

Future's So Bright ...



CBAI Foundation for Community Banking
Capital Campaign for Scholarships

campaign mission

Why This Campaign Is So Necessary

Community banks help families and small-business owners realize the American Dream through lending, helping them achieve financial stability, and investing locally. They do this by:

- Focusing attention on the needs of local families, businesses and farmers;
- Channeling most of their loans to neighborhoods where their depositors live and work, helping keep local communities vibrant and growing; and
- Offering nimble decision-making on business loans because decisions are made locally.

In addition, their bank officers are generally accessible to their customers on-site and they are typically deeply involved in local community affairs. Community banks are themselves small businesses and understand the special needs of small-business owners.

The Community Bankers Association of Illinois Foundation for Community Banking

(CBAI Foundation) Scholarship Programs give young people the opportunity to explore the importance of community banking in their neighborhoods and the impact on the economy. Many times the scholarship process connects the student with community-bank officers and employees as they research and write about the scholarship-application topic.

The Investing in Higher Education Campaign provides annual scholarship revenue so the Foundation can continue to invest in the academic future of young people throughout Illinois. It provides vitally needed dollars that are required to meet the Foundation's annual commitments to young scholars and expand its impact to more students.

Participation in the Campaign demonstrates to the community that you value continuing education and life-long learning. By giving a tax-deductible contribution to the Foundation, you commit to excellence and bind yourself to the future of young scholars throughout Illinois. Regardless of the scholars' home towns, they are valued citizens of the state of Illinois. It is a privilege to help secure their educations and better their futures. It strengthens all Illinois communities, just as community banking strengthens all of our towns and cities.



education for deserving students

Foundation Scholarships for At-Large High-School Students

- Essay Contest Scholarships to Provide First- and Second-Place Awards in Each CBAI Group (24 per year)

Total amount offered each year: \$21,000

(There is no cost to CBAI members to participate in this Program.)

Foundation Scholarships for Children of Community Banking

- Child of a Banker Program

Three annual scholarships in the amount of \$1,000 per year for up to four years.

Total amount offered each year: \$12,000

Sponsors: SHAZAM® Scholarship

Community BancService Corporation (CBSC) Scholarship

Kasasa Scholarship

(Contribution/pledge of at least \$2,500 required to participate in this Program.)

Foundation Scholarships for Community Bankers

- Annual Scholarships to Community Bankers School (CBS)

Four annual scholarships (\$1,200 per year for two years) for eligible CBAI member bank employees to attend the CBS.

Total amount offered each year: \$3,600

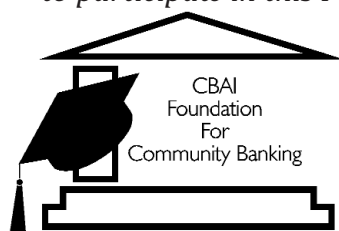
Sponsors: Federal Home Loan Bank of Chicago

The Baker Group

**CBAI's Career
Development Division**

Howard & Howard

(Contribution/pledge of at least \$2,500 required to participate in this Program.)



public relations opportunities

Levels of Recognition

COPPER-LEVEL INVESTOR

\$1,000 - \$2,499

- Local News Release
- Annual Honor Roll of Donors
- CBAI *Banknotes* magazine

BRONZE-LEVEL INVESTOR

\$2,500 - \$4,999

- Local News Release
- CBAI Website and *Banknotes*
- Annual Honor Roll of Donors
- One entry to Child of Banker Scholarship and Community Bankers School Scholarship (CBAI member banks only)

SILVER-LEVEL INVESTOR

\$5,000 - \$9,999

- Local News Release
- Flyers in the Banks
- Insert in Bank Mailings
- CBAI Website and *Banknotes*
- Annual Honor Roll of Donors
- Two entries to Child of Banker Scholarship and Community Bankers School Scholarship (CBAI member banks only)

GOLD-LEVEL INVESTOR

\$10,000 - \$24,999

- Local News Release
- Marketing to High Schools
- Artwork for Flyers in the Banks
- Artwork for Bank Mailings
- CBAI Website and *Banknotes*
- Annual Honor Roll of Donors
- Four entries to Child of Banker Scholarship and Community Bankers School Scholarship (CBAI member banks only)

PLATINUM-LEVEL INVESTOR

\$25,000 - \$49,999

- Local News Release
- Marketing to High Schools
- Artwork for Flyers in the Banks
- Artwork for Bank Mailings
- CBAI Website and *Banknotes*
- Annual Honor Roll of Donors
- 10 entries to Child of Banker Scholarship and Community Bankers School Scholarship (CBAI member banks only)

DIAMOND-LEVEL INVESTOR

\$50,000 - \$99,999

- Co-sponsorship of the Scholarship for Community Bankers School (not to exceed 10 years)
- Local News Release
- Marketing to High Schools
- Artwork for Flyers in the Banks
- Artwork for Bank Mailings
- CBAI Website and *Banknotes*
- Annual Honor Roll of Donors
- Special Recognition and Promotion at Annual Convention
- 12 entries to Child of Banker Scholarship and Community Banking School Scholarship (CBAI member banks only)

PRESIDENTIAL-LEVEL INVESTOR

\$100,000+

- Naming rights for a Child of Banker Scholarship (not to exceed 25 years) or Community Bankers School Scholarship (not to exceed 25 years)
- Local News Release
- Marketing to High Schools
- Artwork for Flyers in the Banks
- Artwork for Bank Mailings
- CBAI Website and *Banknotes*
- Annual Honor Roll of Donors
- Special Recognition and Promotion at Annual Convention
- 16 entries to Child of Banker Scholarship and Community Banking School Scholarship (CBAI member banks only)



your investment changes lives

Impact of Your Giving

"The CBAI Foundation Scholarship represents an important opportunity for me to lower the amount of debt I will incur as a result of attending college. ... I appreciate the willingness of the Foundation to invest in my future by helping me achieve my goal of attending Western Illinois University."

Nicholas Abele, 2014 winner sponsored by Community State Bank, Rock Falls

"I am honored to be a recipient of the CBAI Foundation for Community Banking Scholarships. Your generous support is helping me to fulfill a lifelong dream of going to college. Without donors like you, many students would be unable to pursue the careers of their dreams... I will be attending the University of Illinois Champaign... My future plans include pursuing a career in medicine and psychiatry."

Ernest Price IV, 2010 winner sponsored by Allied First Bank, Oswego

"The money received will assist me as I begin my first year at SIU Carbondale. I will be majoring in physiology in hopes to one day attend medical school to become a surgeon."

Morgan Echols, 2009 winner sponsored by The First Bank & Trust Co. of Murphysboro.

"I know there were many students worthy of this award and I am extremely thankful for the opportunity you have given me through scholarship. This will help me greatly in affording the high cost of out-of-state tuition at Iowa State University and will help lessen the burden of student loans. It is my dream to become a leader in the agriculture industry as a veterinarian and, thanks to this scholarship, I can receive the education needed to achieve this goal."

Jessica Engelking, 2009 winner sponsored by State Bank of Davis

"Community banking has stuck with me. I bought my first home in August with a mortgage from State Bank of Waterloo, and am already closing on a re-fi to a 15-year and lower rate at the end of this month since rates have already dropped significantly."

Brett Benyo, 2006 winner sponsored by State Bank of Waterloo



donors weigh in

Why We Give

"We made a major donation to the CBAI Foundation several years ago in recognition of the contributions made by our bank's past presidents, to our community, our company, and our industry. We understood that the monetary contribution would be used to fund a scholarship program, which we believe to be an appropriate way to perpetuate an ongoing program, bringing the importance of community banking to graduating high-school students and all those who read their essays. The recent focus on our industry due to the financial crisis makes such awareness programs even more important. For the very survival of our franchises, I encourage all community banks to support the CBAI Foundation in a significant way, as just one of our efforts to clearly differentiate ourselves from those institutions that may claim to be community oriented but in reality have a totally different agenda."

Jim Ashworth, CNB Bank & Trust, N.A., Carlinville

"State Bank of Toulon had a passion for supporting furthering education to keep good young families coming back to our small community. Once we heard the CBAI was starting a foundation, our bank became supportive in making contributions in various ways to help continuing education. We've found also that making a donation in memory of a key man or woman in our own bank has been a very moving way to honor the families."

Doug Parrott, State Bank of Toulon

"The CBAI Foundation is a perfect opportunity to accomplish several goals with annual contributions. First, we have made a tax deductible charitable contribution to support our own profession. Second, we are supporting continued education for today's young people who will be our leaders of tomorrow. Third, we are helping our community by offering a scholarship opportunity so young men and women can afford to attend college. Finally we are educating our community on the differences and philosophy of community banking and why community banks are down-to-earth, practical, locally controlled, and how community banks support families and businesses in our communities."

Rick Hiatt, Illinois Society Professional Farm Managers & Rural Appraisers



Questions?

Contact Valerie Johnston, Foundation Administrator
800/736-2224 (in IL)
217/529-2265
or cbaicom@cbaicom.com