

**American Heart Association, Arizona Heart Walk**

The Annual Heart Association's goal is to reduce death and disability from cardiovascular disease and stroke by 20 percent by 2020. Heart Walk is the nonprofit's premiere event for raising funds to save lives from this country's No. 1 and No. 5 killers — heart disease and stroke.

The Phoenix walk is the largest charity walk event in the state of Arizona.

Designed to promote physical activity and heart-healthy living, the Heart Walk creates an environment that's fun and rewarding for the entire family.

[heart.org](http://heart.org)



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# Building an Alliance to Help Arizona

The good corporate citizenship effort of Alliance Bank of Arizona

by Tyler Butler

▶ In today's economy, being a good corporate citizen has taken on a greater meaning than ever before. And the practice of respectable corporate citizenship has become increasingly more prevalent. Businesses understand that they can leverage what they do in order to positively impact society, and they are taking steps to activate these resources and help the communities where they work, live and play.

The ways that businesses help society often depend on local needs. In Arizona, education is an issue of particular importance. According to the District of Columbia Education Week rankings, Arizona is 45th among the 50 states. With our educational system scraping the bottom ranks in the nation and receiving only a D+ for school funding, education has become a hot-button topic.

Operating locally and supporting good corporate citizenship, Alliance Bank of Arizona, a division of Western Bank Alliance, focuses much of its energies on this cause area, among others. The Arizona division of this company was founded in 2003 and, boasting 10 offices that span the state, has employees and branches in Phoenix, Flagstaff and Tucson.

Alliance Bank's extensive philanthropic work in the area of education in Arizona includes in-depth, long-term support for AZ Earn to Learn Savings-to-Scholarships program,

making higher education a reality for low- to moderate-income students. The Tucson-based nonprofit organization guides students to save \$500 each year to earn an annual match of \$4,000 at one of three state universities in Arizona with the intent to help them earn a college degree. And, for the fourth year running, Alliance Bank employees helped boost financial literacy for Roadrunner Elementary school students. On Junior Achievement Day in May, 62 of the company's bankers shared important skills with more than 100 students at this Title I school in Phoenix that serves low-income families.

Among many other worthy causes Alliance Bank aids through funding and employee involvement are Big Brothers Big Sisters, Junior Achievement, College Success Arizona and the American Heart Association. In fact, the team at Alliance Bank of Arizona raised \$30,000 for the 2019 American Heart Association Heart Walk. The team had more than 100 participants. "This is a cause that is near and dear to my heart, and I appreciate our team's dedication and commitment to this organization," says Alliance Bank CEO Don Garner. "Through our support of the Heart Walk, we're not only helping people in our local community, we're also helping the American Heart Association maintain and create programs and services for survivors, fund research for innovative new treatments, and help people lower their risk."

Alliance Bank of Arizona's robust philanthropic impact is seen in the growing strength and resilience of Arizona's nonprofit community. Its leadership understands that nonprofit organizations have unique banking and financing needs, which is why they have passionate nonprofit banking experts available who can provide banking support at any level. "Supporting the communities we serve is a cornerstone of Alliance Bank of Arizona and a major point of pride for our team members who give of their time and talent to a wide range of worthwhile causes and high-impact programs," says Kate Hickman, senior vice president at Alliance Bank of Arizona. "Beyond encouraging community service among our employees, Alliance Bank is guided by a steadfast commitment to supporting local education initiatives that create a pathway to greater success for Arizonans from all walks of life."

This is but one example of good corporate citizenship in action. The Arizona community is receiving unparalleled support from companies that care and are supporting the plethora of nonprofits in our state and making our society a better place through these good deeds. Thanks to this work, our state is flourishing through organizations that are uniquely suited to aid our community. ■

