



THE CAMPAIGN *for* MASON COUNTY

Building a stronger community together

Together, we're building a vibrant community with great opportunities for all. For good. For ever.



West Shore Bank, a local institution that has served its neighbors for more than 125 years, is building on its legacy of community engagement by establishing a new fund at the Community Foundation in support of the Campaign for Mason County. This new fund, the West Shore Bank Community Reinvestment Fund, demonstrates the bank's dedication to building a stronger Mason County and helping the Foundation achieve its campaign goal of tripling its grantmaking capacity.



The Campaign for Mason County is an invitation to help improve the quality of life and opportunities for residents in Mason County. The Community Foundation seeks to raise \$5 million through the campaign to address critical needs and opportunities in the areas of educational attainment, workforce development, and recreation and quality of life. As of this week, the Foundation is \$730,225 away from reaching its goal. This progress is thanks in part to community partners like West Shore Bank, whose commitment to Mason County goes beyond financial contributions.



"When you're surrounded by people who are vested in the community, you can't help but be impacted by that," shared Ray Biggs, President and CEO of West Shore Bank. This level of community spirit is at the heart of West Shore Bank's operations, driving its efforts to invest in the people and initiatives that make Mason County thrive.

By partnering with the Community Foundation, West Shore Bank leverages the Foundation's expertise to ensure that its resources are used effectively and efficiently to achieve the greatest possible impact.



"The Community Foundation is uniquely capable of determining where the needs are at a more fundamental level in the community than we are," explained Biggs.

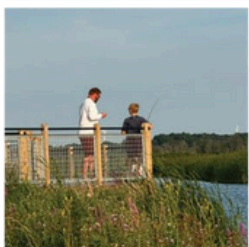
This initiative also aligns with West Shore Bank's commitment to the Community Reinvestment Act (CRA), which requires banks to invest in the communities they serve. The new fund further strengthens the bank's ability to support underserved community members.



West Shore Bank's commitment to community engagement is ingrained in West Shore Bank's mission and values. The bank's employees are encouraged to participate in local initiatives, and the bank itself supports a wide range of programs, organizations, and events. While serving markets from Muskegon to Traverse City, the bank's primary philanthropic activities are concentrated in Mason County, where most shareholders and depositors are based.

"We're engaged in several things in the community," remarked Biggs.

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He emphasized that the bank prioritizes initiatives that provide housing, education, and financial literacy throughout Mason County. This commitment to going beyond traditional banking services is reflected in its support of programs like the Employees' Resource Network (ERN), through which West Shore Bank provides crucial support, offering loans and financial guidance to those who may not qualify for traditional credit. West Shore Bank also partners with the Community Foundation's KickStart to Career program to promote financial literacy among young people, hosts the annual Rhythm and Dunes Fundraiser Concert Series to raise money for high school band programs, funds scholarships at West Shore Community College, and encourages employees and the community to join them in supporting local nonprofits through its annual Spirit of Giving campaign.



Through a combination of financial support, educational programs, personalized service, and now, the West Shore Bank Community Reinvestment Fund, West Shore Bank exemplifies its commitment to its neighbors' well-being. This institution's efforts are not just about banking; they are about lifting up individuals and strengthening families.



That sentiment is echoed by Nancy Sanford, a recent retiree who managed the Scottville branch for 22 years. "One of West Shore Bank's goals is to always make an impact on the community."

Biggs encouraged other businesses and individuals to support the campaign for Mason County. "It's our community. And if we want it to be a better place to live, go to school, retire, we have to be willing to reinvest."



With 127 years of history behind it, West Shore Bank continues to build on its legacy of community engagement. The establishment of the West Shore Bank Community Reinvestment Fund is a powerful example of the bank serving its neighbors and making Mason County a better place to live and work. Through strategic partnerships, employee engagement, diverse initiatives, and a genuine desire to make a difference, West Shore Bank continues to be a driving force in shaping a brighter future for Mason County.

To contribute or learn more about the Campaign for Mason County, visit <https://mason-foundation.org/> or contact **Andrea Large** at alarge@cffmc.org or **231.845.0326**.

