

DEI April Newsletter

C&F BANK

5 April 2024



Why DEI Matters

Seeing diverse representation is comforting. But why is that? Diversity, Equity, and Inclusion (DEI) in the workplace have become increasingly significant, but why is it so important? DEI encompasses more than just race; it includes gender, religion, physical/mental abilities, age, and sexual orientation. DEI initiatives offer numerous benefits, such as enhancing company culture, driving innovation, fostering growth, and accessing a broader talent pool. A company's commitment to ensuring employees feel valued and respected is essential for boosting morale and retention. Not only does this make your team feel acknowledged, but it also enables them to leverage their full range of talents, thus improving overall performance. Research shows that diverse teams of frontline decision-makers financially outperform non-diverse teams. By prioritizing DEI, we can positively impact the entire company by promoting acceptance and a sense of belonging. .

Mental Health Awareness Month

We all need mental breaks from time to time, but we often overlook the importance of consistent mental self-care. Regardless of any diagnosed mental health conditions, it is crucial to prioritize our mental well-being, as it significantly influences our daily lives. May is Mental Health Awareness Month, shedding light on the impact of mental health on our lives and available support services. Engaging in activities like yoga, reading, spending time in nature, coloring/painting, gardening, or practicing breathing exercises can help alleviate daily stress. Additionally, developing a support network strengthens resilience during challenging times by providing necessary resources to overcome adversity. By practicing mindfulness and engaging in a relaxing activity daily, we can reduce the risk of stress-related mental health issues.

Upcoming Events



Heritage Festival

April 26, 2024
8373 Hermitage Dr
Time: 4pm-8pm



Annual Business Conference 2024

April 17, 2024
0265 River Road St
Time: 12am-3pm



Outcome from Q1

Our DEI committee achieved several milestones in the first quarter, collaborating with organizations that not only empower their business but also benefit our community. Art 180, a community-centered nonprofit, offers various services including workshops, studios, exhibits, and events. With our support, they were able to advance their mission of strengthening the artistic ecosystem in Richmond. ICON Realty Group, an independent realtor group in Richmond, advocates for clients while delivering exceptional customer service built on trust. Our partnership with ICON allowed us to hosting several events with ICON significantly increased community exposure and foot traffic. These are just a few examples of our impact thus far, and we look forward to sharing more success stories in the coming months.

