

2026 WORKPLACE INVESTMENT CAMPAIGN

UNITED IS THE WAY

How to Participate in the 2026 First Bank Campaign

First Bank employees are the heart of this campaign. Whether you give \$2 a paycheck or help organize a team fundraiser, your participation puts real resources to work in the communities we serve every day.

- Give as little as \$2 per paycheck through automatic payroll deduction
- Every dollar you give stays local, right here in the Valley
- Choose the cause you care about, or let the team direct your gift
- Pledge online in minutes, with no paperwork and no follow-up

WHAT YOU NEED TO KNOW

WHO

You. Every First Bank employee can give — from the teller line to the corner office. Your gift joins thousands of Valley neighbors making the same choice.

WHAT

A simple, tax-deductible gift from your paycheck — or by card or check — that funds local nonprofits. Give once, or a little every pay period.

WHERE

Right here at home. 100% of your gift stays in the Valley, funding health, youth, and family programs across the six counties where you live and work.

WHEN

Anytime during the campaign. Set up payroll giving once and your support continues automatically all year — change or cancel whenever you like.

WHY

40% of Valley households can't cover the basics. Your gift, combined with your coworkers', directly funds food, shelter, and opportunity close to home.

HOW

Scan the QR code or open the online form, pick your amount and the cause you care about, and you're done. It takes minutes — no paperwork required.

WHY IT MATTERS

At First Bank, we know that strong communities make strong businesses. By leading a United Way campaign, First Bank demonstrates that employers can also be community investors. **Payroll deduction is simple but powerful:** small, regular contributions from staff generate steady, predictable funding that strengthens local families, schools, and nonprofits across all six counties we serve. Every dollar stays in the Valley.

HOW TO PLEDGE — ONE FORM, ALL PAYMENT TYPES



PAYROLL DEDUCTION

MOST POPULAR

Complete the online pledge form and select payroll deduction — a small amount is deducted automatically each pay period. **Even \$2 per paycheck adds up to nearly \$50 for our community** by year's end. No paper, no follow-up needed.



CREDIT CARD OR CHECK

All pledges, including those paid by credit card or check, are submitted through the same online form. Make checks payable to **United Way of Northern Shenandoah Valley**.



SPECIAL EVENTS & FUNDRAISERS

Proceeds from jeans days, raffles, bake sales, and team events all count toward First Bank's total.

**SCAN TO
PLEDGE ONLINE**



bit.ly/4pxK3Bn



All pledges go through the online form regardless of payment method. It is fast, accurate, and easy to track. Your coordinator receives a confirmation automatically through UWNSV's system — no paper pledge forms, no triplicate copies.

You can choose where to invest

As a corporate partner, First Bank can direct its investment toward one or more of the four community portfolio areas below. UWNSV will align First Bank's campaign to your chosen focus and report outcomes specific to that area — or you can invest across all four, letting the community investment team direct capital where the data shows it is needed most.

Healthy community

Healthcare access, mental health, wellness, and coordinated care for Valley families.

Youth opportunity

Kindergarten readiness, tutoring, mentorship, and workforce pathways for young people.

Financial security

Eviction prevention, emergency assistance, and access to opportunity for ALICE families.

Community resiliency

Basic needs, shelter, food access, and systems that stabilize families in crisis.

BENEFITS TO FIRST BANK

Employee Engagement

Workplace giving builds pride, connection, and shared purpose among First Bank staff across all branches.

Community Leadership

First Bank sets an example for other Valley employers. Participation signals that businesses invest in the communities they serve.

Measurable Impact

Contributions fund health, financial stability, youth opportunity, and resiliency. First Bank receives an annual impact report showing exactly what the campaign produced.

WHY PAYROLL GIVING IS POWERFUL

Reliable

Monthly payroll gifts create a steady stream of support for local nonprofits. Consistent funding helps organizations plan ahead and serve more people.

Scalable

Even \$5 to \$10 per pay period adds up across a full team. When First Bank staff give together, the collective impact is far greater than any single gift.

Flexible

Employees can direct their gift to any of the four 2026 portfolio areas, or give to the general fund and let the community investment team place it where data shows it's needed most.

CAMPAIGN MATERIALS FOR YOUR USE

Investment One-Sheet

40% of Valley households can't make ends meet. See how the 2026 Workplace Investment Campaign puts First Bank's dollars to work right here in the Valley.



SCAN TO VIEW

Impact Calculator

An interactive tool so employees can see what their investment means in real terms — meals provided, kids served, families stabilized. Share it at kickoff to make the ask personal.



SCAN TO OPEN

United Way PSA Video

UWNSV provides a ready-to-use public service announcement video you can drop directly into your campaign — no editing, no production, no extra work on your end.



SCAN TO WATCH

MISSION:
STRONGER COMMUNITY

\$108,000+ in local economic activity

Over the past 18 months, First Bank's investment has generated over **\$108,000 in economic activity** across the Northern Shenandoah Valley through payment of pledges! This is not only a direct investment in local nonprofit partners but also the ripple effects as those dollars support local wages, purchases, and spending throughout the region. These funds likely helped nearly 200 households across the region access critical resources such as safe housing, food assistance, early childhood literacy, financial stability programs, emergency assistance and other essential supports. Thank you for helping create a stronger community!

TOGETHER, WE'RE CREATING BRIGHTER TOMORROWS FOR ALL

Our community is stronger when we're united. Thank you, First Bank, for joining the movement.