

# JANUARY CORPORATE PARTNER SPOTLIGHT BRIDGEWATER BANK



## Tell us a little about your organization/business and how you got connected to The Link?

Bridgewater Bank is a local bank committed to serving the diverse needs of Twin Cities entrepreneurs and successful individuals. What was once a start-up bank in 2005 has grown into one of Minnesota's largest local banks with seven locations spanning the Twin Cities. As much as our business has grown, so has the ways in which we serve the community and give back to those in need. We got connected to The Link a little over a year ago when our CRA coordinator, Charlene Roufs, met with Megan to hear more about opportunities to get involved. Charlene quickly realized that The Link would be a great fit for Bridgewater, as one of the bank's core focuses for community outreach is through Affordable Housing initiatives. The Link is involved in a space we are passionate about with their dedication to our local communities. It's been rewarding for us to directly impact those who struggle with homelessness and who are victims of human trafficking.

## What has been the collaboration with The Link and was there a favorite part/story?

Bridgewater Bank was honored to support The Link through the Adopt a Family program in 2020. The generosity of the bank employees was remarkable, as we were able to sponsor 10 families and the youth at the new emergency shelter, Dignity House, and contribute \$500 in Target gift cards. It was humbling to know that we were able to help these families have a wonderful Christmas in such a tough year. We appreciate The Link and the opportunity they gave us to participate in this program.

## What would be your dream project be with The Link in the future?

Firstly, we can only hope that we are able to expand upon our partnership with The Link in the future. It's a great organization and our collaboration in 2020 was phenomenal. Our dream project would consist of working with one or more of The Link's shelters to provide Financial Literacy programs to their clients. We see financial knowledge as an important pillar of helping those in need. Our banking team would love the opportunity to help these clients with their financial goals.