, we sponsored **St. Margaret's Hospital Guild Decorators' Show House**. This year's show house will benefit the John & Kathy Ackerman Mental Health Professional Development Center at Sandra Eskenazi Mental Health Center, which aims to cultivate a skilled and diverse pipeline of mental health professionals to address the ever-growing mental health and substance use disorder needs in Indianapolis.

## ADDRESSING EDUCATION INEQUITY

To work towards eliminating education inequity, we supported initiatives like the **United Schools of Indianapolis**, a tuition-free school aimed at setting their students up for lifelong success. With campuses located in two of the most underserved communities of Indianapolis, these students, of which 98% represent a minority group and 82% are eligible for free/reduced lunch, receive college-preparatory education in their elementary years.

## FIGHTING AGAINST FOOD INSECURITY

To combat food insecurity, we partner with organizations like **New Direction Church** to provide vital support for families in need, particularly during the holiday season. Through initiatives such as their Turkeys for Thanksgiving and Winter Wonderland events, we help distribute food bags, gifts, toys, coats, and gloves to families.

## STANDING UP TO DOMESTIC VIOLENCE

To help victims of domestic violence in Marion County we supported the **Indiana Coalition Against Domestic Violence**, which distributed \$169,000 in support of 156 domestic violence survivors and their 108 household dependents. We also supported **Domestic Violence Network**, which trains between 1,100 and 1,500 students annually on distinguishing the difference between dating abuse and healthy relationships.

## BOOSTING ECONOMIC DEVELOPMENT

By supporting the **Arts Council of Indianapolis**, we are investing in the economic development of our city. The arts drive local job creation, support small businesses, and generate additional tax revenue, strengthening Indianapolis as a vibrant and thriving community.



**200**  
organizations  
received financial  
support



## COMMUNITY LENDING

# FOSTERING A COMMUNITY OF ECONOMIC GROWTH AND OPPORTUNITY

We are committed to responsible community lending – for both homeownership and investments in the development of safe and affordable rental housing. By partnering with community organizations dedicated to affordable housing, we are helping to build stronger, more vibrant neighborhoods and improving access to quality living options.



## THE PATH TO HOMEOWNERSHIP

We believe homeownership is a cornerstone of financial stability, and we proudly support individuals and families every step of the way on their path to owning a home. Through personalized training, expert advice, and tailored mortgage solutions, we help make homeownership achievable and sustainable.



“We are very pleased with our home and very happy we worked with The National Bank of Indianapolis who had our best interest at heart.”

– Evan and Stephany B., first time homebuyers

**PROVIDED  
\$12 million**

in funding to develop  
**60 new affordable rental housing units**  
and to construct  
**47 new affordable homes**

**INVESTED  
\$4.5 million**

resulting in  
**706 new or rehabilitated affordable housing units**

## BUILDING A BETTER LIFE TOGETHER

In the fourth quarter of 2024, National Bank of Indianapolis announced a new alliance with New Direction Church to help create economic opportunity, home ownership and financial well-being on the eastside of Indianapolis. This collaboration reflects our commitment to enhancing financial wellness, expanding homeownership opportunities with a \$200,000 down payment assistance program launching in 2025, and increasing access to banking services through the installation of a full-service ATM.





THANK YOU TO OUR CLIENTS, EMPLOYEES, AND  
NONPROFIT PARTNERS FOR YOUR UNWAVERING  
DEDICATION TO OUR SHARED VISION.  
TOGETHER, WE ARE BUILDING A BRIGHTER,  
MORE INCLUSIVE FUTURE FOR CENTRAL INDIANA.



## PILLARS OF COMMITMENT

### CIVIC LEADERSHIP

The National Bank of Indianapolis demonstrates civic leadership by encouraging and empowering employees to actively engage in the community.

### PHILANTHROPIC GIVING

The National Bank of Indianapolis makes philanthropic investments that amplify the reach and impact of our nonprofit partners.

### COMMUNITY LENDING

The National Bank of Indianapolis is dedicated to fostering economic growth and opportunity through affordable community lending.



THE NATIONAL  
BANK OF INDIANAPOLIS