



PRIMIS

THIS IS WHAT
IMPACT LOOKS LIKE

2025 IMPACT REPORT





The Impact We're Building

Our impact isn't confined to a single initiative or moment. It's woven into how we serve our communities every day.

We believe strong communities are built through opportunity, education and support that creates lasting change. Our efforts are centered around three core pillars:



Empowering Women and Girls

Creating pathways to confidence, career growth and long-term stability through programs like Primis Works.



Advancing STEM Opportunities for Women and Minorities

Supporting the next generation of innovators, problem-solvers and leaders through expanded access to STEM education and experiences.



Sharpening Minds Across All Generations

Promoting financial literacy and fraud prevention education to help individuals make informed decisions at every stage of life.

Together, these pillars represent more than community involvement.

They represent our commitment to making meaningful impact where we live and work.

Empowering Women and Girls

Creating pathways to opportunity. Changing lives for good.

Primis Works is our flagship program designed to help single mothers build meaningful, lasting careers. Through paid childcare, full benefits and immersive, hands-on training, participants gain the tools to grow — personally and professionally.

This is more than workforce development.

It's life-changing impact.



Fall 2025 Primis Works graduates celebrating the completion of the program alongside mentors and Primis leaders.

Primis Works By the Numbers



50+

PRIMIS TEAM
MEMBER BUDDIES



50+

COMMUNITY PARTNERS



26

GRADUATES*



12

OFFERS FOR FULL-TIME
EMPLOYMENT WITH PRIMIS*



11

COHORTS*



7

DEPARTMENTAL
ROTATIONS



5

YEARS — AND COUNTING*



1

POWERFUL IMPACT

*Numbers are since the program's inception in 2021.

Advancing STEM Opportunities for Women and Minorities

The Sheflett Memorial STEM Challenge honors the late Primis CIO George “Cody” Sheflett Jr. by bringing female students together to solve real-world challenges and present their ideas to industry leaders.

Students partner with Primis mentors to solve real-world business and technology challenges, presenting their ideas for the opportunity to earn scholarships and awards.



The Impact

4

STEM challenges*

44

students*

\$16,500

in gifts and awards*

\$28,000

donated to expand STEM access*

8

schools and organizations*

*Numbers are since the program's inception in 2023.

Sharpening Minds

Financial Education Across Generations



Investing in students starts with access to the tools they need to learn and grow.

Financial confidence starts with access, education and opportunity.

Through classroom programs, community partnerships and fraud prevention initiatives, Primis teammates help individuals build the tools to make informed financial decisions at every stage of life.

Our efforts include:

- Youth financial literacy initiatives such as the Maggie Walker Piggy Bank Challenge
- Hands-on learning experiences inside our banks
- Elder fraud prevention workshops co-created with the Henrico County Commonwealth's Attorney's Office

Practical financial knowledge can create lasting impact across generations.



Primis teammates participated in hands-on financial education experiences with students at King William High School.

Showing Up For Our Communities

Across our footprint, Primis teammates give their time and energy to support the causes and organizations that matter most to them — from classrooms and food banks to fraud prevention workshops and community drives.

Through our Community Champions program, team members receive paid volunteer time each year to serve the communities where they live and work.



Partnerships That Create Impact



Among the many organizations we proudly partnered with throughout 2025.

Making Our Mark



\$432,000+
Sponsorships and Donations



1,522.6 lbs
School Supplies Collected



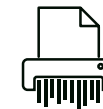
3,200+ hours
Community Volunteer Hours



2,005 lbs
Nonperishable Food Items Collected



268 attendees
Financial Fraud Workshops



2,070 lbs
Shredded at Financial Literacy Day at the Northumberland County Library



360
Virginia Reads One Book Donations



847
Items Collected for the Avalon Center



503 books
Children's Hospital of Richmond
New Book Drive



\$2,300+
Raised for Anthem Lemon Aid Benefiting
Children's Hospital of Richmond

Stats as of year end 2025.

“While we’re proud of the impact reflected in these pages, we know the most meaningful work happens over time through continued investment in our communities, our partnerships and our people. We’re excited about the opportunities ahead and the impact still to come.”

—**Diane Beirne**

Director of Corporate Social Responsibility

