

# SERVICE ABOVE SELF

From providing vital products and services to serving local nonprofits, the Isabella Bank team puts the “community” in “community banking.”

**W**hen it comes to banking, customers deserve a partner committed to putting communities first. That’s why Central Michigan residents and small businesses choose Isabella Bank.

Founded in 1903, the organization is one of Michigan’s oldest banks and a historic pillar of Mount Pleasant and area communities.

“Our history dates back to March 1903 when a local gentleman named John Weidman purchased a private bank operating in downtown Mount Pleasant,” says Jae Evans, CEO and a Director of Isabella Bank.

Originally Isabella County State Bank, the bank was incorporated that same year with just \$230,000 in deposits. By June 1929, that number had grown to over \$1.7 million, and today, deposits exceed \$1.7 billion.

A celebrated community partner, the bank served Mount Pleasant from a single downtown location for decades until debuting its first drive-up branch in 1964. Today, Isabella Bank serves seven counties with 30 branches and 28 ATMs across Central Michigan and offers access to the Allpoint ATM network, which provides 55,000 additional ATMs nationwide.

“We’ve grown throughout the years by building long-lasting relationships with the customers and communities we serve,” Evans says. A tenured veteran with 46 years in community banking, Evans joined Isabella Bank in 2008, serving as a division president and COO before becoming CEO in 2014. “It’s truly a partnership. We strengthen as an organization by strengthening the communities we serve.

“That ranges from providing a wide variety of products and services to supporting community agencies and nonprofits with our time, talent, and financial resources. We strive to be a trusted advisor for all,” he continues.

## COMPASSION INTO ACTION

“It’s essential that our communities provide a vibrant place for people to live, work, and grow—and we have a responsibility to help make that happen,” says Evans. “Five key components define any healthy community: a great health care network, great education system, capable local government, strong financial environment, and solid faith base.”

It takes a village to support any thriving community, and Isabella bank continues to innovate to meet the needs of the community. Started in 2018, Isabella Bank’s Compassion



Into Action event does just that. Now in its fifth year, the full-day event provides vital support for local charities, nonprofits, and community organizations.

“Compassion Into Action is an opportunity for our employees to come together, live our core values, and serve our communities,” Evans explains. From providing meals for individuals in need to cleaning up area parks, the effort brought over 350 employees together across nine different projects throughout seven counties in 2022.

“The organizations we support look forward to Compassion Into Action every year because we make such a tremendous impact on their projects and the clients they serve,” says Evans, noting the event has netted more than 6,800 volunteer hours since its inception.

Beyond that, Isabella Bank employees clock an additional 8,000 hours of registered volunteer service every year, from serving on civic boards to improving financial literacy throughout the community.

“We believe in service above self. Ultimately, that’s why we’re here—to serve others and strengthen communities,” Evans says. “It’s just part of our DNA.”

