



## **Security First Bank Outstanding Philanthropic Corporation Nomination**

**Submitted by the Black Hills Works Foundation  
August 21, 2025**

Security First Bank is deserving of the 2025 Outstanding Philanthropic Corporation award from the Association of Fundraising Professionals South Dakota. With locations throughout western South Dakota, Security First Bank has a significant record of exceptional generosity through innovative approaches to problem solving, direct financial and leadership support, and a culture of philanthropy that encourages its employees to be involved in their communities and contribute to South Dakota non-profits.

### **(1) Evidence of Philanthropic Support of Innovative Approaches to Solving Problems in South Dakota (0-45 points)**

Security First Bank has consistently demonstrated exceptional philanthropic innovation by developing creative solutions that leverage its banking and financial expertise to directly strengthen South Dakota's nonprofit sector and amplify the impact of charitable organizations throughout its service area, including in Western South Dakota.

#### **Connecting Suzie Cappa Art Center Artwork to Customers and Employees**



Suzie Cappa Art Center, part of Black Hills Works, and located in downtown Rapid City, employs 30 artists with disabilities who create and sell their artwork in a gallery open to the public. For many years, the downtown Security First Bank location has featured Suzie Cappa Art Center artwork on its walls, in offices and conference rooms. When Security First Bank opened its new Buffalo Crossing Branch location in 2023, its partnership with Black Hill Works and the Suzie Cappa

Art Center was elevated in an innovative way. This branch now purchases Suzie Cappa Art Center artwork to display in its lobby. Each piece of art is labeled with an artist card sharing

information about the artist and the Suzie Cappa Art Center. Every quarter, the art is sold to employees and customers, with proceeds used to purchase more art for the walls. This innovative rotating art installation provides ongoing commissions to the deserving artists, revenue for the art center, and a wonderful opportunity to raise awareness about the center, while also beautifying its lobby.

**The Teller Express Courier Service: Unique Support for Nonprofit Operations**

Security First Bank's "Teller Express Courier Services" represents a transformative charitable innovation that is, among banks, unique to Security First Bank, and specifically helps strengthen the nonprofit organizations it serves. This complimentary service "takes the bank to you," eliminating operational barriers that commonly strain charitable organizations. By providing daily deposits, secure transport, fraud reduction, and operational convenience, this service directly addresses the staffing limitations and resource constraints that often hamper nonprofit effectiveness. The vast majority of the bank's nonprofit partners rely on this service, demonstrating how targeted corporate philanthropy can exponentially increase charitable organizations' operational capacity and program delivery.



**Crisis Response Philanthropy**

When a potential federal shutdown in 2023 threatened to cancel the Mount Rushmore Society Gala – vital fundraising event celebrating America's 250th anniversary – Security First Bank demonstrated innovative crisis philanthropy. The bank offered to host this critical nonprofit fundraiser, raising funds essential for educational programming and memorial improvements. This rapid response

philanthropy not only preserved a major revenue stream for the Mount Rushmore Society but demonstrated how corporate flexibility can be a form of charitable support during unforeseen challenges.

**Transformational Nonprofit Development: The Club for Boys, Youth & Family Services, and Complete Health (formerly Community Health Services)**

Through leadership expertise and financial support, Security First has supported transformational growth and change for area nonprofits, including The Club for Boys, Youth & Family Services, and Community Health Center of the Black Hills (now Complete Health).



*Affordable housing for families with young children, to include Club for Boys' families, thanks to Security First Bank leadership.*

Brett Simons, a Commercial Lender for Security First Bank is the Treasurer for The Club for Boys Board of Directors as well as Foundation Board of Directors. With his volunteer expertise and in partnership with Security First Bank, The Club for Boys was able to leverage new market tax credits and a relationship with Lloyd Companies to construct three affordable housing projects. The housing projects added much needed assistance to both Club for Boys families as well as other members of the community. In addition, the bank was a marquee contributor to the capital campaign which made it possible to expand its program space in service of its mission on behalf of creating positive experiences for boys that develop character in a safe, caring and fun environment.

Security First Bank leadership, including Greg Hunter and Marnie Herrmann, also helped pioneer a comprehensive philanthropic approach that fundamentally transformed Youth and Family Services. As Connie Olson, Chief Development Officer for YFS, shares in the attached letter of support, “The partnership between Security First Bank and Youth & Family Services (YFS) is an exemplary model of how the nonprofit sector and the corporate world can collaborate to make a significant impact.” As she details in her letter, in addition to significant direct financial support, Greg and Marnie freely shared their financial expertise and industry/market insights to guide transformational changes to the structure of YFS. As founding members of the YFS Foundation Board, knew that creating a separate nonprofit Foundation to support YFS operations would protect YFS funds and assets – resources needed to support children and families. From this they also helped create an innovative fundraising strategy:

- **Infrastructure Philanthropy:** Their leadership and Security First sponsorship helped YFS to consolidate multiple programs (Head Start, Girls Inc.) into a purpose-built facility in 2003, dramatically improving service delivery to children and families.
- **Sustainable Revenue Innovation:** Security First leadership guided YFS in creating a Limited Liability Corporation to purchase neighborhood real estate, generating ongoing rental income that supports programming while providing affordable housing – a self-sustaining philanthropic model that strengthens the nonprofit's long-term viability
- **Capacity Building:** The bank leveraged its industry expertise to connect YFS with another banking institution to assist with new market tax credits, helping to position YFS to do great things on behalf of the kids and families they serve.

Just like YFS, Security First leadership serving on Complete Health Board of Directors also connected the Complete Health with another bank to use new market tax credits, enhancing its capacity and expanding its critical health care reach to populations in need.



**(2) Description of impact of gift support and achievements accomplished through the business, corporation or foundation’s efforts (0-40 points)**

Founded 125 years ago, Security First Bank’s Mission Statement is to improve the lives of the families and businesses they serve by providing creative, high-quality financial services in South Dakota. They emphasize a personalized approach, aiming to understand each customer’s unique needs and provide tailored solutions. Their commitment extends

to community involvement and through a culture of philanthropy where both employees and customers thrive. Chairman Greg Hunter sets the tone, explaining:

“In reflection, looking back over the years, Security First Bank’s reason for giving and support was never about ‘having to,’ it was always about relationships. I could give you story after story of how our employees have gone above and beyond, not just corporately but personally.

“What we have found, and one of the most compelling reasons we have long tenured employees is the fact they and the community believe it is ‘their’ bank! There is a sense of trust, loyalty, and shared purpose within the entire community. We have heard time and again from our employees, ‘this is why we like working here.’



“Thoughtful giving or philanthropy truly does strengthen those relationships, most assuredly boost morale, and continues to reinforce our community-based culture. The result is one where our employees, our communities and our customers feel valued.”

In addition to employees personally giving their time and donations to nonprofit organizations in our state, Security First Bank’s commitment its community translates into direct gift support of approximately \$500,000 per year to nonprofit and community causes.

Security First Bank sponsors or donates to Black Hills Works, YFS<sup>1</sup>, Monument Health Foundation (most recently in support of the hospital’s children’s expansion), Black Hills Community Theater, The Club for Boys, Mount Rushmore Society, Cornerstone Rescue Mission, the Lakota Nation Invitational, Rural America Initiatives, and more.

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<sup>1</sup> According to Connie Olson, “Security First Bank supports the ongoing operations of Youth & Family Services through substantial support of its events, sustaining campaign, and endowment fund. They answer my calls and help open doors.” (See attached letter of support).



Security First also contributes to community projects and people where they do business, such the student scholarships, the Security First Gym of Champions at St. Thomas More, scoreboards at high schools, ambulance service contributions, and new softball fields in Spearfish. Security First Bank’s Buffalo Crossing location has also provided free office space to the South Dakota Community Foundation and has opened its doors as an event venue for Elevate Rapid City, Black Hills Works, and the Mount Rushmore Society.

Security First Bank’s support of Black Hills Works is notable and innovative. It has supported the organization for nearly a quarter century (22 years), helping to empower adults with disabilities in Western South Dakota to live their best lives. As an inaugural Red Carpet Sponsor for Black Hills Works (launched in 2023), Security First Bank was among the first to participate in this sponsorship level, which takes a typical corporate sponsorship model far beyond financial contributions. As a Red Carpet sponsor, Security First Bank has sponsored receptions for honorees, their staff, and families, and invites employees to personally meet Black Hills Works participants. The results are meaningful relationships that deepen understanding and connection to Black Hills Works’ charitable mission. Security First Bank readily embraced the Red Carpet Sponsor opportunity, moving beyond transactional giving and creating a lasting personal investment in Black Hills Works’ success.



### **Strategic Nonprofit Governance: Strengthening Charitable Organizations Through Leadership**

Security First Bank's commitment to philanthropic impact is also demonstrated through extensive volunteer leadership across South Dakota's most critical nonprofit organizations, with bank executives providing strategic governance that directly strengthens charitable effectiveness:

- **Julie Benedict, Chief Human Resources Officer:** CASA of the Northern Hills, Spearfish Economic Development Corp (board), Red Cross of the Black Hills
- **Callie Wagner, Marketing Director:** Northern Hills Hospice, Spearfish Chamber of Commerce (board), Zonta, Black Hills Advertising Federation (board)

- **Kevin Dietz, Chief Market Officer:** Black Hills Works Foundation (board), Black Hills Works (board), Rapid City Area Chamber of Commerce (board)
- **Brett Simons, Commercial Lender:** Rapid City Club for Boys (board, treasurer), Rapid City Club for Boys Foundation (board, treasurer), Working Against Violence Inc (Past Board Member/Treasurer).
- **Dan Scheurer, Branch President:** United Way of the Black Hills (board), Black Hills Works Foundation (board), Elevate Rapid City (board), Community Health Center of the Black Hills (now Complete Health) (board)
- **Greg Hunter, Chairman:** Youth and Family Services Foundation (founding board member)
- **Kate Amirehteshami, Finance:** Rapid City Arts Council (board, treasurer)
- **Tyler Hyland, Loan Officer:** Volunteers weekly for Black Hills Works, Recipient of Helpline Volunteer of the Year award (2024, UP & Coming Volunteer Category)
- **Marnie Herrmann, Chief Banking Officer:** Extensive leadership across multiple organizations including board/chair positions at Youth and Family Services, Community Health Center of the Black Hills (now Complete Health), Rapid City Convention & Visitors Bureau, Rapid City Area Chamber of Commerce, Black Hills Area Community Foundation, Mt. Rushmore Society, and Sanford Health

Security First Bank’s leadership encourages by example a comprehensive culture of philanthropic leadership that extends throughout their organization and motivates widespread charitable engagement, directly strengthening nonprofit organizations in South Dakota through giving, volunteer governance, and community involvement.

### **(3) Evidence of Encouragement and Motivation Given to Others to Take Leadership Roles Toward Philanthropy and Community Involvement (0-15 points)**

As noted above, Security First leadership cultivates a culture of philanthropy and leads by example. As Chairman Hunter shared, “I could give you story after story of how our employees have gone above and beyond, not just corporately but personally.”



Connie Olson shares that “in addition to being committed to philanthropy, Security First Bank and their staff encourage and inspire others to be charitable with their time, talent and resources. The number of organizations and causes they support locally enhances the quality of life for everyone in our community” (see attached letter of support).

Marnie Hermann, Chief Banking Officer, also embodies this culture of philanthropy. At the 2022 Black Hills Works Gala, she shared her personal and

corporate “why” for charitable giving and involvement: “To do – and help others do – meaningful work and to make a positive difference in our community.” (Her full statement is attached).

### Community-Wide Charitable Mobilization: Feeding Hearts Food Drive and Tough Enough to Wear Pink

Security First Bank's annual "Feeding Hearts" food drive demonstrates how corporate philanthropy can motivate broader community charitable participation. By transforming their 25 branch locations and 11 insurance offices including in Southwest South Dakota into community collection points every February, the bank mobilizes thousands of community members in charitable giving. In 2025, this initiative engaged customers, staff, and community members to donate over 6,477 food and personal care items while raising more than \$16,700 in monetary donations during the 7th annual drive.



Annually, Security First Employees also join forces for the annual Tough Enough to Wear Pink campaign sponsored by Monument Health Cancer Care Institute and Monument Health to help promote cancer awareness in the Black Hills region.

For the past five years, employees at the Security First Bank branch in downtown Rapid City participate in Friday “Jeans Day,” contributing dollars to wear jeans, which the bank matches up to \$1,000. Employees then select two non-profit organizations to benefit each year, including but not limited to CASA, the Humane Society of the Black Hills, Feeding South Dakota, and more.



These employee-driven, community facing activities exemplify how corporate philanthropic leadership can amplify charitable impact far beyond direct corporate contributions.

## Grassroots Community Leadership

Security First employees demonstrate hands-on community leadership through active participation in parades, state and county fairs, particularly in rural communities. Employees volunteer their time serving food, judging livestock competitions, and assisting with cattle brandings – activities that strengthen the agricultural communities that is critical of South Dakota's economy.



Thank you for your thoughtful consideration. Security First Bank is so deserving of the 2025 AFP Outstanding Philanthropic Corporation Award.

## Questions?

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*Security First Bank employees participate in a Spearfish, South Dakota parade.*

## **Marnie's full remarks:**

### **Black Hills Works Gala Comments**

**Marnie Herrmann**

**October 22, 2022**

Good evening. It is wonderful to be here celebrating Shannon and Adam.

I was asked to share my perspective and motivation as a corporate sponsor, as a member of a giving circle and as a personal donor. Thankfully, and in the interest of time, I am glad to say that my perspective and philanthropic motivation is the same across all three roles:

To do – and help others do - meaningful work and to make a positive difference in our community.

My involvement with Black Hills Works began in 2008 when I joined the Black Hills Services board. Board service required both my personal commitment and my employer's commitment; I think sometimes we do not fully recognize the philanthropic value of employers who allow their staff to serve on non-profit boards. That said, I would like to thank my employer, Security First Bank, and all employers in our community who encourage and accommodate board service.

Being a board member helped me to understand and appreciate how Black Hills Works put every dollar to work for the benefit of their people supported and the community.

Understanding that donations of *every* amount matter led us to become personal donors and to direct some of the bank's philanthropic budget this way as well.

In recent years, Doug and I found a new way to help Black Hills Works as members of the Black Hills Area Community Foundation's Black Hills by Choice Giving Circle. As members, we get to invite our favorite charitable organizations to apply for grants, which are funded through membership dues. It has been our pleasure to invite Black Hills Works and see them successfully apply for Black Hills by Choice grants.

Thank you for the opportunity to share our story, and for the meaningful work that each of you do to make a positive difference in our community.