



news

CONTACT:

Curtis Chrystal
President & CEO
Wisconsin Bank & Trust
608.203.1240
cchrystal@wisconsinbankandtrust.com

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Shawn Kesler
Regional Marketing Officer
Wisconsin Bank & Trust
skesler@wisconsinbankandtrust.com

Wisconsin Bank & Trust Contributes \$100,000 for COVID-19 Community Relief Efforts throughout Wisconsin

*Bank directs immediate funds for food, emergency responders, student relief,
and more!*

April 15, 2020 — Madison, WI — Wisconsin Bank & Trust is proud to announce it will commit \$100,000 to support six local community initiatives related to Wisconsin's COVID-19 crisis. The Wisconsin-based bank will make significant contributions to the Boys & Girls Club of Dane County: Dane County COVID-19 Emergency Fund, Greater Green Bay Community Foundation: Emergency Response Fund, Greater Milwaukee Foundation: MKE Responds Fund, Green County Emergency Medical Service, Sheboygan County Food Bank: Sheboygan County Hunger Relief Food Fund, and the University of Wisconsin Platteville: Pioneers Helping Pioneers Fund. This latest community outreach follows earlier announcements about the bank's comprehensive COVID-19 response measures centered around financial relief for clients and employee safety.

"The needs of our local communities are at an all-time high," expressed Curtis Chrystal, President and CEO of Wisconsin Bank & Trust. "Our employees, clients, and state-wide communities continue to align and help one another during this crisis. It has solidified who we are in Wisconsin. On behalf of Wisconsin Bank & Trust, I am proud to support these important community relief efforts throughout our entire Wisconsin footprint."

\$20,000 | Boys & Girls Club of Dane County

Wisconsin Bank & Trust will contribute \$20,000 to the Boys & Girls Club of Dane County: Dane County COVID-19 Emergency Fund. The fund provides foundational support for key areas of need; Including meals for kids due to school closures, funds to support college students in need of temporary housing and meals, and funds to support senior citizens who may need meals, transportation and medical assistance.

Michael Johnson, CEO of the Boys & Girls Club of Dane County, says “We are thankful for the support of Wisconsin Bank & Trust. Because of their generous gift, we will be able to feed hundreds of youth in Dane County, and will also be able to help feed first responders impacted by COVID-19.”

\$20,000 | Greater Green Bay Community Foundation

Wisconsin Bank & Trust will donate \$20,000 to the Greater Green Bay Community Foundation: Emergency Response Fund. The Emergency Response Fund was created to reach the community through the work of local nonprofits who serve the community's most vulnerable.

The Green Bay Community Foundation is also working collaboratively with Great Brown County United Way and Green Bay Packers in a coordinated effort (sharing knowledge and resources) to meet immediate needs.

“Our community continues to demonstrate just how committed we are to each other. We are incredibly grateful to have partners like Wisconsin Bank & Trust to help support those around us during these incredibly difficult times.” Said Dennis Buehler, President and CEO of the Greater Green Bay Community Foundation

\$20,000 | Greater Milwaukee Foundation

Wisconsin Bank & Trust is committed to donating \$20,000 to local Greater Milwaukee Foundation: MKE Responds Fund. The MKE Responds Fund was created to support nonprofits serving our community on the local front of the global coronavirus pandemic. Funds will focus on food, housing/shelter, medical services and clinics, mental health, and early childhood education for the Greater MKE area.

“We have all been affected negatively by COVID-19, and we applaud those, such as Wisconsin Bank and Trust, who have chosen to act at this important moment by donating generously to the MKE Respond Fund. We believe that, together, our collective action can counter the impact of COVID-19 and provide immediate relief to individuals and neighborhoods disproportionately impacted by this pandemic and requiring urgent help. We are delighted to have Wisconsin Bank and Trust join this vital effort.” Shared Ellen Gilligan, President & CEO of the Greater Milwaukee Foundation.

\$10,000 | Green County Emergency Medical Services

Wisconsin Bank & Trust's goal is to support first responders in their mission to battle this virus in our state of emergency. Employing workers on the front lines of this pandemic, making sacrifices every day to our community, Wisconsin Bank & Trust is proud to donate \$10,000 to the Green County Emergency Medical Services in Monroe, Wisconsin.

\$20,000 | Sheboygan County Food Bank

No one should go hungry during this time, and Sheboygan County Food Bank created the Sheboygan County Hunger Relief Food Fund in the wake of the State of Emergency for Wisconsin. Distributing food to all food banks in Sheboygan County, as well as various local food partnerships, Wisconsin Bank & Trust will contribute \$20,000 for the growing necessities and demands during this hard time.

"Sheboygan County Food Bank is dedicated to addressing the emergency food needs of our neighbors, especially in times of uncertainty", said Patrick Boyle, Executive Director of Sheboygan County Food Bank. "With support from great community partners like our friends at Wisconsin Bank & Trust, we'll be able to purchase food to make sure our neighbors don't go hungry during this crisis. We can't thank them enough for their kindness and generosity. Thank you, Wisconsin Bank & Trust!"

\$10,000 | UW-Platteville

Many students have been impacted financially by COVID-19, causing high levels of uncertainty about their academic goals. UW-Platteville created the Pioneers Helping Pioneers Fund to protect the health and safety of students and families struggling during such difficult times. Wisconsin Bank & Trust is committed to \$10,000 to contribute towards those students who are conflicted during the pandemic.

The pandemic has created many financial insecurities for students, who are the future of our communities here as well as across the state of Wisconsin. The funds will be distributed to assist with rent, internet access to complete homework, groceries, auto repair, and more.

"In a time of great need, Wisconsin Bank & Trust stepped up," said Joshua Boots, Assistant Vice Chancellor for Development and Alumni Engagement of UW-Platteville. "Their significant demonstration of support will immediately help many students who are facing financial hardships due to COVID-19. We are extremely grateful and appreciative of our great partnership with Wisconsin Bank & Trust."

Wisconsin Bank & Trust: Part of \$1.2 Million Community Outreach Initiative

Heartland Financial USA, Inc., the holding company of Wisconsin Bank & Trust and 10 other regional banks across the United States, is contributing a total of \$1.2 million to COVID-19 community relief programs. The outreach is funding families and businesses across 12 states impacted by the crisis.

Banking Client Relief Actions

Since the beginning of the crisis, Wisconsin Bank & Trust has enacted a multitude of programs aimed at providing financial relief for consumer, small business, and commercial clients. As an SBA-certified lender, Wisconsin Bank & Trust is also working with business clients to utilize available CARES Act funding, such as the Paycheck Protection Program, Emergency Economic Injury Disaster Loans, and other programs. Please visit our COVID-19 resource center on our website for frequent updates.

Keeping Our Employee Team Safe

Wisconsin Bank & Trust continues to adapt our operations to the evolving environment. This has included having much of our workforce working remotely from home, modifying bank lobby access, restricting employee travel and group meetings, and intensifying the cleaning regimens of all our locations. Wisconsin Bank & Trust has also implemented a premium pay increase of 20% for its hourly customer-facing bank branch employees and customer service representatives in our call centers. The bank has also committed to cover all COVID-19 related testing and treatment costs for its primary healthcare plan participants.

About Wisconsin Bank & Trust

Wisconsin Bank & Trust, a subsidiary of Heartland Financial USA, Inc., is a state-chartered, community-invested bank with assets of approximately \$1.4 billion in assets, serving customers throughout 14 different branches in Wisconsin. The bank specializes in business lending and deposit services, and provides a wide variety of personal credit and deposit services along with complete electronic banking programs. For more information visit www.wisconsinbankandtrust.com or call 877.280.1855. Wisconsin Bank & Trust is a member of the Federal Deposit Insurance Corporation and an Equal Housing Lender.

About Heartland Financial USA, Inc.

Heartland Financial USA, Inc. is a diversified financial services company with assets of \$13.2 billion. The company provides banking, mortgage, private client, investment and insurance services to individuals and businesses. Heartland currently has 114 banking locations serving 83 communities in Iowa, Illinois, Wisconsin, New Mexico, Arizona, Montana, Colorado, Minnesota, Kansas, Missouri, Texas and California. Additional information about Heartland Financial USA, Inc. is available at www.htlf.com.

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