



**CHANGING
HOW WE
GIVE
BACK**

2018

CITIZENS BANK



FOR 127 YEARS, SERVICE HAS BEEN A CORNERSTONE

of how Citizens Bank gives back to our communities. But our communities are much more than the people who trust us with their financial futures; it's our friends and neighbors, and they are what makes this area such a great place to live.

7,176

HOURS OF SERVICE

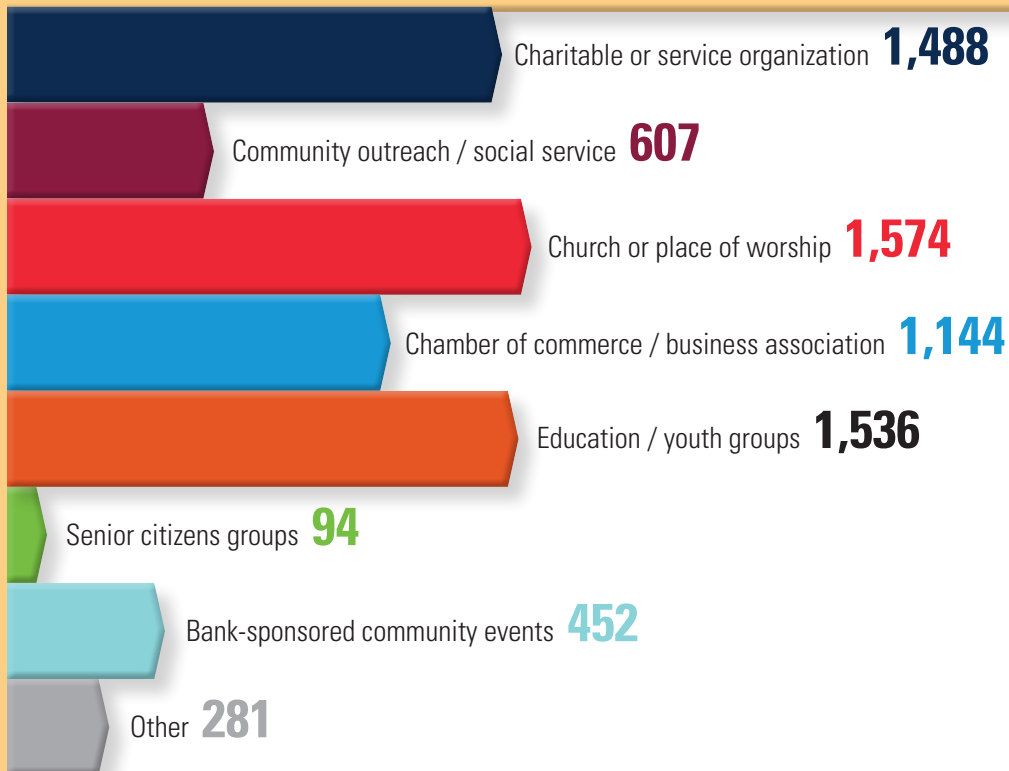


Each year, we ask our employees and directors to report the total number of hours they spend helping others in our communities. We're proud to share that **2/3 of our team responded to our survey, reporting over 7,000 hours of service.** On average, each person spent over 70 hours volunteering, and **24 spent more than 100 hours giving back.**

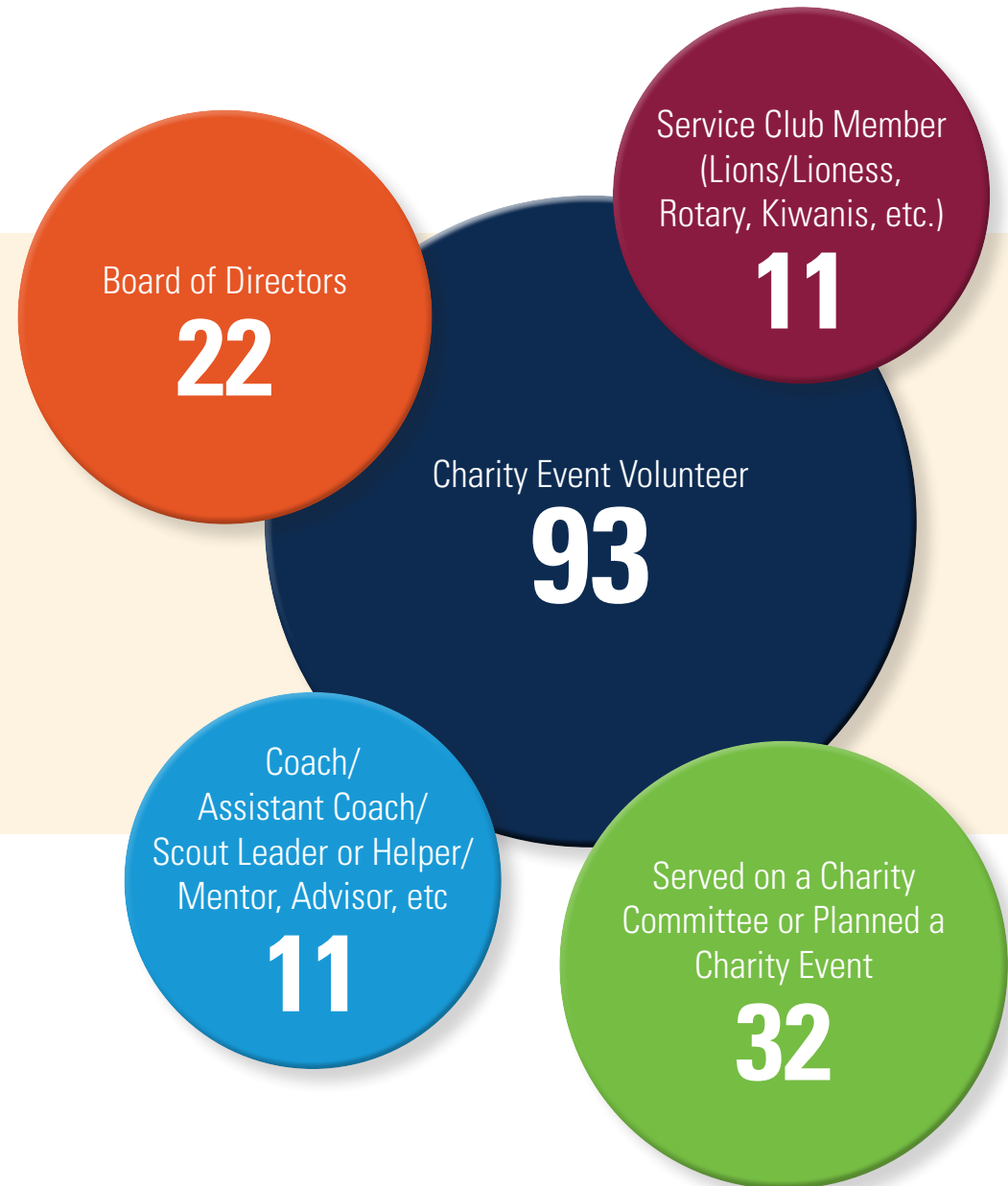
We also made it easier than ever for our team to roll up their sleeves for our communities. Read more about our **People Helping People** program on the Service With No Compromise page.

SERVICE HOURS SPENT

Total Service Hours in 2018: **7,176**



CITIZENS BANK EMPLOYEES AND DIRECTORS VOLUNTEER IN MANY WAYS



HALLOWEEN HAUNT

Each October, for the last six years, Citizens Bank has transformed the pavilion at Mukwonago's Field Park into a haunted house during the annual Jack-o-Lantern Jaunt fundraising event. Our Halloween Haunt has featured many themes, including Wild West Ghost Town, Haunted Homecoming, and Dead Man's Carnival to name a few.

Bank employees ran the show from start to finish—coming up with the theme, developing character roles, creating and building sets, fashioning costumes, and acting out the parts. We are proud to have played such an important role in a great community event, one that has raised tens of thousands of dollars over the years for local service projects and charities.



ORGANIZATIONS WE SERVE



STRONGER TOGETHER

Banks often must compete for business. But sometimes, we get to join forces to help our communities and to show our collective strength as a force of good. That's where the Wisconsin Banker's Association's Power of Community Week comes in. As part of this week-long effort, Citizens Bank gave its time to the following projects:

- **Staging a cleanup** along the Holz Parkway bypass in Mukwonago
- **Holding a collection of needed items** for Lakeland Animal Shelter in Elkhorn
- **Showing appreciation** for dedication and service to the community by the Village & Town of Mukwonago Police & Emergency Services
- **Volunteering to help** with activities at LindenGrove's assisted living facility
- **Volunteering time** at Hope Center in Waukesha to help sort donations
- **Holding a collection of personal items** for the residents of Twin Oaks Shelter
- **Packing lunches for community centers** affiliated with United Way



SERVICE WITH NO COMPROMISE

In 2018, we made it easier than ever for our team to help our communities with our new People Helping People program, a paid volunteer benefit. Now, our team members don't have to compromise between work and family when they want to volunteer.

In its inaugural year, People Helping People focused on two worthy causes. First, in March, we helped The Women's Center in Waukesha by helping with projects like upkeep and general cleaning. Then, in May, we rolled up our sleeves and got dirty for the Hebron House of Hospitality, spreading mulch and sprucing up the landscape.

Citizens Bank looks forward to watching the People Helping People program grow in 2019.



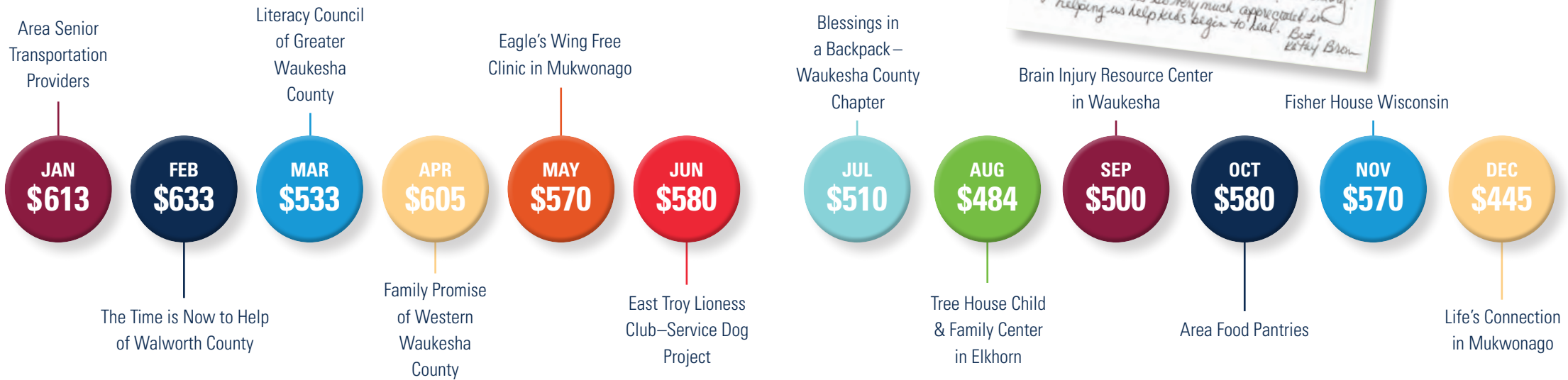
Fresh air and exercise never hurts, not usually till the next day anyway. Helping others is always rewarding.

-Cindy



CHARITY DRESS DOWN DAYS

Once a month, our team pays up to dress down! For a minimum donation of \$5, Citizens Bank employees enjoy wearing jeans for the day while supporting a worthwhile local cause.



TOTAL **\$6,623**



One thing we enjoy as much as dressing down is filling up! Our Cooks Who Care committee arranges several Food Days throughout the year when employees can savor a home-cooked lunch from their co-workers for a small donation. In August, the committee donated \$500 to Lifestrivers Therapeutic Riding Center in Waukesha County.

SERVICE TODAY IS AN INVESTMENT IN TOMORROW

With new ideas like People Helping People leading the way, we're excited to see how our team will serve our communities in 2019. We're also looking forward to joining with other local banks once again during the WBA Power of Community Week.

None of what we do—not the excellent service we provide in our banks or our caring support as we volunteer outside of work—would be possible without our team. Their commitment to their work and to their communities always makes us proud, and we can't wait to see how the Citizens Bank team will make a difference in 2019.



CITIZENS BANK

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