

A smiling man with a young child on his shoulders in a park setting. The man is wearing a light blue denim jacket over a pink shirt. The child is wearing a dark blue hoodie. The background is a blurred green park with trees and a path.

**ALIVE**

first in the community

enhancing life  
with every step

**FIRST**<sup>®</sup>

first financial bank



# ALIVE in your community

First Financial Bank is committed to supporting the financial needs of individuals, families and local business in the low- and moderate-income communities we serve. We proactively build lasting relationships with established agencies to support funding opportunities, consumer and small business lending, volunteerism and delivering educational programs. These bonds help us to tap into the heart of the community so we can better understand the needs and provide solutions that enhance life with every step.

# ALIVE

Our community development strategy is driven by these five priorities:



**Access**



**Lending**



**Investing & Inclusion**



**Volunteerism**



**Education**

# working together

First Financial's Community Development team is fully dedicated to executing **ALIVE** priorities. We want to work with the nonprofit agencies, small businesses and local governments in the communities we serve and identify the ways in which we can jointly build a plan to meet specific needs and help further their missions.

First Financial's most rewarding moments happen when we help people in our local communities thrive. Learn more about our Community Development programs and initiatives at [bankatfirst.com/community](https://bankatfirst.com/community). If you would like to discuss the ways in which we could work together, please email [CommunityDevelopment@bankatfirst.com](mailto:CommunityDevelopment@bankatfirst.com).



# Bringing our commitment to life



“Our relationship with First Financial Bank is a win for us as well as the community. It’s increased our ability to serve small business owners who are not yet eligible for mainstream financing by providing loans for their businesses.”

David Taliaferro, Principal, Access Ventures



“First Financial’s focus on financial education and program support for the economically disadvantaged population is directly in line with the Crayons mission to level the playing field in the classroom by providing students in need the tools to succeed in school. First Financial understands that education is a pathway out of poverty.”

Amy Cheney, President & CEO, Crayons to Computers



“Our relationship with First Financial Bank goes well beyond that of bank and customer. The First Financial leadership team consists of people who believe in our mission and have supported us for decades. They are not only community leaders but also mothers and fathers. Many of them have served as board members, trustees, coaches, mentors and personal contributors of the organization.”

Chuck Kime, Executive Director, Foundation for Youth



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